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# Analyst Anytime™ Unlimited Advisory Service

**Prepared for:** Client Review Only



**ARSLÓGICA**

THE CONTENT MANAGEMENT EXPERTS

## INTRODUCING ANALYST ANYTIME™ UNLIMITED ADVISORY SERVICE

Ars Logica is pleased to offer enterprises, software vendors, and systems integrators immediate responses to questions on content management, customer experience management, and e-commerce technologies and business processes. The following provides an overview of Ars Logica's unlimited inquiry subscription service:

### Purpose

To provide enterprises unlimited inquiry access to Ars Logica for guidance on selecting, implementing, and maintaining content management, customer experience management, e-commerce platforms. Inquiries typically cover a wide variety of topics, including requests for corporate educational workshops, product updates, technology acquisition support, industry and technology trends, product comparisons, demo best practices, RFP responses, resource planning, and vendor claims.

### Submission Process

Subscribers can submit questions by e-mail or by calling analysts directly. Our e-mail submission process ensures that more than one person at Ars Logica receives the request. We will confirm receipt of your inquiry immediately and guarantee a completion time.

### Response Time

Response time is user-selectable. In urgent cases, responses can be immediate. Typical responses times are 24-48 hours. At the customer's request, responses will be provided either in writing or by phone.

### Benefits of the Program

- Analyst Anytime™ provides precise responses to specific questions rather than offering blanket research that may only tangentially address clients' most pressing questions.
- Ars Logica is the only vendor-neutral analyst firm that combines more than 15 years' experience covering our selected technology markets with actual hands-on product testing.

## QUESTIONS

Please feel free to e-mail any questions about the Analyst Anytime™ unlimited inquiry service to [analyst@arslogica.com](mailto:analyst@arslogica.com), or to call us directly at +1.617.943.5611.

## EXPERTISE

Since the mid-1990's, Ars Logica founder Tony White has served as the lead analyst covering web/enterprise content management at firms such as Giga Information Group (now Forrester Research), and the Yankee Group. He has also held senior marketing roles at leading software firms, such as Interwoven, where he was responsible for market intelligence, competitive analysis, sales training for the Global Accounts salesforce, and external messaging to customers and analysts.

In addition to speaking at analyst, vendor, and end-user conferences across Europe, North America, Asia, and Australia, Tony has delivered competitive analyses to the sales forces of companies such as HP, IBM, and BEA. Software vendors engaging Tony for product development planning have included Adobe, EMC, Microsoft, Oracle, and others. Additionally, Tony has provided CMS product-selection guidance to companies and organizations such as AT&T, The World Bank, AXA Insurance, Procter & Gamble, Starwood Hotels & Resorts, the State of California, Yale University, and many others.