

LEVERAGING ANALYST RESEARCH TO MAKE YOUR NEXT BI DECISION

THE BUYER'S JOURNEY IS MORE COMPLEX THAN BEFORE

More than 5 decision makers, on average, are responsible for each B2B purchase today.

Source: CEB



That means multiple priorities, opinions and timelines to juggle. How can you push projects through?

Serving as your project's champion will help influence others on your team and help you reach the consensus you need.



Let's look at some resources you can use on your journey...

White papers guide a lot of early stage research while buyers identify the problem and explore it.



Later in the buying process? Buyers rely on vendor-oriented info such as analyst reports and solution guides.

HOW CAN YOU BEST USE THESE REPORTS?

Make sure you know whether they are research-based or opinion-based

QUANTITATIVE



- Findings are generally presented numerically in the form of tables, charts and percentages.
- Why you should use it: Provides a statistically sound view on technologies and best practices.
- What to look out for: Might not adequately address new technologies or those that have been designed with a particular vertical (such as healthcare) in mind.

QUALITATIVE



- Relies on heavy input from vendors, key customers and the analyst's experience and instincts.
- Why you should use it: Can often provide better insight into emerging technologies and trends.
- What to look out for: Derives insight from the opinions of fewer respondents. Can be subject to more bias. Also might not adequately address vertical needs.

Use both quantitative and qualitative research in your decision-making process. Understand sample size and market to ensure companies "like you" were represented.

DON'T PUT YOUR RESEARCH EGGS ALL IN ONE BASKET

There are blue chip names in the research industry, some of which have been trusted for more than 30 years to deliver impactful insight.

Conversely, there are small research firms founded by excellent analysts who you might not have heard of yet.

Use research from multiple firms and different analysts to ensure the vendor has not had undue influence in a particular publication.

See how many "thumbs up" a vendor has across different research publications.

- 👍 = Table stakes
- 👍 👍 = Mildly interesting
- 👍 👍 👍 = Take notice!

RECOMMENDATIONS FOR BI BUYERS

Look for research that is balanced and offers meaningful insight rather than those that are biased toward specific vendors.



Use research to inform, but not to make your decisions. Since you have to live with the decision, it's yours to make.

Find out why we've been widely recognized in multiple research reports.



Click on the logos to read highlights of these research reports:

