

Subscription Services

Our subscriptions have been designed to assist IT vendors in taking advantage of Bloor's knowledge, influence and lead generation services in the easiest and most cost effective way. You can take advantage of this opportunity to access information and domain knowledge about competitors, the overall market place and the risks and the needs that your technology can address. You will have

the ability to use our publications as collateral in your marketing activities, including external reprint rights, and to gain access to the analyst to help you more effectively leverage our knowledge and reach.

Our subscriptions service provides you with access to our entire library of over 500 documents with around 200 additional papers that are due for publication during the next 12 months.

- **Spotlights:** papers that link technologies with business needs.
- **Domain Guides:** which review an entire technology area, its business drivers, the state of technology and the vendors.
- **Market Updates:** on specific technology domains, including their vendors.
- **Product Evaluations:** detailed reviews of individual products placed in the context of one of the above.
- **Customer Evaluations:** single or multi-customer case studies providing independent validation of the solution in action.
- **White Papers:** positioning papers which articulate the value of particular approaches to using IT.
- **Surveys:** the results and analysis of surveys of targeted vendors or end users.

We currently have reports scheduled in the following areas:

- **Customer Applications:** MRM, CRM, ERP, SaaS.
- **Productivity:** collaboration, mail, content & document management.
- **Development & BPM:** IDEs, Modelling, 4GLs.
- **Data management:** databases, data warehousing, spreadsheets.
- **Business Intelligence:** search, CPM, marketing analytics.
- **Business Integration:** EAI, SOA.
- **Governance and Compliance:** sustainable computing, ITIL, accessibility.
- **Security:** ID management, threat protection, authentication.
- **Service, Systems and Storage Management.**
- **Emerging Technologies:** RFID, mobile, smart chips.
- **Services:** consulting, outsourcing, managed services.

We can offer a variety of subscription services to best fit your current priorities and budget, which include:

Analyst Pack: allows a vendor to take advantage of our entire research library, and includes: reprint rights to all our publications, a bespoke Product Evaluation of at least 2500 words and Analyst Time to assist you, including helping you better understand and utilise the Bloor library.

MarketSupport: To create more value for our clients, we have formalised some of our core activities to form our MarketSupport service. We recognise that developing a close working partnership with our clients builds the trust and understanding that delivers superior results.

Through the MarketSupport service, we become an intrinsic part of your marketing and business development team, helping you on the path to profitable growth.

À la Carte: provides access to all the Bloor products with maximum flexibility at the best possible price. Rather than being tied to a specific product or product sets you can allocate your available budget without needing to specify what you will use it for, or even with whom you will spend it—since Bloor has joined forces with other leading independent analyst firms, creating a combination of services to allow you to gain more value from your research and analysis budget.

By this means we can match the breadth of services normally only offered by one of the large analyst firms—with far greater flexibility and at a considerably lower overall cost—while also retaining the specialisation and domain excellence of our individual analyst partners.

Data Sheet



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