Introducing…

**Heavy Reading Analyst Access**

**Analyst Access** is a value-added service that gives clients immediate and ongoing access to Heavy Reading analysts – delivering ongoing market intelligence in a way that goes well beyond published, printed research. Many industry professionals today require up-to-the-minute market intelligence from someone they can trust is a real "insider." With Analyst Access, key Heavy Reading clients have a one-on-one relationship with their analyst, allowing them to virtually ride along with him to service provider meetings, vendor briefings, conferences, and finally to his desk for previews of ongoing research reports.

**It's personal…**

Unlike most research groups, we do not put barriers around our advisory services that restrict you to a single service area, geography, or technology. **Instead, your interests are handled personally by your analyst**, who is able to draw on all of the expertise within Heavy Reading to meet your specific needs.

This is a direct relationship among you, your team, and our analyst, whom you can call and email at any time. You get a regular email at least once a week on recent developments, reaction to news, recent interviews, ongoing research, and events – all tailored to your specific interests.

**It's flexible…**

You are not restricted to research on a single geographical area, type of service, or type of customer. All Heavy Reading analysts have experience researching across a very broad range of topics. However, if you are looking for help in other areas, our analyst can draw on all of the expertise and information inside Heavy Reading and Light Reading to help you. Those resources include Heavy Reading user surveys, Heavy Reading reports, and the meetings, interviews, and research being conducted by our other analysts.

**It's extensible…**

When you need in-depth knowledge of a specific area or help with a particular business issue, we are happy to offer further support through our consulting program. **As an Analyst Access client, you will benefit from a discount of 20 percent off our normal consulting rate.**
It's available NOW!

Our Analyst Access program is up and running, and you can join this program immediately. A full list of the features and benefits is provided on the following page.

Features

Analyst Access is based on three deliverables:

1) **Weekly, personal interaction with your analyst.** This includes short research notes (provided roughly twice per week) that range from vendor and service provider updates to conference briefs to "heard on the street" anecdotes. These are delivered directly to the client via email, are typically one to two pages in length, and provide valuable perspectives on industry events and trends as they occur.

2) **One hour of time per month with your analyst.** This session time can range from directed research on a specific topic, such as competitive intelligence or critical service provider data, or simply a phone call to test a new marketing message. Your analyst will have the entire *Heavy Reading* catalog and staff at his disposal to answer your specific questions.

3) **Heavy Reading research previews and abstracts.** Subscribers will receive previews of *Heavy Reading* research direct from the analyst's desktop, from key findings to carrier interviews and competitive intelligence; this includes all research conducted by *Heavy Reading*. In addition, for each *Heavy Reading* report released during your subscription period, you will receive a full report overview and key findings, with the option of purchasing the full report at a substantial discount. Descriptions of current research can be found at [www.heavyreading.com](http://www.heavyreading.com).

Analyst Access can be purchased as a standalone service on a month-to-month basis, or bundled with our report subscriptions (annual or specific tracks) for a complete market research package.

Benefits

- **A direct relationship with your analyst.** Your relationship is direct and personal and will never be via a third party, a call center, or another intermediary.

- **Access to all of *Heavy Reading'*s expertise and research.** No artificial barriers between you and what we know.

- **Frequent contact.** Your analyst will be in touch with you at least once a week with information, reaction, analysis, and gossip.

- **In-depth global research at a highly competitive price.** *Heavy Reading* produces hundreds of pages of in-depth research every year. All of it is available to you at a steep discount.

Contacts

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