

ASG Research Impact Workbook - Parameters

Market: ERP

30-Jun-2008

Firm-Level Weighting <input checked="" type="checkbox"/> Active		
Analyst Firm	Include	Weighting
Aberdeen	<input checked="" type="checkbox"/>	0.4
AMR	<input checked="" type="checkbox"/>	0.8
Forrester	<input checked="" type="checkbox"/>	0.8
Gartner	<input checked="" type="checkbox"/>	1.0
IDC	<input checked="" type="checkbox"/>	0.6
Ovum	<input checked="" type="checkbox"/>	0.6

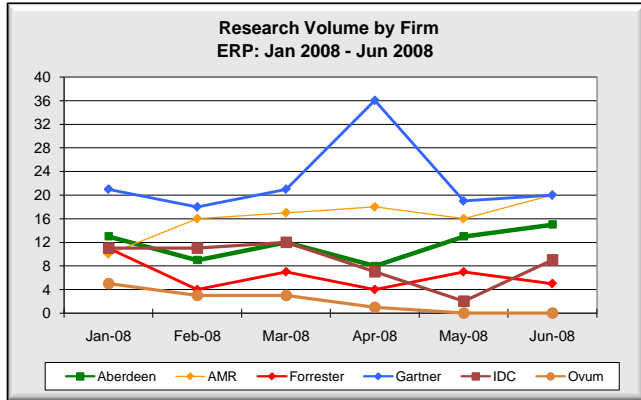
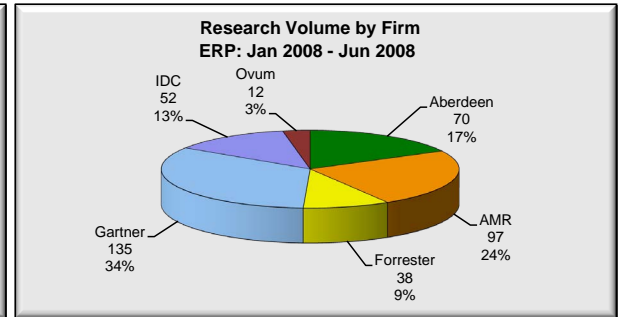
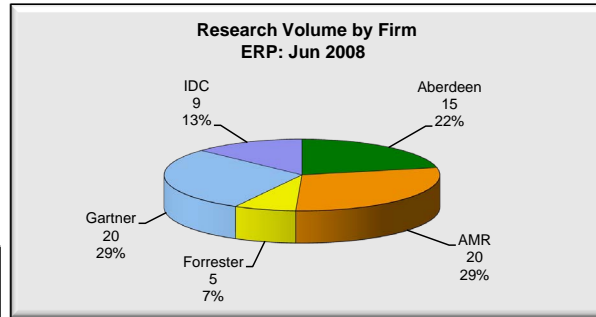
Report-Level Weighting <input checked="" type="checkbox"/> Active		
Report Type	Include	Weighting
Signature Research	<input checked="" type="checkbox"/>	1.0
Vendor Profile/Rating	<input checked="" type="checkbox"/>	0.8
Market Commentary	<input checked="" type="checkbox"/>	0.8
Market Profile	<input checked="" type="checkbox"/>	0.8
Operational Guidance	<input checked="" type="checkbox"/>	0.6
General Research	<input checked="" type="checkbox"/>	0.5
News Commentary	<input checked="" type="checkbox"/>	0.2
Blog	<input type="checkbox"/>	0.2

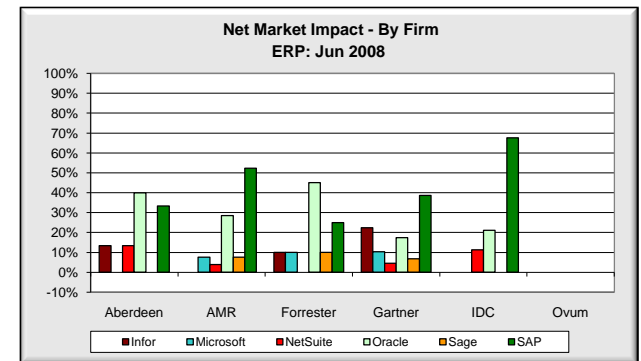
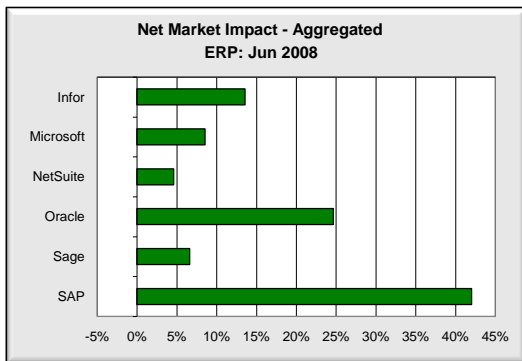
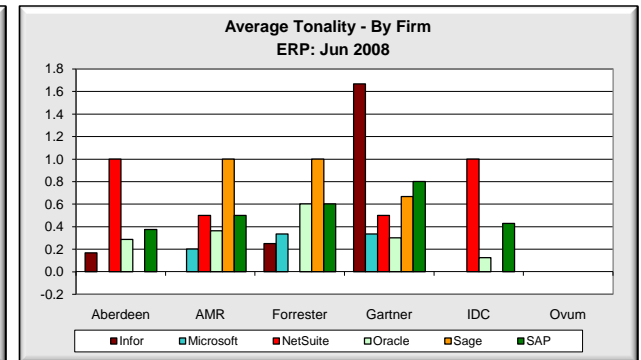
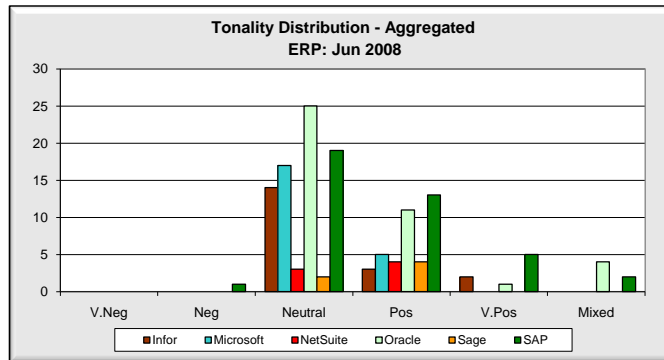
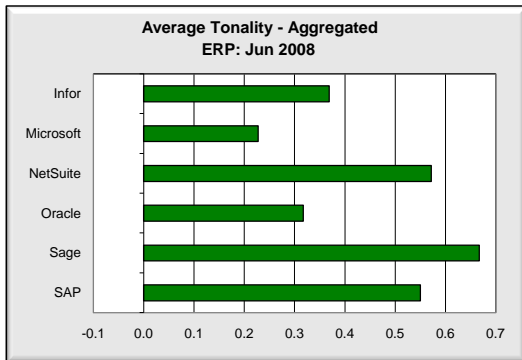
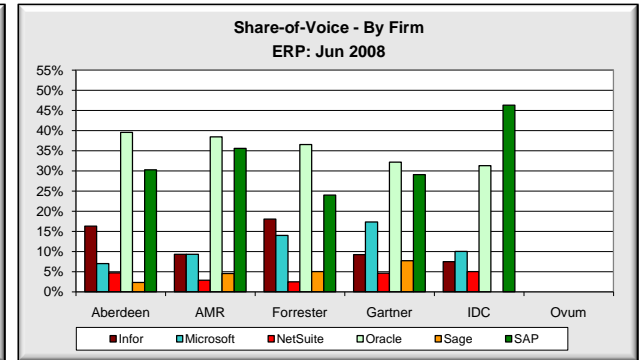
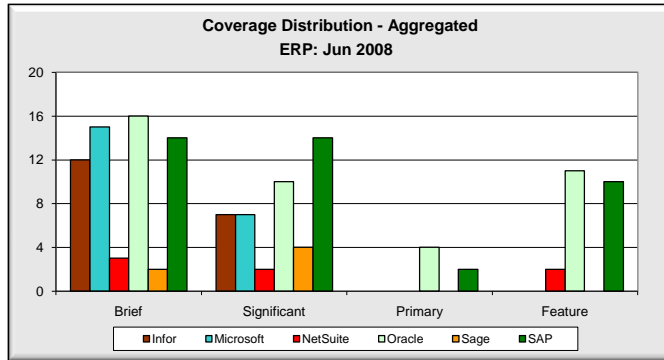
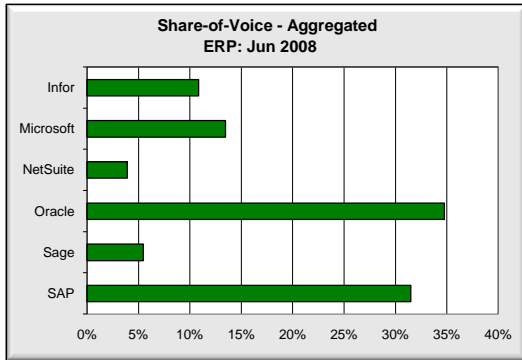
Competitors		
Competitor	Include	
Infor	<input checked="" type="checkbox"/>	
Microsoft	<input checked="" type="checkbox"/>	
NetSuite	<input checked="" type="checkbox"/>	
Oracle	<input checked="" type="checkbox"/>	
Sage	<input checked="" type="checkbox"/>	
SAP	<input checked="" type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	

ASG Research Impact Workbook - Publication Volume

Market: ERP
30-Jun-2008

	Total	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08
Aberdeen	70	13	9	12	8	13	15
AMR	97	10	16	17	18	16	20
Forrester	38	11	4	7	4	7	5
Gartner	135	21	18	21	36	19	20
IDC	52	11	11	12	7	2	9
Ovum	12	5	3	3	1	0	0
Total	404	71	61	72	74	57	69
Avg/Month	67						



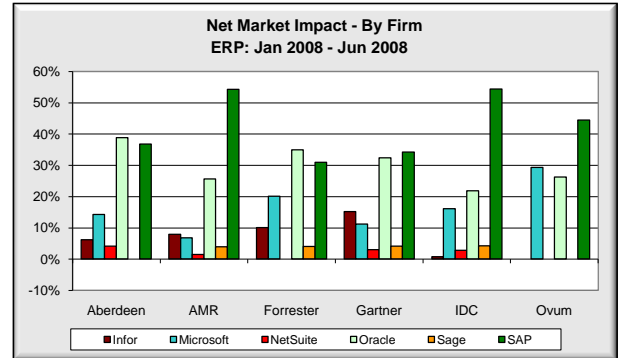
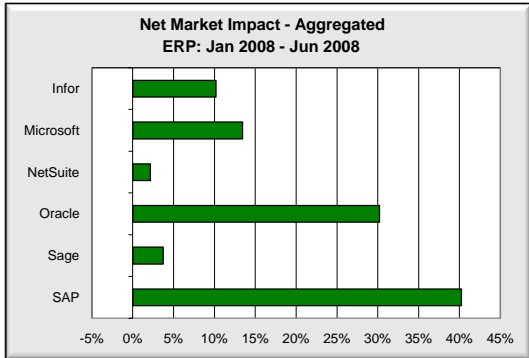
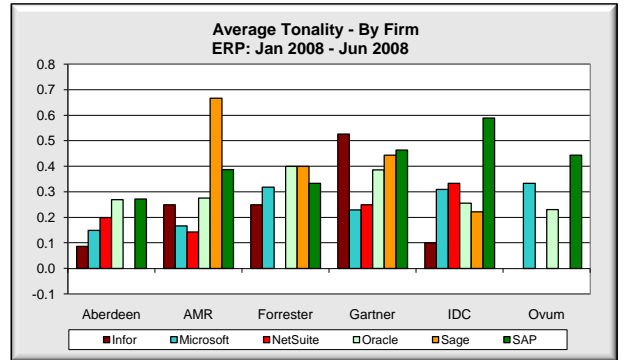
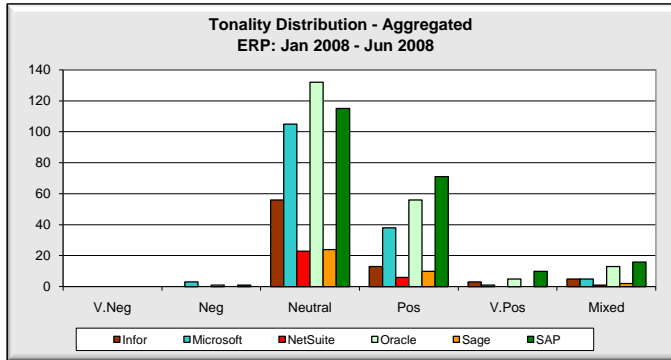
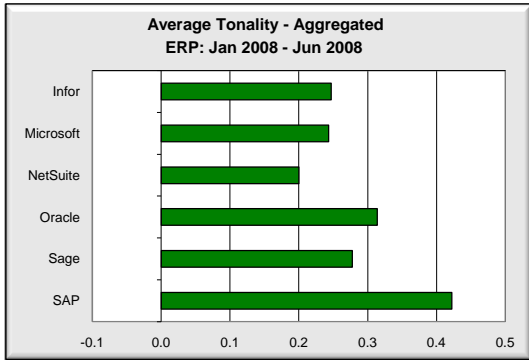
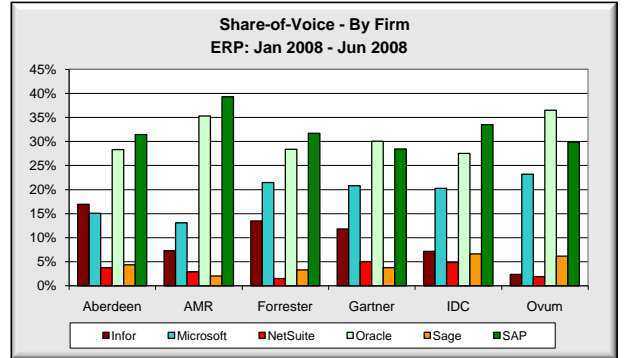
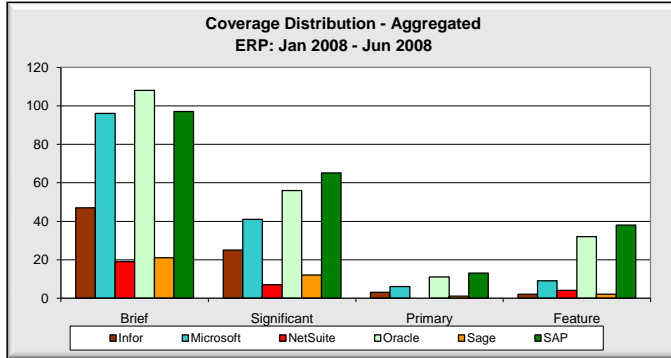
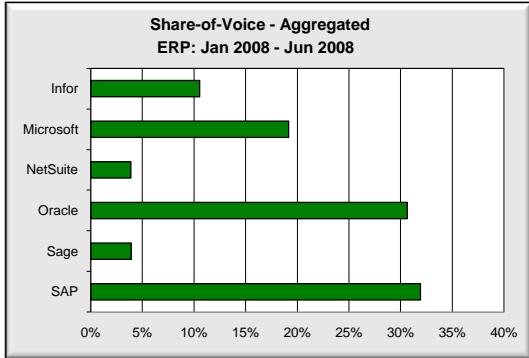


ASG Research Impact Workbook - Current Month

Market: ERP

30-Jun-2008

Competitor	Total	Focus				Share of Voice (raw)	Share of Voice	Sentiment						Tonality	Average Tonality	Net Impact (raw)	Net Impact
		Brief	Significant	Primary	Feature			V.Neg	Neg	Neutral	Pos	V.Pos	Mixed				
Aggregated																	
Infor	19	12	7	0	0	12.44	10.9%	0	0	14	3	2	0	7	0.37	9.2	13.6%
Microsoft	22	15	7	0	0	15.44	13.5%	0	0	17	5	0	0	5	0.23	5.8	8.5%
NetSuite	7	3	2	0	2	4.48	3.9%	0	0	3	4	0	0	4	0.57	3.1	4.6%
Oracle	41	16	10	4	11	39.82	34.8%	0	0	25	11	1	4	13	0.32	16.7	24.6%
Sage	6	2	4	0	0	6.28	5.5%	0	0	2	4	0	0	4	0.67	4.5	6.6%
SAP	40	14	14	2	10	36.06	31.5%	0	1	19	13	5	2	22	0.55	28.5	42.0%
Total						114.52	100.0%									67.8	100.0%
Aberdeen 0.4 <- Weight Factor (0.0 to 1.0)																	
Infor	6	5	1	0	0	3.5	16.3%	0	0	5	1	0	0	1	0.17	1.0	13.3%
Microsoft	3	3	0	0	0	1.5	7.0%	0	0	3	0	0	0	0	0.00	0.0	0.0%
NetSuite	1	0	1	0	0	1	4.7%	0	0	0	1	0	0	1	1.00	1.0	13.3%
Oracle	7	3	1	0	3	8.5	39.5%	0	0	5	2	0	0	2	0.29	3.0	40.0%
Sage	1	1	0	0	0	0.5	2.3%	0	0	1	0	0	0	0	0.00	0.0	0.0%
SAP	8	5	2	0	1	6.5	30.2%	0	0	5	3	0	0	3	0.38	2.5	33.3%
Total						21.5	100.0%									7.5	100.0%
AMR 0.8 <- Weight Factor (0.0 to 1.0)																	
Infor	4	2	2	0	0	3.3	9.3%	0	0	4	0	0	0	0	0.00	0.0	0.0%
Microsoft	5	4	1	0	0	3.3	9.3%	0	0	4	1	0	0	1	0.20	1.6	7.6%
NetSuite	2	1	0	0	1	1	2.8%	0	0	1	1	0	0	1	0.50	0.8	3.8%
Oracle	11	4	1	1	5	13.6	38.4%	0	0	8	2	1	0	4	0.36	6.0	28.6%
Sage	1	0	1	0	0	1.6	4.5%	0	0	0	1	0	0	1	1.00	1.6	7.6%
SAP	10	2	3	1	4	12.6	35.6%	0	1	4	4	1	0	5	0.50	11.0	52.4%
Total						35.4	100.0%									21.0	100.0%
Forrester 0.8 <- Weight Factor (0.0 to 1.0)																	
Infor	4	3	1	0	0	3.6	18.0%	0	0	3	1	0	0	1	0.25	1.0	10.0%
Microsoft	3	2	1	0	0	2.8	14.0%	0	0	2	1	0	0	1	0.33	1.0	10.0%
NetSuite	1	1	0	0	0	0.5	2.5%	0	0	1	0	0	0	0	0.00	0.0	0.0%
Oracle	5	2	1	1	1	7.3	36.5%	0	0	1	3	0	1	3	0.60	4.5	45.0%
Sage	1	0	1	0	0	1	5.0%	0	0	0	1	0	0	1	1.00	1.0	10.0%
SAP	5	3	2	0	0	4.8	24.0%	0	0	3	1	1	0	3	0.60	2.5	25.0%
Total						20	100.0%									10.0	100.0%
Gartner 1.0 <- Weight Factor (0.0 to 1.0)																	
Infor	3	0	3	0	0	4.8	9.2%	0	0	0	1	2	0	5	1.67	8.0	22.4%
Microsoft	9	5	4	0	0	9	17.3%	0	0	6	3	0	0	3	0.33	3.7	10.4%
NetSuite	2	1	1	0	0	2.4	4.6%	0	0	1	1	0	0	1	0.50	1.6	4.5%
Oracle	10	1	6	1	2	16.7	32.1%	0	0	4	3	0	3	3	0.30	6.2	17.4%
Sage	3	1	2	0	0	4	7.7%	0	0	1	2	0	0	2	0.67	2.4	6.7%
SAP	10	1	6	1	2	15.1	29.0%	0	0	3	4	2	1	8	0.80	13.8	38.7%
Total						52	100.0%									35.7	100.0%
IDC 0.6 <- Weight Factor (0.0 to 1.0)																	
Infor	2	2	0	0	0	1.2	7.5%	0	0	2	0	0	0	0	0.00	0.0	0.0%
Microsoft	2	1	1	0	0	1.6	10.0%	0	0	2	0	0	0	0	0.00	0.0	0.0%
NetSuite	1	0	0	0	1	0.8	5.0%	0	0	0	1	0	0	1	1.00	0.8	11.3%
Oracle	8	6	1	1	0	5	31.3%	0	0	7	1	0	0	1	0.13	1.5	21.1%
Sage	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
SAP	7	3	1	0	3	7.4	46.3%	0	0	4	1	1	1	3	0.43	4.8	67.6%
Total						16	100.0%									7.1	100.0%
Ovum 0.6 <- Weight Factor (0.0 to 1.0)																	
Infor	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
Microsoft	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
NetSuite	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
Oracle	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
Sage	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
SAP	0	0	0	0	0	0	0.0%	0	0	0	0	0	0	0	0.00	0.0	0.0%
Total						0	0.0%									0.0	0.0%

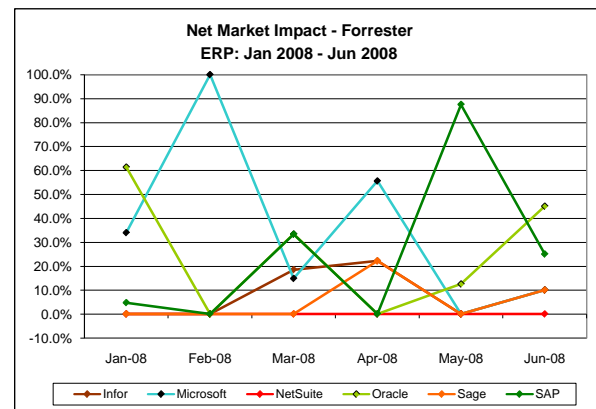
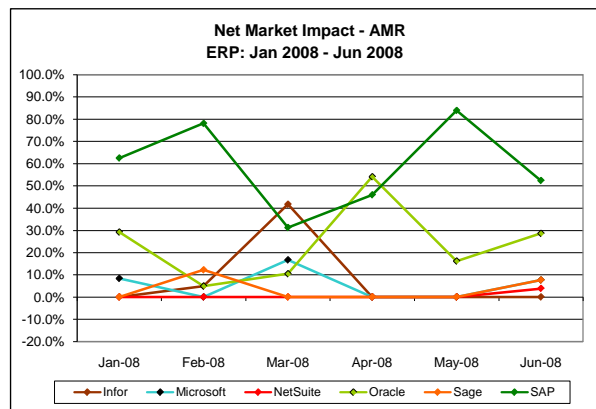
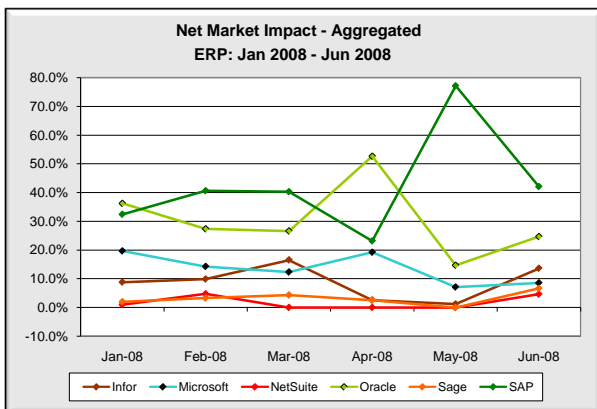
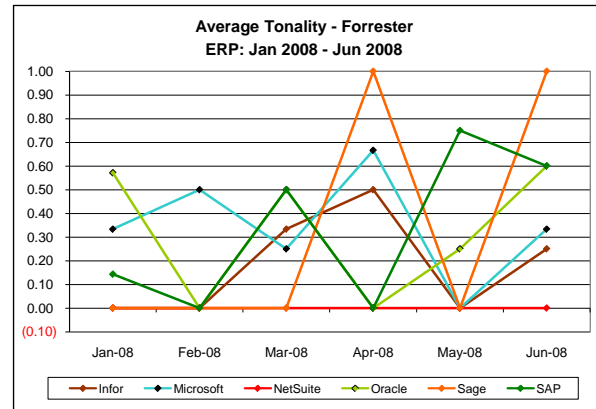
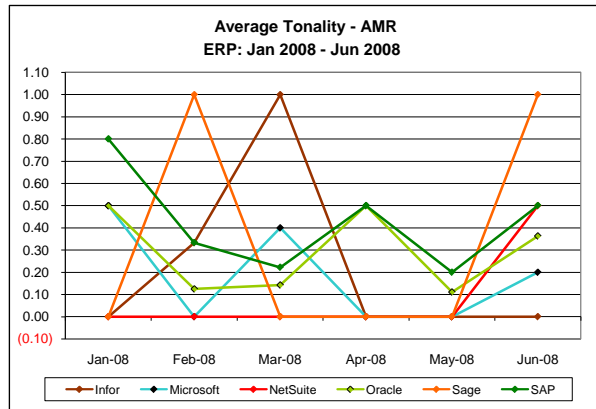
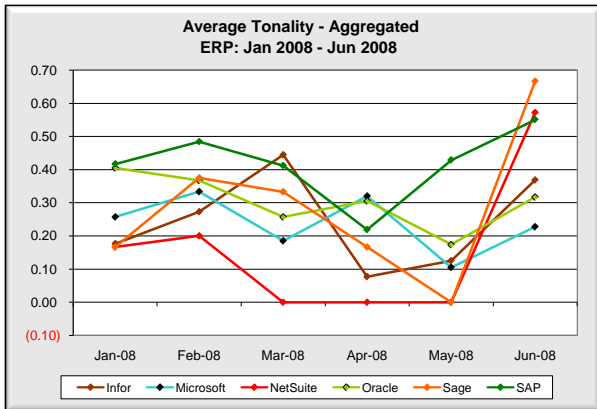
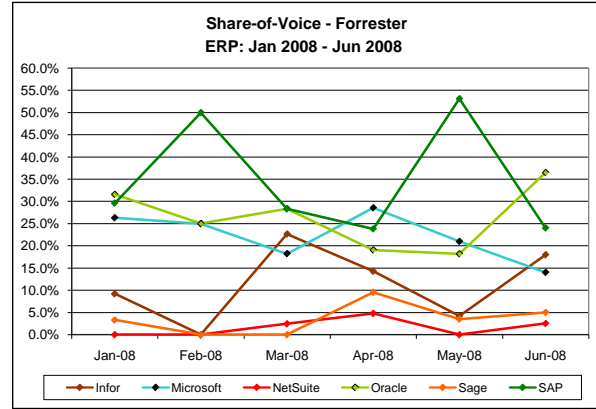
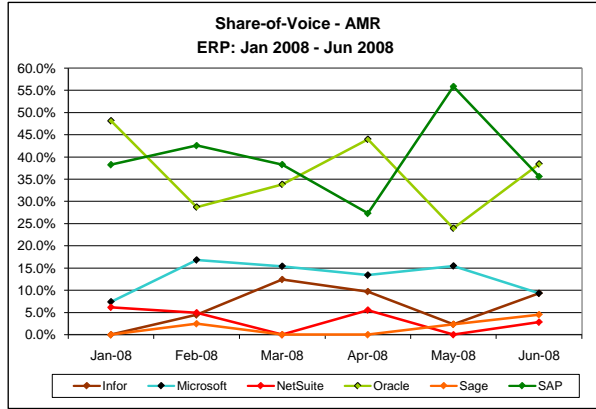
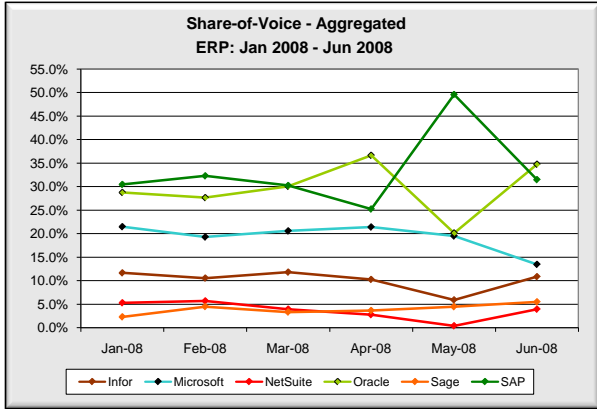


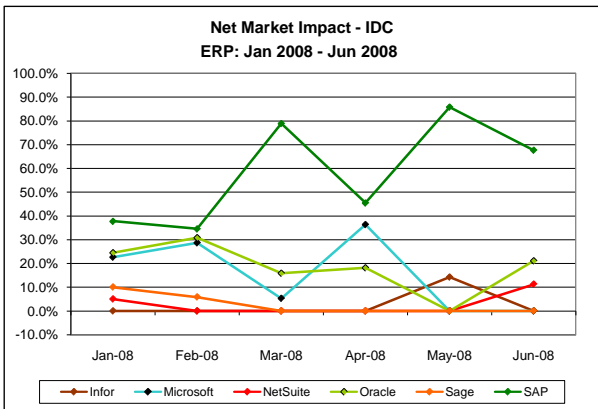
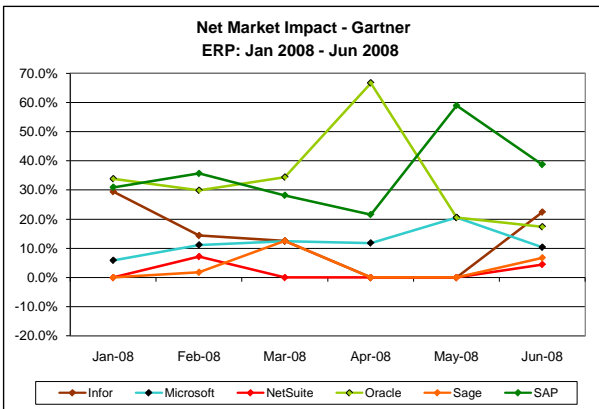
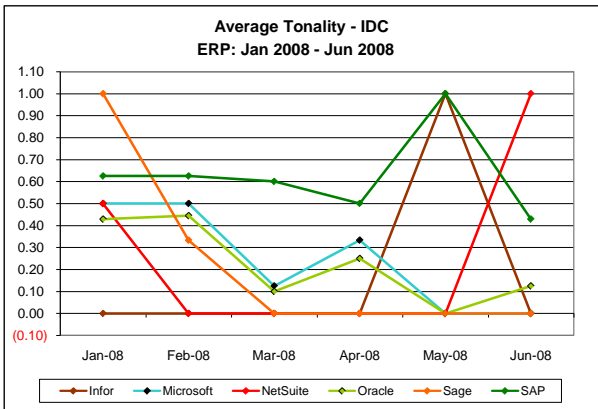
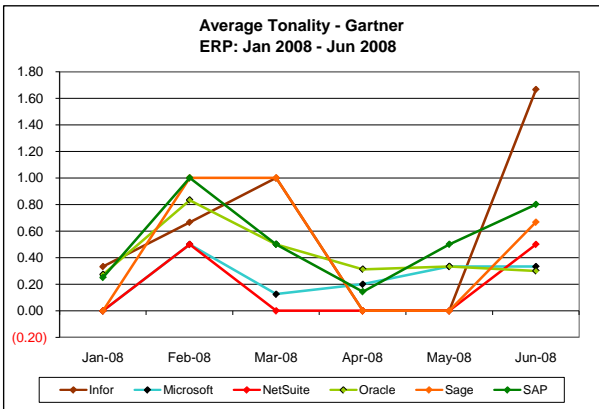
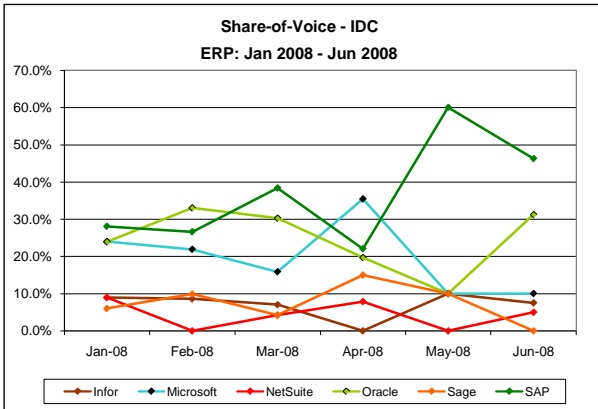
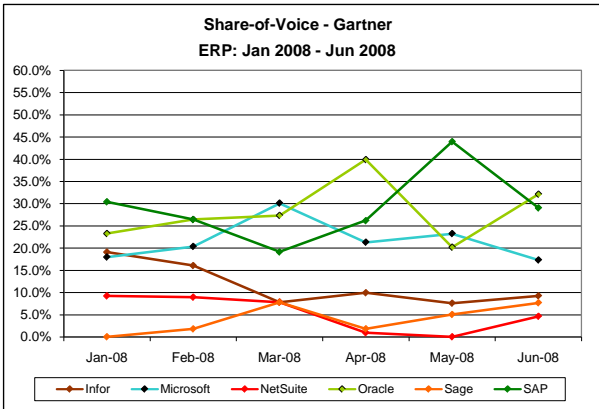
ASG Research Impact Workbook - Aggregate for Period

Market: ERP

30-Jun-2008

Competitor	Total	Focus					Share of Voice (raw)	Share of Voice	Sentiment						Tonality	Average Tonality	Net Impact (raw)	Net Impact
		Brief	Significant	Primary	Feature	V.Neg			Neg	Neutral	Pos	V.Pos	Mixed					
Aggregated																		
Infor	77	47	25	3	2	56.12	10.5%	0	0	56	13	3	5	19	0.25	26.2	10.2%	
Microsoft	152	96	41	6	9	101.98	19.1%	0	3	105	38	1	5	37	0.24	34.5	13.4%	
NetSuite	30	19	7	0	4	20.56	3.9%	0	0	23	6	0	1	6	0.20	5.6	2.2%	
Oracle	207	108	56	11	32	163.34	30.7%	0	1	132	56	5	13	65	0.31	77.7	30.2%	
Sage	36	21	12	1	2	20.78	3.9%	0	0	24	10	0	2	10	0.28	9.6	3.7%	
SAP	213	97	65	13	38	170	31.9%	0	1	115	71	10	16	90	0.42	103.4	40.2%	
Total						532.78	100.0%									257.0	100.0%	
Aberdeen 0.4 <- Weight Factor (0.0 to 1.0)																		
Infor	23	20	2	1	0	13.5	17.0%	0	0	20	2	0	1	2	0.09	1.5	6.1%	
Microsoft	20	18	1	0	1	12	15.1%	0	0	17	3	0	0	3	0.15	3.5	14.3%	
NetSuite	5	4	1	0	0	3	3.8%	0	0	4	1	0	0	1	0.20	1.0	4.1%	
Oracle	26	18	2	1	5	22.5	28.3%	0	0	19	7	0	0	7	0.27	9.5	38.8%	
Sage	7	7	0	0	0	3.5	4.4%	0	0	7	0	0	0	0	0.00	0.0	0.0%	
SAP	33	22	7	2	2	25	31.4%	0	0	23	9	0	1	9	0.27	9.0	36.7%	
Total						79.5	100.0%									24.5	100.0%	
AMR 0.8 <- Weight Factor (0.0 to 1.0)																		
Infor	12	8	3	0	1	9.3	7.3%	0	0	10	1	1	0	3	0.25	4.2	7.9%	
Microsoft	24	14	8	0	2	16.6	13.1%	0	0	19	4	0	1	4	0.17	3.6	6.8%	
NetSuite	7	5	1	0	1	3.7	2.9%	0	0	6	1	0	0	1	0.14	0.8	1.5%	
Oracle	47	22	12	1	12	44.7	35.3%	0	0	35	9	2	1	13	0.28	13.6	25.6%	
Sage	3	2	1	0	0	2.6	2.1%	0	0	1	2	0	0	2	0.67	2.1	4.0%	
SAP	49	16	18	1	14	49.8	39.3%	0	1	25	16	2	5	19	0.39	28.8	54.2%	
Total						126.7	100.0%									53.1	100.0%	
Forrester 0.8 <- Weight Factor (0.0 to 1.0)																		
Infor	12	7	4	1	0	14.1	13.5%	0	0	8	3	0	1	3	0.25	5.0	10.0%	
Microsoft	22	14	4	2	2	22.4	21.5%	0	0	14	7	0	1	7	0.32	10.0	20.1%	
NetSuite	3	3	0	0	0	1.6	1.5%	0	0	3	0	0	0	0	0.00	0.0	0.0%	
Oracle	25	12	7	4	2	29.6	28.4%	0	0	15	8	1	1	10	0.40	17.4	34.9%	
Sage	5	3	2	0	0	3.5	3.4%	0	0	3	2	0	0	2	0.40	2.0	4.0%	
SAP	27	13	8	3	3	33.1	31.7%	0	0	17	7	1	2	9	0.33	15.4	30.9%	
Total						104.3	100.0%									49.8	100.0%	
Gartner 1.0 <- Weight Factor (0.0 to 1.0)																		
Infor	19	7	10	1	1	26.6	11.9%	0	0	9	6	2	2	10	0.53	18.0	15.1%	
Microsoft	48	31	15	0	2	46.6	20.8%	0	2	30	13	0	3	11	0.23	13.3	11.2%	
NetSuite	8	4	2	0	2	11.4	5.1%	0	0	5	2	0	1	2	0.25	3.6	3.0%	
Oracle	57	31	18	2	6	67.3	30.0%	0	0	30	18	2	7	22	0.39	38.5	32.4%	
Sage	9	6	3	0	0	8.5	3.8%	0	0	5	4	0	0	4	0.44	4.9	4.1%	
SAP	56	29	17	2	8	63.8	28.5%	0	0	27	18	4	7	26	0.46	40.7	34.2%	
Total						224.2	100.0%									119.0	100.0%	
IDC 0.6 <- Weight Factor (0.0 to 1.0)																		
Infor	10	5	5	0	0	8	7.2%	0	0	9	1	0	0	1	0.10	0.4	0.7%	
Microsoft	29	15	9	4	1	22.5	20.3%	0	1	19	8	1	0	9	0.31	9.1	16.0%	
NetSuite	6	2	3	0	1	5.4	4.9%	0	0	4	2	0	0	2	0.33	1.6	2.8%	
Oracle	39	20	13	3	3	30.6	27.5%	0	1	26	11	0	1	10	0.26	12.4	21.9%	
Sage	9	2	5	1	1	7.4	6.7%	0	0	7	2	0	0	2	0.22	2.4	4.2%	
SAP	39	15	12	5	7	37.2	33.5%	0	0	18	17	3	1	23	0.59	30.8	54.3%	
Total						111.1	100.0%									56.7	100.0%	
Ovum 0.6 <- Weight Factor (0.0 to 1.0)																		
Infor	1	0	1	0	0	1	2.4%	0	0	0	0	0	1	0	0.00	0.0	0.0%	
Microsoft	9	4	4	0	1	9.8	23.2%	0	0	6	3	0	0	3	0.33	5.8	29.3%	
NetSuite	1	1	0	0	0	0.8	1.9%	0	0	1	0	0	0	0	0.00	0.0	0.0%	
Oracle	13	5	4	0	4	15.4	36.5%	0	0	7	3	0	3	3	0.23	5.2	26.3%	
Sage	3	1	1	0	1	2.6	6.2%	0	0	1	0	0	0	2	0.00	0.0	0.0%	
SAP	9	2	3	0	4	12.6	29.9%	0	0	5	4	0	0	4	0.44	8.8	44.4%	
Total						42.2	100.0%									19.8	100.0%	





ASG Research Impact Workbook - Trends

Market: ERP
30-Jun-2008

Competitor	Share of Voice						Average Tonality						Net Impact					
	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08
Aggregated																		
Infor	11.7%	10.6%	11.8%	10.3%	5.9%	10.9%	0.18	0.27	0.44	0.08	0.13	0.37	8.7%	9.8%	16.5%	2.5%	1.1%	13.6%
Microsoft	21.5%	19.3%	20.6%	21.4%	19.5%	13.5%	0.26	0.33	0.19	0.32	0.11	0.23	19.7%	14.3%	12.3%	19.2%	7.1%	8.5%
NetSuite	5.3%	5.7%	3.9%	2.7%	0.4%	3.9%	0.17	0.20	0.00	0.00	0.00	0.57	1.0%	4.7%	0.0%	0.0%	0.0%	4.6%
Oracle	28.8%	27.7%	30.1%	36.7%	20.1%	34.8%	0.40	0.37	0.26	0.31	0.17	0.32	36.2%	27.3%	26.6%	52.6%	14.7%	24.6%
Sage	2.3%	4.5%	3.3%	3.6%	4.5%	5.5%	0.17	0.38	0.33	0.17	0.00	0.67	2.0%	3.3%	4.3%	2.5%	0.0%	6.6%
SAP	30.5%	32.3%	30.2%	25.2%	49.6%	31.5%	0.42	0.48	0.41	0.22	0.43	0.55	32.4%	40.6%	40.3%	23.1%	77.1%	42.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Aberdeen																		
Infor	15.2%	25.0%	0.0%	20.8%	15.0%	16.3%	0.14	0.00	0.00	0.00	0.00	0.17	6.3%	0.0%	0.0%	0.0%	0.0%	13.3%
Microsoft	19.6%	15.0%	0.0%	20.8%	20.0%	7.0%	0.13	0.33	0.00	0.50	0.00	0.00	12.5%	25.0%	0.0%	50.0%	0.0%	0.0%
NetSuite	2.2%	5.0%	0.0%	4.2%	5.0%	4.7%	0.00	0.00	0.00	0.00	0.00	1.00	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%
Oracle	23.9%	20.0%	33.3%	33.3%	15.0%	39.5%	0.25	0.50	0.50	0.25	0.00	0.29	31.3%	75.0%	50.0%	50.0%	0.0%	40.0%
Sage	4.3%	10.0%	0.0%	0.0%	10.0%	2.3%	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SAP	34.8%	25.0%	66.7%	20.8%	35.0%	30.2%	0.36	0.00	0.33	0.00	0.25	0.38	50.0%	0.0%	50.0%	0.0%	100.0%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
AMR																		
Infor	0.0%	4.5%	12.4%	9.7%	2.3%	9.3%	0.00	0.33	1.00	0.00	0.00	0.00	0.0%	4.9%	41.7%	0.0%	0.0%	0.0%
Microsoft	7.4%	16.8%	15.4%	13.4%	15.5%	9.3%	0.50	0.00	0.40	0.00	0.00	0.20	8.3%	0.0%	16.7%	0.0%	0.0%	7.6%
NetSuite	6.2%	5.0%	0.0%	5.6%	0.0%	2.8%	0.00	0.00	0.00	0.00	0.00	0.50	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Oracle	48.1%	28.7%	33.8%	44.0%	23.9%	38.4%	0.50	0.13	0.14	0.50	0.11	0.36	29.2%	4.9%	10.4%	54.1%	16.1%	28.6%
Sage	0.0%	2.5%	0.0%	0.0%	2.3%	4.5%	0.00	1.00	0.00	0.00	0.00	1.00	0.0%	12.2%	0.0%	0.0%	0.0%	7.6%
SAP	38.3%	42.6%	38.3%	27.3%	55.9%	35.6%	0.80	0.33	0.22	0.50	0.20	0.50	62.5%	78.0%	31.3%	45.9%	83.9%	52.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Forrester																		
Infor	9.2%	0.0%	22.7%	14.3%	4.2%	18.0%	0.00	0.00	0.33	0.50	0.00	0.25	0.0%	0.0%	18.5%	22.2%	0.0%	10.0%
Microsoft	26.3%	25.0%	18.2%	28.6%	21.0%	14.0%	0.33	0.50	0.25	0.67	0.00	0.33	34.0%	100.0%	14.8%	55.6%	0.0%	10.0%
NetSuite	0.0%	0.0%	2.4%	4.8%	0.0%	2.5%	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oracle	31.6%	25.0%	28.3%	19.0%	18.2%	36.5%	0.57	0.00	0.50	0.00	0.25	0.60	61.3%	0.0%	33.3%	0.0%	12.5%	45.0%
Sage	3.3%	0.0%	0.0%	9.5%	3.5%	5.0%	0.00	0.00	0.00	1.00	0.00	1.00	0.0%	0.0%	0.0%	22.2%	0.0%	10.0%
SAP	29.6%	50.0%	28.3%	23.8%	53.1%	24.0%	0.14	0.00	0.50	0.00	0.75	0.60	4.7%	0.0%	33.3%	0.0%	87.5%	25.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gartner																		
Infor	19.1%	16.1%	7.8%	9.9%	7.6%	9.2%	0.33	0.67	1.00	0.00	0.00	1.67	29.4%	14.4%	12.5%	0.0%	0.0%	22.4%
Microsoft	18.0%	20.4%	30.1%	21.3%	23.2%	17.3%	0.00	0.50	0.13	0.20	0.33	0.33	5.9%	11.2%	12.5%	11.8%	20.5%	10.4%
NetSuite	9.2%	8.9%	7.8%	0.9%	0.0%	4.6%	0.00	0.50	0.00	0.00	0.00	0.50	0.0%	7.2%	0.0%	0.0%	0.0%	4.5%
Oracle	23.3%	26.4%	27.3%	39.9%	20.2%	32.1%	0.27	0.83	0.50	0.31	0.33	0.30	33.8%	29.9%	34.4%	66.7%	20.5%	17.4%
Sage	0.0%	1.8%	7.8%	1.8%	5.1%	7.7%	0.00	1.00	1.00	0.00	0.00	0.67	0.0%	1.8%	12.5%	0.0%	0.0%	6.7%
SAP	30.4%	26.4%	19.1%	26.2%	43.9%	29.0%	0.25	1.00	0.50	0.14	0.50	0.80	30.9%	35.6%	28.1%	21.5%	58.9%	38.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
IDC																		
Infor	9.0%	8.6%	7.0%	0.0%	10.0%	7.5%	0.00	0.00	0.00	0.00	1.00	0.00	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%
Microsoft	24.0%	21.9%	15.8%	35.4%	10.0%	10.0%	0.50	0.50	0.13	0.33	0.00	0.00	22.6%	28.7%	5.9%	36.4%	0.0%	0.0%
NetSuite	9.0%	0.0%	4.2%	7.9%	0.0%	5.0%	0.50	0.00	0.00	0.00	0.00	1.00	5.0%	0.0%	0.0%	0.0%	0.0%	11.3%
Oracle	24.0%	33.0%	30.3%	19.7%	10.0%	31.3%	0.43	0.44	0.10	0.25	0.00	0.13	24.5%	30.9%	15.9%	18.2%	0.0%	21.1%
Sage	6.0%	9.9%	4.2%	15.0%	10.0%	0.0%	1.00	0.33	0.00	0.00	0.00	0.00	10.1%	5.9%	0.0%	0.0%	0.0%	0.0%
SAP	28.1%	26.6%	38.4%	22.0%	60.0%	46.3%	0.63	0.63	0.60	0.50	1.00	0.43	37.7%	34.6%	78.8%	45.5%	85.7%	67.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Ovum																		
Infor	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Microsoft	28.6%	13.2%	17.6%	16.7%	0.0%	0.0%	0.50	0.00	0.00	1.00	0.00	0.00	30.8%	0.0%	0.0%	100.0%	0.0%	0.0%
NetSuite	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oracle	39.7%	23.7%	47.1%	33.3%	0.0%	0.0%	0.60	0.00	0.00	0.00	0.00	0.00	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sage	3.2%	10.5%	0.0%	16.7%	0.0%	0.0%	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SAP	28.6%	42.1%	35.3%	16.7%	0.0%	0.0%	0.60	1.00	0.00	0.00	0.00	0.00	35.9%	100.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%							100.0%	100.0%	0.0%	100.0%	0.0%	0.0%

ASG Research Impact Workbook - Research Methodology

Market: ERP

30-Jun-2008

Research Capture Methodology

The analysis within this workbook is based on research captured from the following firms:

- Aberdeen
- AMR
- Forrester
- Gartner
- IDC
- Ovum

The scope and parameters for each market are defined by a set of terms, concepts, and key words developed jointly by ASG and (*company name*). On a daily basis, ASG reviews research published by each designated analyst firm. ASG manually reviews each research report and applies the terms, concepts, and key words to determine which market(s), if any, the report addresses. For each report tagged to one or more markets, ASG generates a synopsis that highlights the key points of the research. In addition, ASG captures the following information:

- Report Title
- Report Reference
- Document Type
- Publication Date
- Analyst Firm
- Author(s)/Analyst(s)
- # Pages
- Internet Link

ASG and (*company name*) have identified specific competitors to be tracked. For each identified competitor referenced within a report, ASG captures:

- Competitor
- Focus/Prominence
- Sentiment/Tonality

Focus/Prominence is rated on a four-point scale as follows:

- **Brief** - typically a reference to a company or product by name without accompanying commentary.
- **Significant** - includes a specific discussion of product functionality, release timelines, or strategy; or at the company level, a discussion of company policies or market perceptions.
- **Primary** - the company is prominently discussed throughout the report; possibly used as an exemplar for the main focus of the report. Alternatively, the company is one of a small number of companies specifically highlighted with a substantial discussion of products, services, or market position
- **Feature** - the company is the focus of the research note; typically the company's name or the name of the company's product appears in the title of the report

Sentiment/Tonality is rated on a Five+One scale as follows:

- **Very Negative** – the research note is consistently and significantly critical of the company
- **Negative** – the overriding tone of the report is critical or highlights issues/concerns with the company. Typically, the report may include neutral or positive commentary, but the overriding tone is negative
- **Neutral** – a statement of facts without directly or indirectly indicating tonality
- **Positive** – the overriding tone of the report is complimentary or highlights positive aspects of the company or its products. Typically, the report may include neutral or negative commentary, but the overriding tone is positive
- **Very Positive** – the research note is consistently and significantly complimentary of the company
- **Mixed** – Net neutral; the research note contains both positive and negative sentiment in such a manner that the overall impact is net neutral; or where the reader's context will determine whether the report generates positive or negative impact

ASG Research Impact Workbook - Terminology

Market: ERP

30-Jun-2008

Research Analytics Terminology and Interpretation

Based on industry analyst research report information captured for specified markets (refer to Research Capture Methodology), ASG prepares an analysis of research impact for each market. Analysis presents three key factors: Share of Voice, Average Tonality, and Net Market Impact. Each factor is examined for the current month, aggregated over the prior six months, and trend analysis over the prior six months. Factors are presented in aggregated across all targeted analyst firms and broken out by analyst firm.

Share of Voice: Indicates the relative coverage afforded to a competitor based on the frequency and Focus/Prominence of competitor references appearing in published research. Share of Voice is a 100% relative allocation across all competitors referenced during the period.

Accompanying the Share of Voice analysis is a breakout of focus distribution. Competitors that dominate 'brief' or 'significant' references generally are considered market leaders and enjoy the greatest top-of-mind status within the analyst community. Competitors that receive 'primary' or 'feature' coverage generally are seen as driving specific messages or capabilities into the market (positive coverage); or that the competitor is experiencing problems that the analyst community believes should be highlighted for potential buyers (negative coverage).

Average Tonality: Averages the positive/negative sentiment expressed regarding a competitor within each research report without regard to the prominence of the reference. In general, analysts tend to be neutral to slightly positive in vendor discussions. An Average Tonality rating of 0.0 to 0.25 generally indicates an overall neutral market impact. An Average Tonality rating greater than 0.25 indicates a moderate positive orientation from the analyst community; while an average tonality greater than 0.5 indicates a clearly identifiable favorable orientation toward the company and/or its products and services. Any negative Average Tonality rating should be cause for concern.

Accompanying the Average Tonality analysis is a breakdown of tonality distribution.

Net Market Impact: Factors both Focus/Prominence and Sentiment/Tonality to assess the likely overall market impact of analyst research during the period. Net Market Impact is generated on a report-by-report basis, then aggregated and averaged over the period. For example, a "feature"/"positive" rating on a report generates a significant amount of positive Net Market Impact, while a "brief"/"negative" rating generates a small amount of negative Net Market Impact. If these were the only two reports generated for a competitor during the period, the overall Net Market Impact would be positive.

To facilitate comparisons of Net Market Impact between competitors, the relative Net Market Impact afforded to each competitor is normalized and presented as a percentage of the total market impact of the analyst community during a given period. A specific Net Market Impact score greater than 0.4 is strong, while any negative Net Market Impact score should be cause for concern.

Weighting Factors: Each analyst firm carries a different level of visibility and impact within a specific market. The impact a firm carries in one market may not carry over to another market. For this reason, ASG supports USER-ASSIGNABLE firm-level weighting factors (refer to the Parameters tab). Alternatively, users can elect to enable/disable firm-level weighting factors (refer to the Firm-Level Weighting control checkbox on the Parameters tab).

Similarly, various report types carry a different level of visibility and impact within a specific market. For example, a signature research report such as a Gartner Magic Quadrant or Forrester Wave is highly respected within the market is likely to receive significant attention. In contrast, a quick commentary on a new item generates markedly less impact within the market. For this reason, ASG supports USER-ASSIGNABLE report-type weighting factors (refer to the Parameters tab). Alternatively, users can elect to enable/disable report type weighting factors (refer to the Report-Type Weighting control checkbox on the Parameters tab).