



Proposal

Simple Subscription Service





Summary

This proposal provides an overview of the services RedMonk offers to clients under the Simple Subscription Service.

Deliverables

This subscription is for a 12-month period beginning on the date agreed to by RedMonk and the client. During that time RedMonk will provide:

Analyst Services:

Press Availability:

Our analysts will take the time required to understand your products, announcements, and initiatives. When questioned by members of the media, we will be ready with accurate and up-to-date information on your products, announcements and initiatives.

Advisory Services:

We will suggest alliances or partnerships that can enhance your product offerings or increase distribution channels and sales. We will also undertake to ensure executives are aware of significant industry news, trends and events that will impact current and planned business models.

Blog Based Research:

RedMonk's primary research vehicle are the individual analyst blogs. The emphasis on blog content benefits customers in the following ways:

- The analysis is far more frequent and timely than traditional analyst reports permit
- The analysis is freely available to anyone; IT staff members, students, etc. at no cost
- The analysis is given high ranking by Google, thereby making it easily discoverable for researchers
- The analysis is further supplemented by comments and contributions from parties external to RedMonk, thus enhancing its value
- The two way nature of blogs allows for RedMonk to serve as an early warning system for potential issues with products and services

Consulting Services:

RedMonk analysts will be available to answer questions concerning competitive positioning,





understanding the wider market context and providing dedicated research and information regarding emerging trends and competition. An aggregate maximum of ten (10) analyst-hours can be used during the term of the subscription. Designated employees may use the Call-in/E-Mail Query service at times agreed with the analyst. These analyst-hours can also be applied to custom research projects, advisory and speaking engagements.

Publication Purchases:

For external marketing use, for example on the public website, the client would be required to license material separately. Prices for pieces used for external marketing are as follows - costs for both individual brand and portfolio oriented purchases are included.

TYPE	LENGTH (in words)	BRAND	
		\$	HRS
Alert	0-500	\$1000	2
Brief	501-1000	\$3000	5
Note	1001-2000	\$5000	8
Study	2001+	\$7,500	16

Terms and Conditions

You must designate one person to act as Subscription Coordinator, who will be the primary point of contact for subscription-related questions. The cost for this 12-month subscription is \$6,000. Additionally, extra blocks of ten hours, to be used for events such as speaking engagements, may be purchased at the regular subscription rate of \$6,000. Terms are net 30 days. This proposal may be accepted by providing a valid purchase order. In the interest of time, a copy of the purchase order may be faxed to RedMonk at (617) 344-6526 or e-mailed to sales@redmonk.com.

