



Nucleus Research

End User TechAdvisor Program

Individual License

Designed for an individual, it provides research, benchmarking data, and direct analyst support for building an ROI business case to justify new initiatives and SaaS renewals. Typical buyers include IT decision-makers with broad responsibilities, line of business managers, and technologists responsible for supporting and managing a technology initiative who need insight into current and future trends.

Access to all research: Access to all research via the Tech Advisor portal or emailed directly to your inbox. The information may be distributed internally to support a business case or justify the ROI from an initiative or decision.

Analyst sessions: Access to recurring client-only technology webinars. A scheduled bi-annual one-on-one call with the analyst team to review the state of the market, discuss current initiatives, and suggest future research deliverables.

Analyst inquiries: Unlimited inquiry to the analyst team for technology questions and direct support in assessing costs and benefits and building an ROI business case for a decision.

Enterprise License

Designed for medium and large organizations with multiple initiatives and ongoing need for support. These buyers may have services from other research firms and use Nucleus Research information for ROI-focused quantitative research, business case development support, Value Matrix reports, and benchmarking tools they justify decisions and manage ongoing SaaS initiatives.

Includes all items in the individual license for up to 20 users.

ROI Tool: Adjustment of Nucleus Research Standard ROI tool to meet the requirements of the customer's finance department. Full customization of the tool is available at an additional cost.

ROI training: Up to twice a year a technology analyst will present for up to 45 minutes on how to build a business case to the organization's team.

Analyst sessions: A scheduled quarterly one-on-one call with the analyst team to review the state of the market, discuss current initiatives, and suggest future research deliverables.

Benchmark and ROI Case study insight: Access to detailed benchmark data on over 100 technology solutions and access to additional detailed non-confidential data and information gathered through ROI case studies.

Reference referrals: Where possible, connections to other organizations that are not typical vendor references that can provide information about their actual experience with a technology deployment.