Vendor TechAdvisor

The Nucleus Research TechAdvisor service delivers unique ROI-focused market insights, research, and direct analyst support to help analyst relations, marketing, and sales teams deliver a value-focused technology message. It is designed to arm your team with flexible access to research along with ongoing support through the entire sales funnel, from lead generation through sales close.

How We Help

Research Credits You'll have **flexible credits** you can use throughout the year to immediately secure reprint rights to a research note or commission an ROI case study.

Analyst Sessions You'll work **one-on-one with our analyst team** to review the state of the market, discuss current research, ask about sales and marketing, and suggest future research.

Benefits Tool We know web benefit tools drive leads, so as part of the TechAdvisor service, our team will work with your developers to create and deploy a **customizable benefit tool on your website**.

Research Access You'll get **access to all research** via the TechAdvisor portal which can also be distributed internally to support your sales activities.

Sales Support You'll get **direct inquiry support** for your sales team in competitive situations to help them build and deliver a business case and close a deal.

Analyst Webinars At no additional cost, our analysts can participate in your webinars to discuss **ROI Case Studies, the state of the market, or "How to Build the ROI Business Case".**

Press Support Our marketing team will support your public relations activities and outreach efforts with **quotes, direct press contact, and short analyst videos.**

Value Matrix You'll receive your **Value Matrix profile for early review** and to coordinate press activities with the Nucleus team before publication.

Improve Visibility

Generate Leads

Support Sales

Close Deals