

TECHNOLOGY CONNECTOR

SERVICE BROCHURE



VIEWPOINT ANALYSIS

TECHNOLOGY CONNECTOR SERVICE

Viewpoint Analysis acts as a 'Technology Matchmaker,' connecting businesses with technology needs with fantastic enterprise technology vendors. The Technology Connector service is a core service that epitomizes everything we do. It is our version of matchmaking but for the technology community. Who do you want to meet, and what do you want to learn?

What is the Technology Connector?

The Viewpoint Analysis team maintains a list of more than 4,000 technology businesses worldwide. Our knowledge of the technology marketplace and network makes us who we are. The Technology Connector is a simple service that combines the two to benefit our customers.

We create a tailored package of meetings with some of the world's leading technology vendors to address the customer's specific aims.

How can the Technology Connector service be used?

Customers use the Technology Connector for a variety of purposes. These include:

- **New ideas** - the Technology Connector is a fantastic way to find new technologies to transform a business or department. Line of business directors often use it to find new technology-driven approaches.
- **Keeping up to date with technology changes** - it offers a way for the CIO / CTO community to keep abreast of the latest technology developments.
- **Contacting vendors ahead of upcoming projects** - helping business leaders quickly connect with vendors who may be interested in upcoming projects.

The meetings are tailored to the meet the needs of our client. Invariably they are held remotely (via Zoom or Microsoft Teams) but they can be held on or off-site. The sessions can also be arranged at a cadence that works for the customer's diary. Perhaps they take place every week at a given time, or they can be arranged in blocks over a number of days.



VIEWPOINT ANALYSIS

TECHNOLOGY CONNECTOR SERVICE

Which vendors can be included?

Any vendor can be invited to participate in the Technology Connector. Viewpoint Analysis has no commercial relationship with any tech company – we are entirely agnostic and work to satisfy our clients' needs.

In some cases, our customers know exactly who they would like to speak to, but in most cases, they look to Viewpoint Analysis to use our market knowledge to bring the right vendors. In both cases, the client always approves the meetings before they are scheduled.

How does it work?

It all starts with an initial conversation. We want to know some of the following elements:

- What do you want to achieve (e.g., is it purely for education)?
- Do you have a view as to which vendors you would like to speak to?
- What timescales are you working to?
- Is this a one-off requirement or part of a series of technology connectors?

It is then over to us. We will write a short briefing document to communicate the plan to the vendor community. We will propose the vendors we think are helpful to speak to and once approved, we will approach our network and get those sessions in the diary.

How much does the service cost?

We charge **£7,500 +VAT** for up to 10 vendor meetings.



VIEWPOINT ANALYSIS