



PETER CARR
Founder and
Managing Director
Longhaus

“Information without context is like organisational quicksand. The more you talk about it, and struggle against it the deeper you sink. Talking to venture capitalists, and governments in the morning, technology vendors over lunch, and delivering at end-user client sites in the afternoon continues to provide us with the context and credibility necessary to deliver outstanding results to a broad spectrum of organisations. Some in the industry call us analyst practitioners. We just call it service. *Access All Areas* is the “Thank God you’re here!” advisory service the local industry has been looking for.”

In today’s business and technology environments there is a need for both global and local context. Driven by local, regional or global competition every organisation experiences ongoing growth and development challenges. They experience differing critical paths and burning platforms. As such research and advisory needs vary. Trusted and actionable advice is essential.

At Longhaus we interact with many organisations facing similar issues and technology challenges. It’s our business to know that cost of service must be far less than time invested by them to understand the issues and solutions to a multitude of projects and challenges across any given year. At least that’s our understanding of a trusted advisor.



Longhaus' Access All Areas (AAA) research and advisory program is a 12-month, on-call service for teams tasked with corporate strategy in the fields of technology and marketing. Our clients typically use AAA as input to, or part of, any of the following:

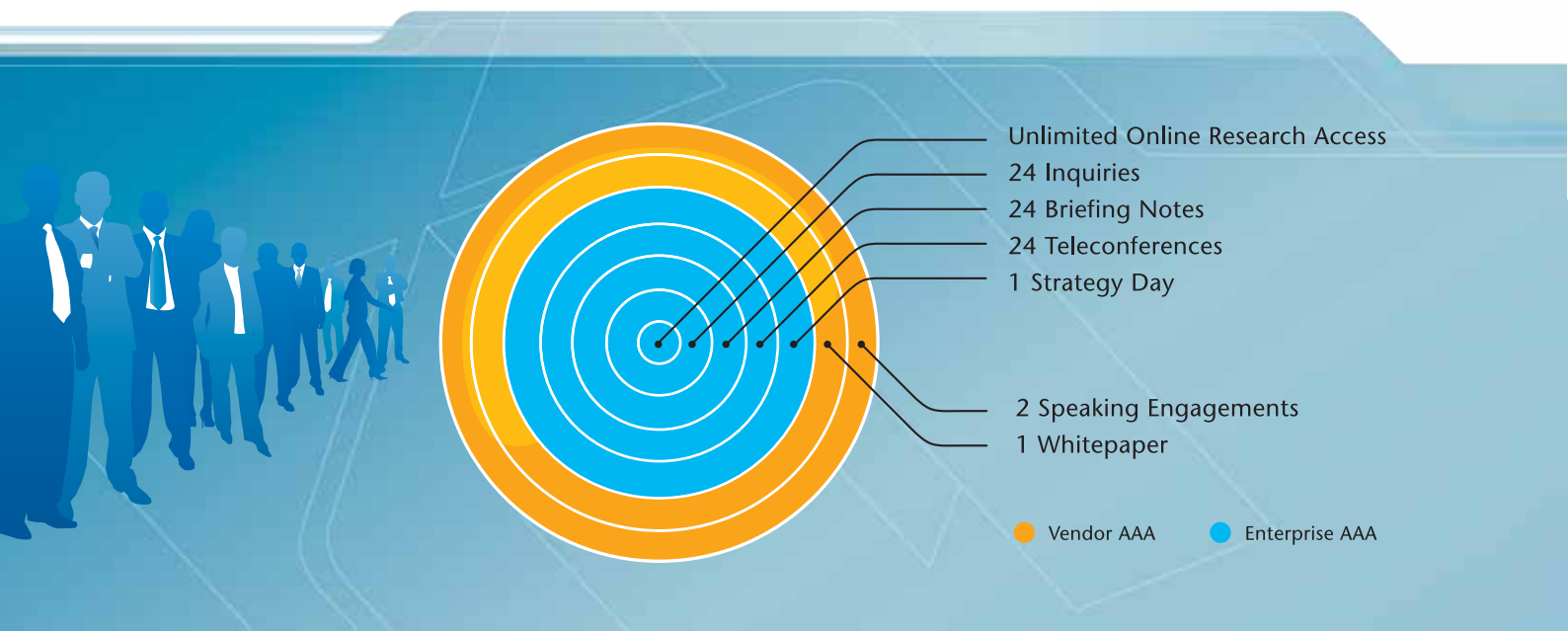
ENTERPRISE AAA

- Strategic Plan Reviews
- Whitepaper Development
- Vendor Negotiations
- Major Event Analysis
- Decision Support
- Principal or Trusted Advisors
- Vendor or Product Identification
- Executive Briefings
- Optimising Procurement Costs

VENDOR AAA

- Competitive Intelligence
- Whitepaper Development
- Client and Prospect Analysis
- Marketing and Sales Support
- Product Development
- Market Differentiation
- Brand Acceleration
- Executive Briefing
- Strategic Partnering
- Speaking Engagements

DELIVERABLES



BACKED BY ASIA PACIFIC ICT RESEARCH

At the core of the AAA program sits a database of ICT research focused on Australia and its near-shore markets. Through a dedicated regional focus on these geographies, and continual weekly updates, Longhaus produce more local content than any other ICT analyst company in the world. Our research provides insights and guidance across the following market segments.





RESEARCH COVERAGE

ICT Vendors and Suppliers
ICT Users
ICT Vertical Markets
ICT Investment

Software-As-A-Service
Managed Services
Hosting
Outsourcing
Media & Content Production
Telecommunications
Marketing & Analytics
Virtual Built Environments
Professional Services

End-user Devices
Servers and Processing
Storage Solutions
Systems Software
Network Connectivity
Consumer Electronics

INDUSTRY ECONOMICS

IT SERVICES PROVIDERS

TECHNOLOGY INFRASTRUCTURE

BUSINESS SOFTWARE

IT MANAGEMENT PRACTICES

Enterprise Performance Management
Enterprise Resource Planning (ERP)
Customer Relationship Management (CRM)
Social & Collaborative Platforms
Personal Productivity
Supply Chain Management
Information & Content Management
Personal Productivity
ICT Management
Electronic Service Delivery Environments

Strategic Planning
Governance Risk & Compliance
Enterprise Architecture
Integrated Portfolio Management
Project & Program Management
ICT Service Management
Enterprise Security
Application Development
Contract & Procurement Management



PROGRAM BENEFITS

Longhaus' AAA program offers the research and analysis that help organisations overcome the challenges presented by the adoption of global ICT solutions in the Asia Pacific region. By leveraging deep relationships with major ICT vendors, technology and business expertise, and world-class research content, Longhaus provides powerful tools that allow our clients to plot a successful path through the complexities of pervasive technology. The bottom line is that we are driven to provide a return on investment within the 12-months of service activity. In fact, that's our guarantee.



Longhaus Pty Ltd

Head Office

Level 30 AMP Place
10 Eagle Street
Brisbane, Queensland
Australia

Research Centre

7/269 Abbotsford Rd
Bowen Hills, Queensland
Australia

+61 (0) 7 3868 4796

www.longhaus.com