



Tambellini Premium Services

FOR SOLUTION PROVIDERS

ANALYST INQUIRY (1 credit)

Virtual meetings with a senior Tambellini analyst to discuss a topic of interest, including but not limited to published research, industry or institutional trends, and product, marketing, or sales strategy. Members without unlimited analyst inquiries in their membership package may utilize one Premium Service credit for up to two inquiries. Each inquiry will be 25 minutes and must be scheduled to occur during the membership year.

CLIENT CASE STUDY DISTRIBUTION RIGHTS* (2 credits)

Impress prospects and clients with a client case study written by a neutral, third-party research and analyst firm dedicated to and respected by the higher education community. Client Case Studies may be shared electronically or in print. Tambellini can work with your clients to develop and publish a Technology Solutions case study that features their story. The availability of this Premium Service is contingent on institutional willingness to participate in a case study.

VENDOR SNAPSHOT DISTRIBUTION RIGHTS* (2 credits)

Share your information-packed vendor snapshot with prospects and customers, written by an expert Tambellini analyst who provides unbiased and higher education-focused research.

VENDOR PROFILE DISTRIBUTION RIGHTS* (3 credits)

Share your unbiased vendor profile with prospects and customers, written by a neutral, third-party, higher education-focused research and analyst firm.

WHITE PAPER OR GUIDE DISTRIBUTION RIGHTS* (3 credits)

Present your prospects and customers with thought leadership content written by an unbiased research and analyst firm dedicated to and respected by the higher education community. Existing white papers or guides may be licensed, or a senior analyst can work with the member to create a thought leadership paper of up to 10 pages on a mutually agreed-upon topic. Content may not promote a specific vendor and must reflect Tambellini's position in the market. The member will be provided one draft for review, but Tambellini maintains ultimate publication and editing authority.

MARKET REVIEW (3 credits)

The Market Review is a 90-minute, web-based presentation on the current state of the higher education technology market, including the most recent data on student system selections and selection trends over the past few years. The Market Review presentation includes technology trends in other parts of the market—from admissions to advancement and integrations to security. The presentation includes ample time for Q&A to enable attendees to clarify or contextualize specific trends or topics of interest and is open to anyone in the member's organization. The Market Review includes Tambellini intellectual property and may not be recorded.

SALES ENABLEMENT WORKSHOP (4 credits)

The Sales Enablement Workshop is a two-hour, virtual workshop designed to empower your sales, marketing, and product teams. Each workshop helps your team better understand the higher education market, industry trends, institutional needs, key buyer personas, and the competitive landscape. The agenda will be created collaboratively with the member and must be approved before the workshop can be scheduled, at least 30 days in advance. Participation is limited to 25 participants per workshop and may not be recorded.

SOLUTION PROVIDER ANALYSIS (5 credits)

The Solution Provider Analysis can assist organizations with their strategic planning and positioning in the higher education space. After a brief scoping call, Tambellini will deliver a SWOT analysis mapping strengths, weaknesses, opportunities, and threats in higher education, suggestions on maximizing and improving an organization's position in the market, and guidance on how best to fill the needs of institutions. Tambellini analysts will provide a 50-minute presentation that includes various dimensions such as product, marketing, reputation, pricing, and go-to-market strategy to a provider team of no more than five individuals. These sessions may not be recorded.

VIRTUAL SPEAKING ENGAGEMENT (5 credits)

Bring industry expertise to your user conference or virtual event with a presentation or moderated panel from a Tambellini analyst. A senior analyst can lead or participate in an interview-style session, moderate or sit on a panel, or present on a mutually-agreed topic of interest. A virtual speaking engagement may be no longer than one hour. The analyst will participate in two to four planning and preparation calls. Tambellini will share and promote the analyst's participation on its website, social media channels, and member portal. Members may record the session and provide a link to it via their website for up to one year.

** Unlimited distribution rights of Tambellini Research (case study, guide, snapshot, vendor profile, or white paper) for 12 months or until membership expires, whichever comes first. Research may be shared electronically or in print. Unlimited distribution rights are subject to the terms outlined in a distribution rights agreement. Agreement must be signed prior to distribution.*

For more information:
memberservices@thetambellinigroup.com