



TAMBELLINI GROUP
TRUSTED MARKET ADVISORS®

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.

PRODUCT PROFILE DISTRIBUTION RIGHTS* (3 credits)

Share your information packed product profile with prospects and customers. Written by a neutral, third-party, higher education analyst firm, your product profile contains insights about your solutions offered in key topic areas that are important to higher education technology leaders.

VENDOR PROFILE DISTRIBUTION RIGHTS* (3 credits)

Provide your current and potential customers with key corporate updates, product summaries, and higher education market positioning with an unbiased and higher education-focused look into your organization.

MARKET PRESENTATION (3 credits)

The 90-minute Market Presentation provides insights into the current state of the higher education technology market. It includes the most recent data on selections and selection trends from previous years, as well as trends in other parts of the market relevant to the area of focus. Includes ample time for Q&A.

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Premium Services are representative of the available options. Premium Services may be added or changed throughout the year based on member interests and needs.

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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.

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, product profile, or vendor profile) 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:
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