



# IDC'S Private Vendor Watch Services

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IDC is briefed by **over 1000** small private technology companies in the US **every year.**

These companies aren't visible to the market and haven't traditionally been analyzed.

These companies are creating the emerging & disruptive technologies of tomorrow.

IDC is the largest single community of IT analysts focused on markets, players, and technologies

IDC has blended these assets together for the benefit of the investment and IT communities

**Private Vendor Profile Reports** - Hundreds of expert, objective vendor profile reports. Rankings by company on all key success factors.

**Market Segment Reports** - Analysis of the specific markets these companies compete in, the opportunities, challenges, players, expectations and viability.

**IDC On Demand** - Specific vendor reports or market assessments delivered on demand

**Private Vendor Database** - Thousands of companies classified by technology, market segment, IDC rankings etc. Dynamic links to IDC research & profile reports. Build personal Watchlists, side by side comparisons of companies, perform custom searches by market, funding initiatives, and more.

**Analyst Account Manager** - Dedicated support resource – helps you reach analysts, clarify data points, and recommend related research.

**Access to IDC Experts** - Speak with analysts, get related research, custom requests etc.

# Why IDC's PVWS?

**World's leading IT expert insights on markets and players, not market generalists**

**Deal flow and lead generation**

**In depth company profiles between 8-15 pages per company, not just quick blurbs on companies**

**Make more informed investment decisions**

**Reduce time hunting and creating research**

**IDC objectivity and credibility**

**Compare company strengths and weakness with IDC's Watch Factor Score system**

**On Demand company profiles allow the service to be as dynamic as your individual research needs**

# What Clients Are Saying About The PVWS

"IDC's Private Vendor Watch Service has been a great resource for Sevin Rosen Funds in providing insights into emerging technologies and the companies that are developing them. The investment analysis into the company's market potential, and more importantly the company's direction in executing in that marketplace through Watch Factor Scores, makes for compelling research when looking at competing prospective deals or companies. The service becomes increasingly valuable as the catalog of companies continues to grow and emerging companies become potential product and market leaders. "

- Greg Beltzer, Director of Applications  
Sevin Rosen Funds

# Who's Using The PVWS?

Many of today's leading IT vendors and investment firms are already using IDC's PVWS including:

- Venture Capital
- Private Equity
- Investment Banks – M&A Analysts
- Large IT Vendors – Venture, Strategic Investment, and M&A Arms
- IT Portfolio Managers – Emerging technology architects

# Private Vendor Profile reports

## Each Private Vendor Profile Includes:

- Reason to Watch
- Company Resume
- Watch Factor Scores
- Market Potential
- Company Financials
- Competitive Landscape
- Technology Analysis
- Corporate Strategy
- Force Multipliers
- Key Customers
- Differentiators

And more....

**Competitive Landscape**

- Autonomy is growing at 30% and is the largest competitor.
- FAST was bought by MSFT (closed in April 2008) for \$1.2 billion.
- Endeca is roughly at \$120 million in revenue.
- Google has a search appliance that brings in about \$110 million.
- IBM and Oracle have applications.
- There are a multitude of small, old, Coves is a notable example of a niche player, but is only at about \$50 million.

From a competitive standpoint, the map suggests that if MSFT pushes the problem, Autonomy appears to be the applications that have a search component as well as versatile as Autonomy's offering.

**Technology/Solution**

**Active Intelligence Engine-Platform**

This product integrates structured data universal index for the precision of SQL, updating, managing, and enabling to patterns being fed on the IP.

Solving the problem of unified access formats and languages is a problem that the market usually tries to turn content as Active's FAST (now ESPT). The solution, implement, but they certainly created architecture. IDC believes that Active benefits from its experience with the problems from the outset.

**Active Intelligence Engine for a 3 Including eDiscovery, Informatics**

Each of these lines active intelligence that have certain specialties. They are particular task. So, informatics is used application data, and warehouse data databases, sales communication, marketing.

When you have an information access source, you adjust the algorithms to take available in that data type. For instance,

**IDC Watch Factor Scores**

IDC Watch Factor scores measure private companies for success factors:

- Market potential: Strength of the market, and the potential to grow within the market
- Technology/solution: Strength and differentiators of product
- Corporate strategy: Potential exit strategy and company funding
- Force multipliers: Number of valuable partnerships and an internal strategy
- Customers: Existing and potential customers and verticals

**Market Potential**

The market was \$1.75 billion in 2007, and growing to \$3 billion by 2010. This doesn't reflect the uses of this technology in CRM, ERP, or already as its just pure software licenses.

It's too soon to tell how the company will perform in the major names in the pipeline shows it has a chance against applications typically sell for \$500,000 to \$1 million. Also, expenditures and operational expenditures pricing models, and more efficiently (less use of hardware). That could give IDC expects 100% growth for Active as it ramps up.

Search engines have been around for a long time, but they to the center of the stage, and they offer the ability to have its limitations, and vendors today are struggling to get being limited to data excludes too much information that is not being used.

Creating an architecture that combines the best of both is a can attract enough attention and gain the reference customer, it has a good chance of success. The fact that it has a small FAST and Endeca is appealing. Active is quick to implement results quickly.

Having a single architecture that handles both data and content interface is bound to be a draw for large enterprise surveys have shown that CIOs and CTOs see this as one of the need to solve.

**FIGURE 1**

Active WatchFactor Score vs. WatchFactor Average

Category	Score
Active WatchFactor Score	16
WatchFactor Average Score	10

Note: WatchFactor average score reflects average score for all private companies. Private Vendor Watch Service at time of publication. Source: IDC 2008.

**FIGURE 2**

Active Watch Factor Score Breakdown

Category	Score
Market potential	4
Technology/solution	4
Corporate strategy	3
Force multipliers	2
Customers	2

Note: Scores are based on a scale of 1-4, where 1 = weak and 4 = strong. Source: IDC 2008.

**IDC**  
Analyze the Future

**VENDOR PROFILE**

**Attivio Inc. Private Vendor Watchlist Profile**

Susan Patterson Ryan Patterson

**IDC OPINION**

Solving the problem of unified access to multiple sources of information in many formats and languages is a problem that is yet to be solved. The current solutions on the market usually try to turn content into data or vice versa. The closest competitor to Attivio is FAST (now ESPT). The solutions are very expensive and take a long time to implement, but they certainly created a breakthrough with a new kind of index architecture. IDC believes that Attivio has outperformed FAST technically because it benefits from its experience with the early FAST efforts, and could solve these problems from the outset. IDC believes Attivio is a company to watch because:

- Attivio's management team has an unusual depth of business and technical prowess.
- Attivio's technology may be competing to a marketplace that is finally ready for it.
- Having a single architecture that handles both data and content from a single, easy-to-use interface is bound to be a draw for large organizations. Since 2002, IDC surveys have shown that CIOs and CTOs see this as one of the top 3 problems they need to solve.

**IN THIS VENDOR PROFILE**

This IDC Vendor Profile analyzes Attivio, a company playing in the Search and Business Technologies market and reviews key success factors: market potential, technology/solution, corporate strategy, force multipliers, and customers. Leveraging IDC's expert understanding of the competitive landscape and future outlook, this document highlights company and market information tailored to the investment professional's needs.

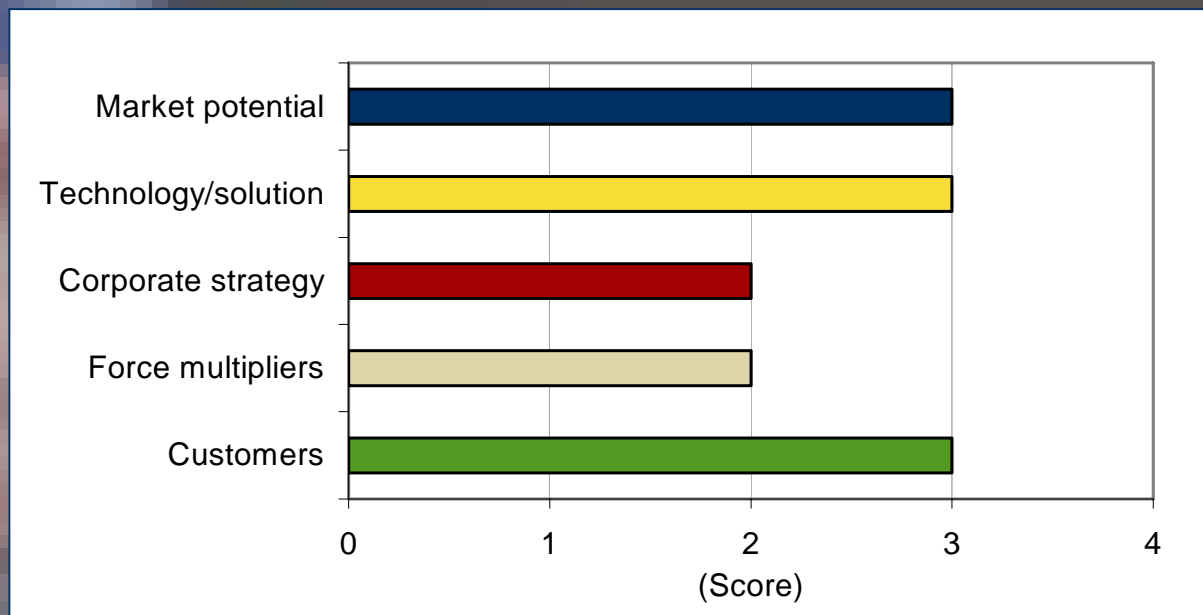
**SITUATION OVERVIEW**

**Company Overview**

Attivio, based in Needham, Massachusetts, plays in the Search and Business Technologies market. Company details are provided in Table 1.

File Information May 2008, OC402188  
Please refer to Watch Service Vendor Profile

## Example Watch Factor Scorecard



Compare companies  
by total score or sector

Compare & analyze by  
critical success factors

# Private Vendor Watch Service Data Tool

## IDC's PVWS Database works with your investment style

Perform custom searches by:

- Market
- Score
- Region
- Funding
- Competitors and more

Build Personal "Watchlists"

Compare Companies Side by Side

A		B	C	D	E	F
1	Private Vendor Watch List Data Tool	Please contact rpatterson@idc.com with questions				
2	Source: IDC 2008					
3						
4						
5	IDC Report #	(All)				
6	Date Of Visit	(All)				
7	Date of Profile	(All)				
8	Profile Status	(All)				
9	Website	(All)				
10	Current Funding Initiatives	(All)				
11	Lead Analyst	(All)				
12	Functional/Secondary Markets	(All)				
13	State	(All)				
14	Watch Factor Score (Max: 20)	(All)				
15	Company Status	(All)				
16						
17						
18	Vendor	IDC Market	Region	Total		
19	2Wire, Inc.	Consumer Markets: Home Networking	West	1		
20	3 Guppies Inc.	Mobile Consumer Services: Entertainment	West	1		
21	3 Leaf	Enterprise Virtualization Software	West	1		
22	3PARdata, Inc.	Storage Systems	West	3		
23	4CS	Enterprise Resource Management (ERM) Applications	Midwest			
24	4D Inc.	Information & Data Management	West			
25	8e6 Technologies	Security	West			
26	A La Mobile			1		
27	A10 Networks	Security Services and Identity Management	West	1		
28	Abacus Research AG	Customer Relationship Management (CRM) Applications	International			
29		Enterprise Resource Management (ERM) Applications	International			
30		Supply Chain Management (SCM) Applications	International			
31	ABC Systems	System and Network Management S/w	International			
32	Able Commerce	Customer Relationship Management (CRM) Applications	West			
33	Above All Software	Application Development Software	West			
34	Abrevity	Compliance Infrastructure	West	1		
Ready						



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