

IDC MarketScape External Use Guidelines

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IDC MarketScape External Use Guidelines

The stated guidelines in this document are provided to help clients understand IDC's research content use standards. There are two ways that IDC MarketScape content may be used:

1. Marketing and public relations documents created by the client and
2. External distribution rights to an excerpt of the IDC MarketScape document.

IDC has specific rules and regulations in place regarding any external use of IDC MarketScape content.

Public use of IDC MarketScape content will require permission. Specifically, all requests to use IDC MarketScape content in **marketing, social media or public relations documents or posts** should be sent to permissions@idc.com, along with a sample or detailed description of the proposed usage.

All companies included in the vendor assessment may announce their position in the IDC MarketScape and include a description of the IDC MarketScape methodology.

Clients of the IDC program into which the IDC MarketScape document was published will be allowed to choose up to two verbatim sentences from the IDC MarketScape report and quote this same chosen content in marketing, social media or public relations documents or posts. More extensive usage requires purchase of distribution rights as outlined in the second section of this document.

All requests to purchase distribution rights to IDC MarketScape content should be directed to your IDC Sales Account Representative.

Please note that all IDC content is copyright protected and may not be used externally without obtaining prior written permission from IDC. The processes for obtaining this permission and specific guidelines for use of IDC content are outlined in this document, which is divided into two sections:

1. Section 1 = Marketing, Press Release and Public Relations usage guidelines for IDC and, specifically related to the IDC MarketScape competitive analysis document
2. Section 2 = Purchase and distributions rights to an IDC MarketScape Excerpt or specified bundles.

IDC MarketScape Content Use Guidelines for Marketing and Press Releases

Process to Request Permission for Public Use of IDC MarketScape Content

To secure permission for external/public use of content from an IDC MarketScape, a request must be sent to permissions@idc.com, along with the following requirements:

- A draft copy of the press release or collateral with the proposed quote or excerpt in context as this will enable IDC to gauge the full context of usage of the content and ensure accuracy, currency, and proper attribution;
- The source IDC MarketScape document from which the content is derived to avoid any confusion; and
- A written request explicitly stating the context in which content will be used, signed by an authority within the requesting organization.

Any mention or use of data from the study must be run by IDC in context; meaning that IDC needs to see the excerpted content used as it will be distributed or provided to others. This applies even if only one sentence refers to and IDC document or data from an IDC document.

Reviewing the request and processing the approval should not take longer than 3-5 working days, which the requesting party needs to factor into their planning timeline. If the deadline given by a requester is insufficient for IDC to conduct the necessary checks, IDC reserves the right to ask that any reference to IDC content and analyst quotes be removed.

The request is officially approved when IDC issues a written approval signed by an IDC Executive, Vice President-level or above, or by IDC Permissions.

Approval given to use IDC content is only allowed for that specific intended use and within a specific period. No blanket approvals for use of IDC content will be given, and, in general, IDC does not allow external usage of content from a document more than 12 months.

Without IDC's prior written permission, vendors may not:

- Reproduce or reformat IDC research;
- Distribute IDC research to non-employees of your company (including suppliers, affiliates, partners, contractors, investors, customers, or reporters);
- Post IDC research on any external Web site (including but not limited to your own corporate Web site, blogs, Twitter, and social media sites such as Facebook, LinkedIn, and YouTube);
- Distribute or publish IDC information externally (e.g., to support on- or off-line advertising, press releases, sales collateral, promotional materials, sales or event presentations, etc.); and
- Permit consultants or contractors to use IDC material for non-client company-related projects.

Public Use Guidelines for IDC MarketScape Content

Assuming permission to use the content has been obtained, third parties using IDC content must abide by certain guidelines.

Public use of IDC content needs to conform with the following prescriptions:

- All companies included in the vendor assessment may issue a press release to announce their position in the IDC MarketScape, provided that a description of the IDC MarketScape methodology is included in the material;
- Among the companies included in the vendor assessment, only IDC clients or those who have purchased an IDC MarketScape Excerpt may request permission to quote from the IDC MarketScape research document, provided that it includes the source details (such as: document title, document number and publication date – e.g., *IDC MarketScape: Worldwide Enterprise Social Networks 2014 Vendor Assessment, (Doc# xxxxxx), November 2014*);
- Any IDC excerpted content or material, including, but not limited to text, graphics, slides or tables and figures must be used as provided by IDC with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols; and
- Reprints of a document must include the IDC copyright. In general, research documents will only be reprinted by IDC unless a separate permission is obtained specifically requesting for permission to reprint by a third-party.
- External usage of the IDC MarketScape graphic requires purchasing an external usage license (see more details in the package pricing section). The IDC MarketScape graphic may not be used externally without the purchase of this license. It may not be lifted from an IDC MarketScape Excerpt and used externally.

Regardless of the circumstances, IDC does not allow for the use of IDC content in the following manner:

- Imply that any non-IDC materials (including but not limited to goods, services, Web sites, or publications) are sponsored, endorsed, licensed by, or affiliated with IDC—particularly the IDC MarketScape graphic or excerpts from the document;
- Display the IDC name, logo or content excerpted from an IDC MarketScape document as a primary or prominent feature on any non-IDC materials;
- Mimicking of the IDC visual and branding style onto non-IDC materials;
- Support co-branded content, marketing or deliverables that make use of any content from an IDC MarketScape document;
- Mention of other vendors or competitors by name in relation to IDC MarketScape content or material.

IDC reserves the right in its sole discretion to terminate or modify permission to use, display or distribute IDC content and may request that third parties modify or delete any use of content that,

in IDC's sole judgment, does not comply with these guidelines, or might otherwise impair IDC's rights. IDC further reserves the right to object to unfair uses or misuses of its trademarks or copyright.

Specific Press Release and Marketing Use Guidelines for IDC MarketScape

With regards to IDC MarketScape documents, all vendors (clients and non-clients alike) mentioned in the IDC MarketScape will be allowed to issue a press release announcing their position in the report. The IDC MarketScape methodology description must be included within the release.

More extensive usage requires purchase of distribution rights.

Specific rules apply to formulating press releases about an IDC MarketScape.

- IDC does allow all vendors to issue a press release whose sole purpose is to announce their inclusion in an IDC MarketScape report. This is an exception to IDC's normal policies.
- When referring to a vendor's placement in an IDC MarketScape, always use the indefinite article 'a' instead of the definitive article 'the'; as in "a Leader" rather than "the Leader".
- IDC will allow "IDC MarketScape" to appear in the headline and/or sub-headline of press releases announcing a vendor's inclusion in an IDC MarketScape report. This is an exception to IDC's normal policies.
- No comparisons or naming of competitors or competitive products by name will be approved.
- IDC will not approve any mention of "scores" related to the IDC MarketScape.
- Additional descriptors can be used in customer collateral, but the use of superlatives (e.g. highest, most, top, best, etc.) in relation to the IDC MarketScape results will not be approved.
- IDC does not allow the word "ranking" or any language that insinuates the IDC MarketScape is a ranking.
- The IDC MarketScape graphic cannot be used in client PR (even if the graphic license has been purchased).

The following is the standard description of an IDC MarketScape that must be used within a press release.

About IDC MarketScape: IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be

meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

Client's Press Release Format

IDC clients can quote content – up to two sentences – from an IDC MarketScape document as long as the standard IDC rules for quoting any IDC research are met. Clients are defined as those organizations that have purchased the subscription research program into which the IDC MarketScape is published or who have purchased the full IDC MarketScape document. Take note that external distribution rights are purchased separately.

The rules for quoting any IDC research are the following:

- No comparisons or naming of competitors or competitive products by name;
- Attribution of the relevant content to IDC with full source information, the preferred citation format is: IDC, Report Title, Doc #, Month Year;
- Approval by IDC of quote in context by one IDC executives of VP-level or higher;
- The correct document title and month, year of release must be referenced as shown in the examples noted above;
- IDC will not approve press releases that contain direct vendor comparisons and/or references.
- IDC reserves the right to remove any reference to IDC data and analysts quotes from the press release.

Translation of IDC Content into Languages Other than English

If an IDC client needs approved quotes translated into different languages, they must send the text to be translated to IDC for prior approval. If the text is to be translated by IDC analysts, this request must be made at the time of submission of the quote for approval. If the text is to be translated by the requestor, then the translated text, in each language for which the client requires approval, must also be included in the quote approval request. This may require up to 10 working days for verification by the relevant IDC local office.

Summary of Press Release Content and Permissions Required

Vendors who do not subscribe to the subscription research program into which the IDC MarketScape is published may take advantage of the following benefits:

- Quote vendor position in the IDC MarketScape;
- Quote from IDC press release;

Publication of an IDC MarketScape chart is not allowed.

Vendors who have purchased the subscription research program into which the IDC MarketScape is published -- or who have purchased the full IDC MarketScape document for internal use and IDC MarketScape Excerpt for external use -- may take advantage of the following: Quote vendor position in the IDC MarketScape;

- Quote from IDC press release;
- Quote from IDC MarketScape research report (up to 2 verbatim sentences); and
- Request a quote from the Author.
- Publication of an IDC MarketScape chart is not allowed unless an external use distribution license to the IDC MarketScape Excerpt has been purchased that includes distribution rights to the standalone document.

IDC MarketScape Distribution Guidelines & Pricing

Quoting content from an IDC MarketScape document outside of a press release falls under the standard rules of external use of IDC content by a client and requires approval through IDC Permissions. IDC will allow reprints or distribution rights of an IDC MarketScape Excerpt developed and provided internally by IDC's Go-to-Market Services group. An IDC MarketScape Excerpt may be published on the Internet. Specific Go-to-Market Services pricing applies.

IDC will allow internal usage of the entire IDC MarketScape report if the requestor is a CIS subscriber of the CIS in which the IDC MarketScape is published. However, requestors must:

- Gain approval of usage from the analyst and through the standard IDC Permissions process; and
- Include IDC copyright.

IDC MarketScape Distribution Rights

Press releases and quoting must go through IDC Permissions. Distribution rights are available through IDC Go-to-Market Services.

There are three blanket rules that apply to external distribution of IDC MarketScape research.

1. No one may publish or reuse an IDC MarketScape document in its entirety.
2. The options presented here are the only options available for distribution rights to IDC MarketScape research documents.
3. The prerequisite for purchase is that a vendor must either be a client of the CIS where the IDC MarketScape is published OR have purchased the full IDC MarketScape research document for internal use.

IDC provides specific options to clients for external distribution rights to the IDC MarketScape research document content and chart. Please see descriptions below.

1. **Distribution Option #1** — Combination of the IDC MarketScape Excerpt pdf file (as described above) AND a separate graphic file of the IDC MarketScape chart, which includes required text sourcing and brief description of the IDC MarketScape and graphic. This pricing includes distribution rights for 12 months.
 - a. Physical reprints of are priced separately, based on standard per page cost.
 - b. Standard descriptor text, IDC copyright and IDC attribution must accompany any use of an IDC MarketScape chart when not incorporated into the original document in which it was published or in an IDC MarketScape Excerpt.
2. **Distribution Option #2** – IDC MarketScape Video Excerpt – a 5 to 7-minute video highlighting the purchasing vendor only. Sections include IDC Opinion, Essential Guidance, Vendor Inclusion Criteria, IDC MarketScape Chart(s), brief market definition and the Vendor Summary Profile of the purchasing vendor. No additional content may be added.

- a. The IDC MarketScape Excerpt must also be purchased with this deliverable (included in the pricing).
 - b. A stand-alone graphic file of the IDC MarketScape chart is included.
3. **Distribution Option #2** – IDC MarketScape Digital Paper or Digital Paper + -- An online interactive experience of the published IDC MarketScape with built in analytics and lead capture. This version of the IDC MarketScape Excerpt is hosted online and is in essence, a one-page website.
 - a. What are the advantages of the IDC MarketScape Digital Paper?
 - i. Analytics
 - ii. Responsive Web Design
 - iii. Interactive Experience
 - iv. Ability to share on social media
 - v. Personalized Introduction Video specific to Vendor (Digital Paper + only)
 - vi. Integration with Marketing Automation Platforms
 - vii. IDC non-commissioned research

IDC MarketScape Excerpt Policy & Procedure

The stated guidelines in this section are provided to help customers understand IDC's research content use standards related specifically to IDC MarketScape Excerpts. Please also refer to the IDC MarketScape Excerpt FAQ in this section.

IDC Go-to-Market Services is the delivery arm for all IDC MarketScape-related content distribution options. Standard delivery time for the Excerpt is 1-2 weeks from receipt of contract in IDC's IMP/Go-To-Market Services. A client's GMS engagement manager will deliver a PDF of the final IDC MarketScape Excerpt followed by the IDC MarketScape graphic, if purchased.

IDC MarketScape Excerpt

An IDC MarketScape Excerpt is a cut and paste from the original IDC MarketScape document that will typically contain only the following elements listed below. Content decisions are not subject to change or customized by the purchasing vendor. All text included in the IDC MarketScape Excerpt must come directly from the original published IDC MarketScape.

Below are the sections from the original IDC MarketScape document that will be included in the IDC MarketScape Excerpt:

- Figure: IDC MarketScape graphic
- IDC Opinion
- In This Study
- Vendor Inclusion Criteria
- Advice for The Technology Buyer – 1 to 2 selected paragraphs from the final document
- Vendor Summary Profile – Only the summary analysis for the purchasing vendor will be included in a given IDC MarketScape Excerpt

- Appendix
 - Reading an IDC MarketScape Chart
 - IDC MarketScape Methodology
 - Market Definition – No sub-sections will be included. The original text may be reduced in order to meet Excerpt page requirements.
- Learn More
 - Related Research

IDC MarketScape Chart Graphic File

IDC may allow limited internal and external usage of the IDC MarketScape chart. Requestors must:

- Have purchased the external license to the graphic – in combination with the IDC MarketScape Excerpt -- in order to use it externally
- Gain approval of promotional materials through IDC Permissions
- Include standard description of IDC MarketScape chart (see text below)
- Include IDC copyright (included in the attached graphic file)
- Include link above to the IDC MarketScape Excerpt along with the IDC MarketScape graphic (included in attached graphic file)

NOTE: Manipulation or editing of the graphic or accompanying language is not permitted.

A standard description and other text must accompany any use of an IDC MarketScape chart when not incorporated into the original document in which it was published or in an IDC MarketScape Excerpt.

All use of the IDC MarketScape graphic outside of the full research document or Excerpt must include the following:

- **Standard descriptive text:** *IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.*
- IDC Copyright
- Source the document from which the graphic was culled: Title, author, IDC document number, month, year

IDC reserves the right to refuse certain use of the IDC MarketScape chart. Examples of external use that are likely to be allowed include the use of the graphic on a poster. The use of the IDC MarketScape graphic on a postcard included in a press pack

Examples of external use that is likely to be refused include the use of the IDC MarketScape graphic on a button, on a mug or other drinking vessels, the use of the IDC MarketScape graphic on a coaster or beer mat. Summary of external use content and permissions required.

Summary of external use content and permissions

All IDC distribution rights require the organization to be an IDC MarketScape client – either through subscription to the publishing service, or through the purchase of a copy of the full IDC MarketScape research document.

IDC MarketScape Excerpt FAQ

- **What is an IDC MarketScape Excerpt?**
 - The IDC MarketScape Excerpt is a cut and paste document excerpted directly from the original IDC MarketScape published into a CIS.

- **How can I purchase distribution rights to an IDC MarketScape? What does this include?**
 - The prerequisite for purchase is that a vendor must either be a client of the CIS where the IDC MarketScape is published OR have purchased the IDC MarketScape document. A distribution license is provided for website distribution only of the PDF document and a stand-alone high-resolution graphic file (if purchased) on client or client-owned websites for the duration of 12 months. A video option is also available as an add-on to the IDC MarketScape Excerpt. Re-distribution through third parties, including partners and media properties, requires a separate license. Hard copy reprints are available for an additional fee and must be managed by IDC.

- **Can I translate the IDC MarketScape Excerpt document?**
 - Translations of the IDC MarketScape Excerpt require a separate contract. Please follow up with your Sales Account Representative for options.

- **Does the IDC MarketScape Excerpt include the IDC MarketScape graphic?**
 - Yes, an IDC MarketScape Excerpt does include the iconic IDC MarketScape chart on the front page of the document, however, use outside of the IDC MarketScape research report is not allowed. For use of the graphic outside of the document, specific distribution licensing is required.

- **How long after an IDC MarketScape is published will the IDC MarketScape Excerpt be available?** IDC MarketScape Excerpt is available 1-2 weeks after the contract is received in IDC Go-to-Market Services. ***If purchased, how long after the IDC MarketScape is published will the IDC MarketScape Video Excerpt be available?***

- An IDC MarketScape Video Excerpt will be available 6-7 weeks after kick-off. An IDC MarketScape Excerpt document must be purchased along with the Video Excerpt.
- ***Can a vendor review the final IDC MarketScape Excerpt prior to purchase?***
 - A watermarked courtesy copy of the document will be provided to participants in the IDC MarketScape process after the document is published and upon request.
- ***Do we need to purchase the IDC MarketScape Excerpt & standalone Graphic option if we want to leverage the chart as a standalone graphic?***
 - Yes
- ***Do the normal PR rules & approval apply to the webpage if you would like to create a webpage using the IDC MarketScape graphic, author quote and a link to the IDC MarketScape Excerpt?***
 - Yes
- ***Do the normal PR rules & approval apply to selected marketing campaigns based on a webpage using IDC MarketScape graphics and quote?***
 - Yes
- ***How does the IDC MarketScape compare to other vendor assessments available?***
 - The IDC MarketScape was developed to address or alleviate many of the issues analysts cited as a problem with vendor assessments listed below:
 - Clarity of presentation.
 - Customizability
 - Increased rigor
 - Clear definitions of criteria and measurements
 - Include vendor revenue and market share but not let it dominate the vendor position in the assessment
 - Clear understanding of the criteria being considered
 - Better, clearer terminology
 - Consistency in criteria
 - In addition, IDC MarketScape has dynamic categories (Leader, Major Player, Participant and Contender) that adjust according to importance established by the analysts for each market.