

Mutable subscription



At Bloor, we see Digital Transformation not as a one-off event but the continuous state of being that enables a business to constantly and rapidly evolve. We call this the 'Mutable Business' and we believe that being mutable is essential to future success and, ultimately, survival.

Our Research is focused on understanding and telling this story and we have evolved our publications and services to enable this. Our subscription service brings all of this together to ensure both End Users and Vendors are able to have everything they need to understand how to enable their companies and customers to become Mutable.

We are creating a community that is supporting this evolving narrative and thereby maximizing the success of their own business and of the ecosystem in which they operate. There are 3 levels of involvement: **Champion, Advocate and Supporter**. These have been chosen to show and market your level of commitment and are phrased to support the narrative and its results for business.

The services at all levels have been designed to help us understand and tell your story, improve the overall story and maximize the reach of the story. To do this we include the following services in our subscriptions:

OUR CONTENT

Access to all of our content as appropriate to your business needs. This includes external reprint rights where needed.

CUSTOM CONTENT

Our analysts will take the time to understand your strategy, products, projects, announcements, and initiatives, and then create bespoke content to help you communicate this to your customers and stakeholders. This includes external communications through our website, Blogs and Social Media.

ANALYST TIME

Our analysts will be available to answer questions concerning competitive positioning, understanding the wider market context and providing dedicated research and information regarding emerging trends and competition. This includes internal and channel sales training. We will suggest alliances or partnerships that can enhance your product offerings or increase distribution channels and sales. We can also ensure executives are aware of significant industry news, trends and events that will impact current and planned business models. Your analyst-hours can also be applied to custom research projects, advisory and speaking engagements.



For further information

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LONDON N1 7GU

Subscription packages

CHAMPION PACKAGE

The Champion is our premium package and it covers:

- Freedom to quote and reference all content.
- External License and Reprint rights to any:
 - Four Bloor publications (current Market Update plus any existing reports held in our library)
 - Up to four InBriefs on your own products and platforms
- Company webpage on the Bloor website (12-month duration display) along with a handy one-page pdf file of the information on the webpage.
- 20 Hours Analyst time – to use over a period of 12 months towards any Bloor deliverables.

ADVOCATE PACKAGE

The Advocate Package covers:

- Freedom to quote and reference all content
- External License and Reprint rights to any:
 - Two Bloor publications (current Market Update plus any existing report held in our library)
 - Up to two InBriefs on your own products and platforms
- Company webpage on the Bloor website (12-month duration display) along with a handy one-page pdf file of the information on the webpage.
- 10 Hours Analyst time – to use over a period of 12 months towards any Bloor deliverables.

SUPPORTER PACKAGE

The Supporter package includes both the current Market Update and your InBrief, together with license and reprint rights for:

- One Bloor report published within the year.
- One additional InBrief report.
- Company webpage on the Bloor website (12-month duration display) along with a handy one-page pdf file of the information on the webpage.
- 5 Hours Analyst time – to use over a period of 12 months towards any Bloor deliverables.



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