

Influencer50 Snapshot

Between you and your customers
lie the influencers

KNOWLEDGELAKE SHAREPOINT
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Top50

| | | |
|--|--|--|
| 1 MARK R. GILBERT Gartner | 20 MARK KASHMAN Microsoft | 39 RICHARD HARBRIDGE Portal Solutions |
| 2 TONY BYRNE Real Story Group | 21 JEREMY THAKE AvePoint | 40 JEFF WILLINGER Rightpoint |
| 3 ROB KOPLOWITZ Forrester | 22 SUE HANLEY Susan Hanley, LLC. | 41 JAKE DAN ATTIS B&R Business Solutions |
| 4 BARBIE MOSHER ZINCK CMSWire | 23 MIKE LOTTER CFA Institute | 42 JOHN MANCINI AIIM International |
| 5 MARK MILLER EndUserSharePoint | 24 LAWRENCE BLANK-COOK Deloitte | 43 BIL SIMSER FortisAlberta |
| 6 ALAN WEINTRAUB Forrester | 25 CHRISTIAN BUCKLEY Axceler | 44 SADALIT VAN BUREN BlueMetal Architects |
| 7 DAN USHER Booz Allen Hamilton | 26 GEOFF VAROSKY Jornata | 45 BECKY BERTRAM Savvy Technical Solutions |
| 8 JOEL OLESON LDS Church, SharePointJoel.com | 27 DUX RAYMOND SY Innovative-e | 46 MICHAEL NOEL Convergent Computing |
| 9 JARED SPATERO Microsoft | 28 SCOTT JAMISON Jornata | 47 MICHAEL SAMPSON The Michael Sampson Co. |
| 10 HUGH McKELLAR KMWorld Magazine | 29 JEFF DeVERTER Rackspace Hosting | 48 TODD BAGINSKI Canviz Consulting |
| 11 LAURA ROGERS Rackspace Hosting | 30 MIGUEL WOOD Planet Technologies | 49 MARC ANDERSON Sympraxis Consulting |
| 12 SHANE YOUNG Rackspace Hosting | 31 JOE SHEPLEY Doculabs | 50 TODD KLINTD Rackspace Hosting |
| 13 DAN HOLME NBC Universal | 32 MIKE FERRARA Hyperion Global Partners | |
| 14 ANDREW CONNELL Critical Path Training | 33 MACK SIGMAN CSC | |
| 15 ROB HOWARD Telligent | 34 JARROD GINGRAS Real Story Group | |
| 16 ROBERT BOGUE Thor Project | 35 MATT RANLETT Slalom Consulting | |
| 17 SUSAN LENNON Microsoft | 36 ASIF REHMANI SharePoint-Videos.com | |
| 18 CHRIS BORTLIK Microsoft | 37 PAUL GALVIN Slalom Consulting | |
| 19 CARL FRAPPALO FSG Social Impact Advisors | 38 KARUANA GATIMU Microsoft | |



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MARK R. GILBERT
Gartner

Methodology

HOW DO THE TOP50 SCORES WORK?

Everybody in our research is called a Player. For our SharePoint project we eventually scoped almost 600 players, from which the highest scoring 50 feature in our Report.

Our parameters for scoring were between 20 and 95 for each of the six major dimensions listed below. When we take a range of 0...100, the upper and the lower edge were deliberately left out because of the nature of this research. We take multiple steps to be sure that we have identified an organization or individual for good reason, and not just by fortune.

Five separate researchers and two discrete scoring teams took part, ensuring that our research did not suffer from individual bias. Strict scoring criteria and guidelines were agreed in advance.

Our Identification Report rates each Player according to six main scoring categories.

MARKET REACH

How well known, and well listened to, is the Player? What are the chances that a given potential leader, cause champion or fundee would have heard that Player's message?

FREQUENCY OF IMPACT

If the Player had just a low number of opportunities to influence then they scored in the 30s to 50s. If they were likely to have several opportunities to influence over one year then they scored higher.

INDEPENDENCE OF IMPACT

Once the Player's message has been heard by the potential audience, how impactful is it? Commercial organizations could not score too highly here, because their message would always be considered biased, whereas independent Players automatically scored better.

EXPERTISE

This criteria is self-explanatory, based on the Player's number of years with relevant experience, and the seniority with which they have taken that experience.

PERSUASIVENESS

When some people provide recommendation advice to another, their advice can be either taken or ignored without penalty. Casual acquaintances often provide advice but without persuasion. The advice of regulators however usually needs to be taken extremely seriously, such that they exhibit high levels of 'persuasiveness'.

THOROUGHNESS OF ROLE

Some Players influence a decision throughout the decision-making lifecycle, from initial problem evaluation through to check-signing. Other Players may be called in just at one single micro-decision stage.

| Criteria | Overall |
|------------------------|---------|
| Market Reach | 84% |
| Frequency of Impact | 84% |
| Independence of Impact | 80% |
| Expertise | 83% |
| Persuasiveness | 73% |
| Thoroughness of Role | 88% |

Orbit Analysis

Influencer50's Orbit Diagram represents your Top50 Influencers according to two dimensions - each individual's relative ranking within the Top50, and their position within the context of which influencer category they represent. The larger the colored segment in the diagram, the more representatives from, say, the Solutions Provider or Consultancy sector. The larger and closer to the center of each individual, the greater their influence and importance. The analogy is of planets orbiting around your world. The purple planet at the center represents the heart of the SharePoint subject itself.

DIAGRAM CONCLUSION

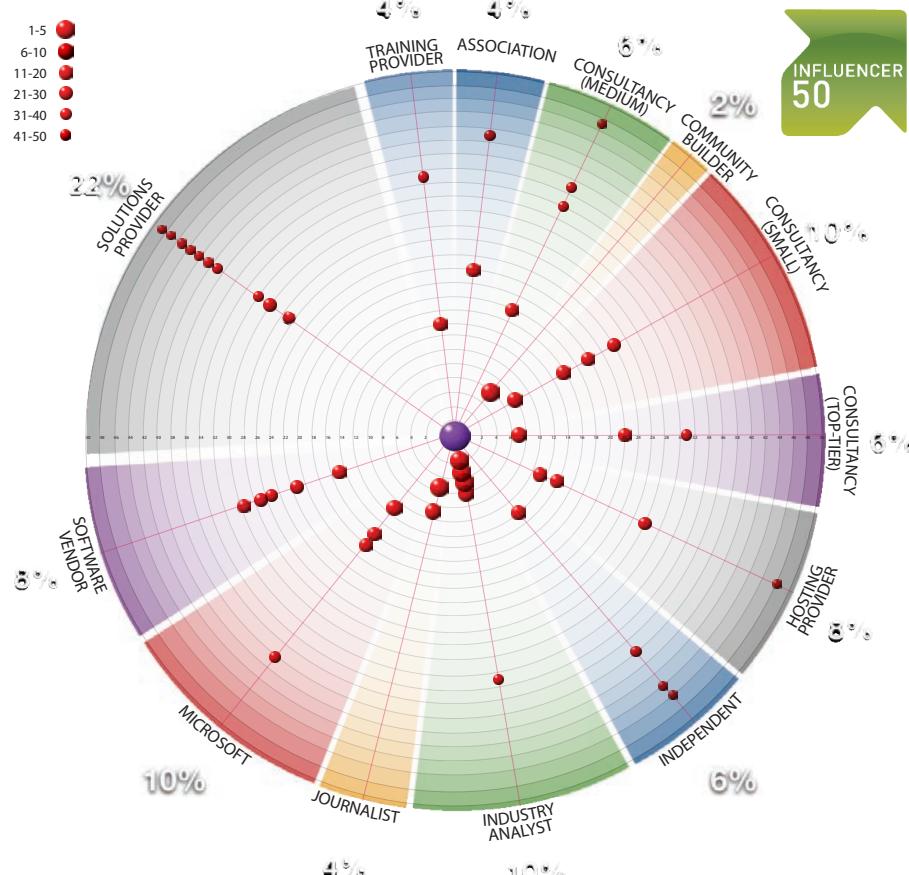
This diagram shows the sheer range of categories responsible for the various influencers in our Top50. Thirteen different categories, and no single category responsible for more than 22% of the 50. Yet even the largest sector - Solutions Provider - accounts for no-one in the Top20.

No other category accounts for more than 10% of the influencers. It's clear that SharePoint has become a very diverse marketplace.

Consultancies, whether Small, Medium or Top-Tier, are collectively equal to Solutions Providers in the power they enjoy - but a small five-person single-office consultancy has a very different effect on the market to the Deloitte's and Booz Allan's of this world.

We wonder how much of this Orbit diagram could have been predicted by those in the SharePoint community in advance of our research?

INFLUENCER50 'ORBIT' DIAGRAM



Network Cluster

Influencer50's Network Cluster Diagram illustrates how each of your identified Top50 influencers relate to each other. Each influencer is clustered around one or more common topics, highlighting where their interest areas lie and on which subjects their influence is exerted. This analysis also provides a useful guide as to how to best shape your initial conversations with those individuals.

DIAGRAM CONCLUSION

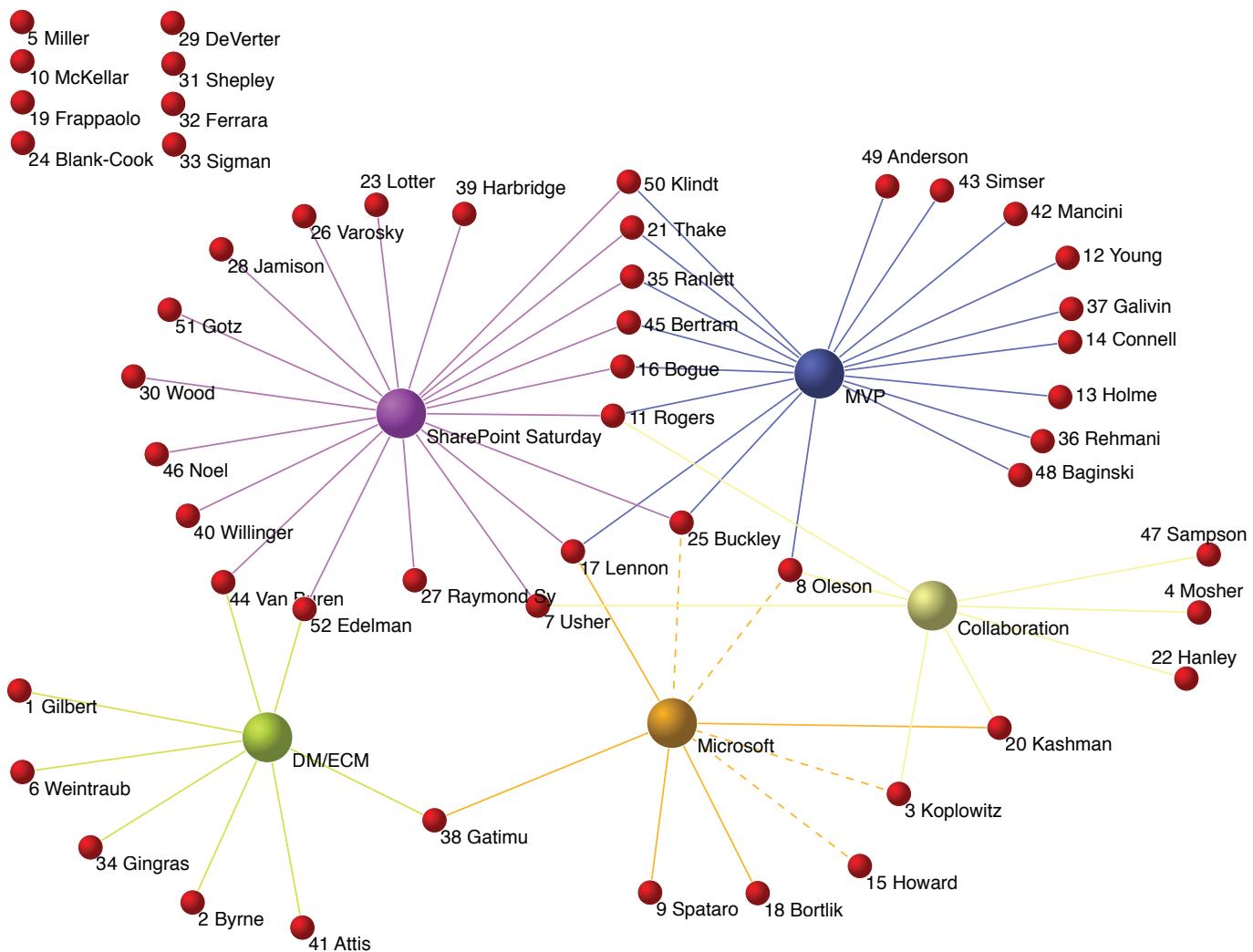
To create this chart, our researchers initially choose ten or more possible common subject areas in order to see which, if any, of those areas allow the identified individuals to be commonly grouped. For this particular project, just five groupings are illustrated.

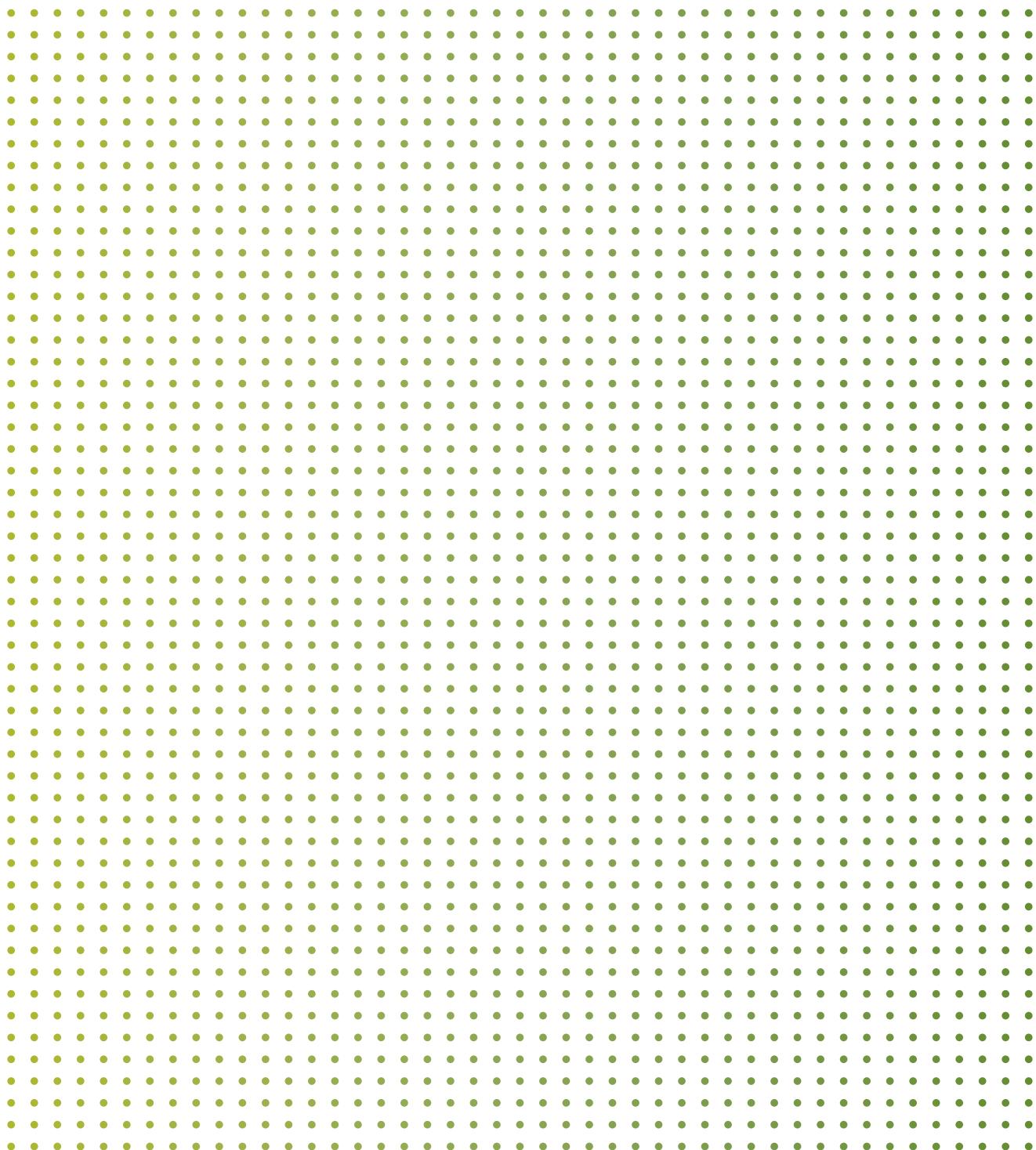
What's particularly noticeable from this cluster chart is that not everyone is connected!

That's often the case - many times we see a significant number of influencer 'orphans' - those with no obvious interest connection with each other. Two of the top ten are not connected to any specific group.

The main centers of gravity for the broad SharePoint debate are around the SharePoint Saturday and MVP status hubs, which then spread out into a series of more specific groupings. It may be surprising that no more than 18 of the Top50 are MVPs themselves.

What should be noted is the breadth of groupings linking our identified influencers, with DM, ECM & Collaboration connecting less than half of the most influential 50 people in SharePoint. This emphasizes that the driving forces behind the SharePoint conversation these days may have quite different motivations and agendas.





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