

Leadership Compass

Care Kit



Care Kit for Leadership Compass

Welcome to your Leadership Compass Ranking Care Kit! This document is designed to help you make the most of your recognition in our Leadership Compass while ensuring accuracy and consistency in your promotional efforts.

Here, you'll find everything you need to know about using your ranking responsibly, gaining approval for materials, and maximizing the impact of your accomplishments.

We're excited to support you in sharing your success and showcasing your position in the market!

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- Performance and Positioning
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Frequently Asked Questions

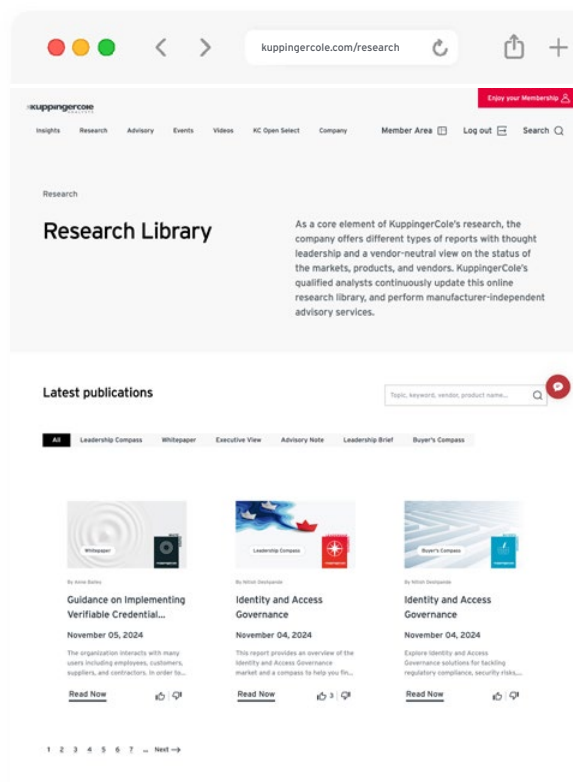
KC Publishing and Marketing

To maximize the visibility and impact of the Leadership Compass, we actively promote each new release across multiple channels.

Through these channels, we work to ensure each Leadership Compass receives broad exposure, bringing added value to all highlighted vendors.

Our Website

Each Leadership Compass report is published on our website's research library, where it is accessible to our audience and provides an overview of key findings.

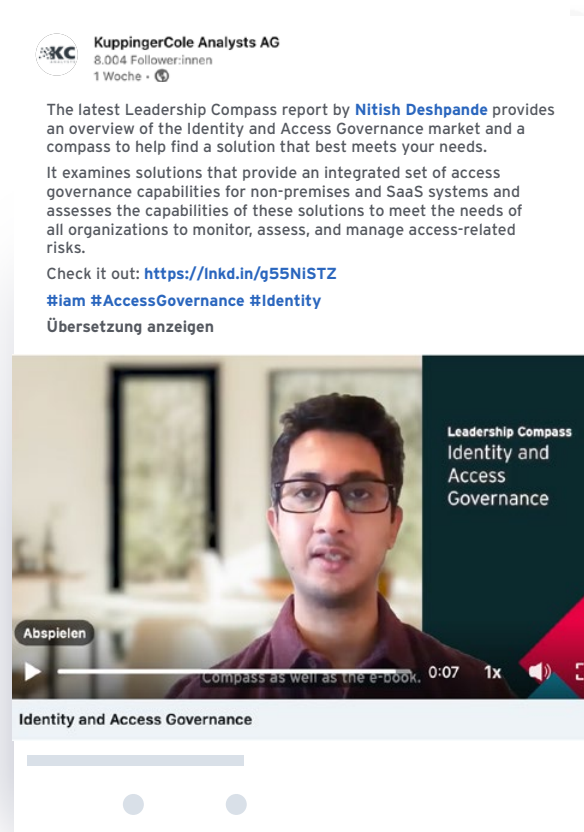


Analysts' Profiles

Our analysts share and discuss the Leadership Compass on their professional social media profiles, expanding its reach among their networks.

Social Media Platforms

We share each Leadership Compass on our LinkedIn, Twitter, and Facebook profiles.

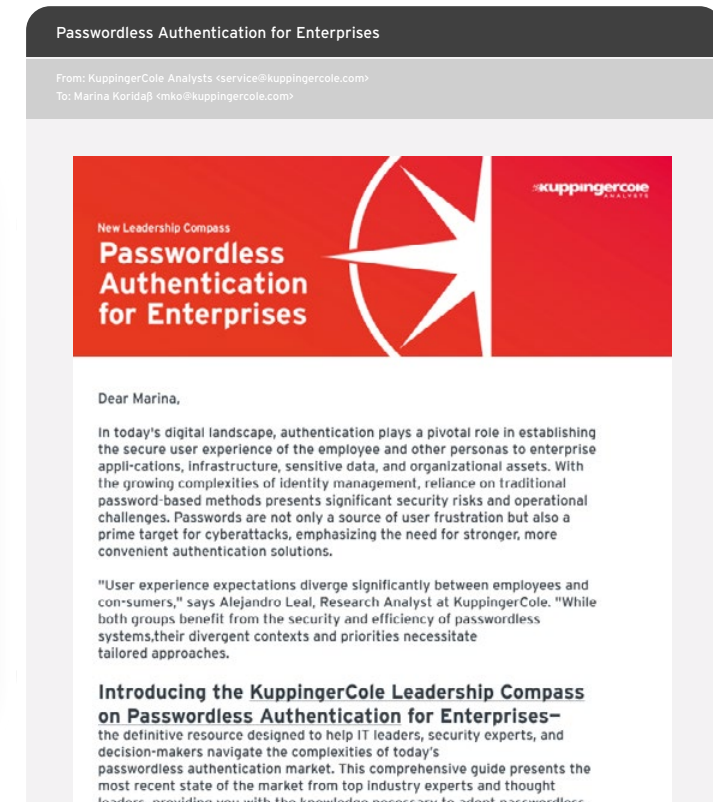


Webinars

We host unsponsored webinars where our analysts present and discuss findings from the Leadership Compass in-depth with our database. These webinars offer an opportunity to showcase the report's insights and interact directly with an interested audience.

Newsletters

The Leadership Compass is featured in our newsletter to our subscribers, keeping our engaged community informed of the latest reports.



Promoting Your Ranking

Where and How to Promote Your Ranking

We encourage you to leverage your Leadership Compass ranking across various platforms and formats to maximize visibility and build brand credibility.

Here are some approved ideas for promoting your ranking:

Your Website

Create a dedicated section on your homepage or product pages that highlights your ranking. Consider including the Leadership Compass logo and a brief summary of your performance, along with a download button to support lead generation efforts.

Press Releases

Announce your ranking through press releases to share the news with media outlets and your audience.

Social Media Posts

Share your accomplishment on LinkedIn, Twitter, and other social media channels. Include visuals that showcase your ranking and links to relevant sections of your website.



Exciting News! We're an Overall Leader in KuppingerCole's Leadership Compass!

We're thrilled to announce that [Company Name] has been recognized as an Overall Leader in KuppingerCole's latest Leadership Compass report!

This prestigious recognition underscores our unwavering commitment to delivering cutting-edge solutions in [specific industry/field, e.g., identity and access management, cybersecurity, etc.]. The Leadership Compass evaluates vendors based on innovation, market presence, and product leadership, and we're proud to have excelled across the board.

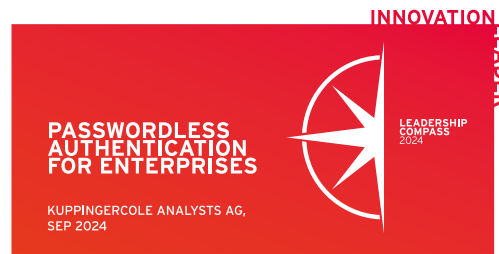
This milestone wouldn't have been possible without: The trust and partnership of our valued customers, the dedication and passion of our incredible team and our relentless pursuit of innovation and excellence.

A huge thank you to the experts at KuppingerCole Analysts for this acknowledgment of our efforts to set a new standard in [industry/field].

Curious to learn more? Read the full report here: [Insert link]

We'd love to hear your thoughts—drop us a comment below!

#Innovation #Leadership #KuppingerCole #Recognition #Teamwork



Sales and Marketing Collateral

Add your ranking to your presentations, brochures, and other marketing materials.

Email Newsletters

Highlight your ranking in customer and partner newsletters, linking back to a page with more details on your website.

Always ensure that any promotional content remains in line with our guidelines listed below, particularly with respect to wording and context.

Promoting Your Ranking

Maximizing the Impact of Your Promotional Activities

To get the most out of your Leadership Compass ranking, consider these strategies to amplify your message and build engagement:

Targeted Campaigns

Create a marketing campaign focused on your ranking, sharing success stories, client testimonials, or case studies that demonstrate how your company delivers value.

Interactive Webinars or Events

Host a webinar or panel discussion highlighting your leadership and invite customers and partners.

Employee Advocacy

Encourage your employees to share company posts about your ranking on their own social channels to expand your reach.

In each promotional effort, aim to educate your audience about the strengths of your solutions as reflected in your ranking.

Guidelines and Approvals

As a valued vendor featured in our Leadership Compasses report, we kindly ask that you follow the guidelines below when creating any marketing materials related to your inclusion. These guidelines are designed to ensure accuracy and consistency in how our findings are represented.

Text Guidelines

Verbatim Quotations

Any direct quotes from the report must be reproduced exactly as they appear in the original text. The quoted analyst must also be appropriately cited. No modifications, omissions, or additions are allowed in verbatim quotes.

Paraphrasing and Indirect References

While paraphrasing is acceptable (outside of Verbatim Quotations), it is essential that the meaning and intention of the original content remain intact. Any indirect references to the report must not distort or misrepresent the key messages.

Performance and Positioning

Clearly mention the year of the Leadership Compass and the category in which you are included.

When referring to your performance or ranking in the report, it is important that the original context and intent are preserved. Deviations or alterations that could mislead the audience regarding your position in a specific category are not permitted.

If your company is clearly identified as the top performer in a category (Overall, Product, Market, or Innovation), you are free to highlight this in your marketing materials.

However, if your leadership position is shared with another vendor, terms such as “#1” or “the leader” are not allowed. Any reference to your ranking should consider the full context of the category and the vendors included.

Image Usage Guidelines

Do not distort, alter, or modify the look of any images, logos or colors provided, including the Leadership Compass logo.

You may resize images, provided that the aspect ratio and overall proportions remain unchanged. However, if unsure, please submit the resized material to our press team for approval.

Final Approval Process

Before releasing any marketing materials related to your inclusion in our Leadership Compasses, please submit them to us for final approval. We will require 1-2 business days to review and approve the materials. Please keep this timeline in mind when planning your promotions.

All promotional content should be sent to press@kuppingercole.com for review to ensure it aligns with the guidelines outlined above.

Licensing Requirement

Before Purchasing a License

Permissible Actions:

- Announce your inclusion in the Leadership Compass without mentioning specific rankings, categories, or using the Leadership Compass logo.
 - Example: "We are pleased to have joined KuppingerCole's Leadership Compass on [Topic]. Learn more about the report here: [link to LC on KuppingerCole's website]."
- Share the fact that you were evaluated in the report, without making any claims or using direct quotes from the analysis.

Not Permissible Actions:

- Use the Leadership Compass logo in any capacity.
- Reference your ranking, category placement, or position as a leader in any promotional materials.
- Share or distribute excerpts, visuals, or quotes from the report.

After Purchasing a License

Permissible Actions:

- Use the Leadership Compass logo and approved visuals in your marketing materials.
- Reference your ranking and performance, provided it aligns with our guidelines on positioning and wording.
 - Example: "We are honored to be recognized as a [Rank, e.g., Leader] in KuppingerCole's Leadership Compass on [Topic]. Read more about our ranking and capabilities here: [link to your licensed & approved promotional content or report page]."
- Share approved quotes or excerpts from the report in your promotional activities.
- Include references to your Leadership Compass ranking in webinars, events, or media outreach.

Not Permissible Actions:

- Misrepresent your ranking or position in the report.
- Alter the Leadership Compass logo or related visuals in any way that distorts or deforms their original appearance or color. Cropping the logo is permissible, provided the integrity and proportions of the logo are maintained, and its appearance remains professional and unaltered.

Please note that you are not permitted to release promotional material based on your ranking in the Leadership Compasses before purchasing a license for its use. Any unauthorized promotion or distribution without a valid license will be considered a breach of our terms and conditions.

Licensing Requirement

Licensing Guidelines At A Glance

Digital Mentions

	Licensed	No License	
Referencing inclusion in Leadership Compass	✔	ⓘ	Must follow examples as provided in this document; rankings / details not allowed without a license
Referencing specific ranking (e.g., Leader)	✔	✘	Only for licensees

Licensed No License

	Licensed	No License	
Mentioning on website (e.g. dedicated page)	✔	✘	Follow branding guidelines
Mentioning on blog	✔	ⓘ	Blogs by non-licensees must link to KC report page and only mention inclusion (ie. no rankings / details allowed)

Social Media

	Licensed	No License	
General Post (e.g. inclusion acknowledgement)	✔	ⓘ	Must follow examples as provided in this document; mentions of rankings / details not allowed without a license
Sharing report graphics (e.g. Overall Leaders)	✔	✘	Only for licensees

- ✔ Permitted
- ⓘ Limited
- ✘ Not Permitted

Licensing Requirement

Licensing Guidelines At A Glance

Promotional Content

	Licensed	No License	
Custom Marketing Materials	✔	✘	Only for licensees
Using KC's name in paid ads	✔	✘	Only for licensees

Report Linking

	Licensed	No License	
Linking to KC's official report page	✔	✔	Advised for licensees; required for non-licensees

Reselling Content

	Licensed	No License	
Reselling report content	✘	✘	Prohibited for everyone

Press Activities

	Licensed	No License	
Press Releases	✔	✘	Only for licensees

Third Party Partners of Vendors

	Licensed	No License	
Simple references to LC inclusions and rankings	▶	✘	<ul style="list-style-type: none"> Partners cannot claim rankings are their own. Rankings must be clearly attributed to the licensed vendor product. Licensed vendors are directly responsible to ensure compliance of their partners by reviewing content and sending it for approval.

- ✔ Permitted
- ▶ Limited
- ✘ Not Permitted

Frequently Asked Questions

Can we promote our ranking across all platforms?

Yes, you can promote your ranking across platforms such as social media, your website, press releases, and marketing materials, as long as the content aligns with the guidelines provided.

Do we need to submit every promotional material for approval?

Yes, any material referencing your Leadership Compass ranking must be submitted for final approval, especially if there are quotes, images, or modified content.

Can we add our own interpretations to our position in the ranking?

You may highlight your position based on the language in the report but avoid adding interpretations that could misrepresent your position or performance.

Can we request a quotation from analysts?

Generally, you can utilize quotes from the Leadership Compass as long as they are accurate and correctly attributed to the analyst. If you need another quote from an analyst, feel free to request it by emailing press@kuppingercole.com. Keep in mind that it may take up to 5 business days for a response due to a more extensive approval procedure.

We're thrilled to recognize your achievements in the Leadership Compass and look forward to seeing how you share this accomplishment. These guidelines are here to help you make the most of your ranking while ensuring consistency and integrity in how it's represented. If you have any questions or need further clarification, please don't hesitate to reach out—we're here to support you.

Congratulations again, and happy promoting!

press@kuppingercole.com

For further guidance or questions regarding the Leadership Compass brand, please contact:

Senior Brand Marketing Manager

Marina Koridaß
mko@kuppingercole.com

Senior Communications Designer

Nadine Russo
nr@kuppingercole.com

KuppingerCole Analysts AG
Wilhelmstraße 20-22
65185 Wiesbaden | GERMANY
P: +49 | 211 - 23 70 77 - 0
F: +49 | 211 - 23 70 77 - 11
kuppingercole.com/events