

TOTAL COST OF OWNERSHIP ANALYSIS PROSPECTUS

VALIDATE & PUBLICIZE YOUR TCO MODEL

SUMMARY

Moor Insights & Strategy makes Total Cost of Ownership (TCO) models more useful. We scrutinize your TCO model and report our findings. Maximize your investment in building a model with our market and customer perspective. Your customers rely on ownership costs as part of their purchase decisions. MI&S provides reassurance that your TCO model is **comprehensive, accurate, and relevant**.

TCO MODEL ANALYSIS

MI&S understands TCO holistically. Specifically, what decisions are customers making, and what TCO comparisons are valuable to them?

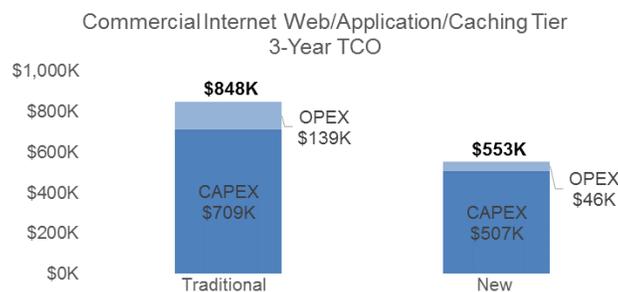
We analyze your existing TCO model **or** help you define parameters to build a new TCO model. MI&S does not have a lab nor do we deploy surveys. Instead, our industry knowledge, experience, and expertise combine to guide you to the competitive, performance, and cost data for the TCO point you are trying to make. After identifying TCO model inputs, we verify your TCO calculations and check your data's "freshness".

Most importantly, we help you demonstrate the relevance of your TCO model by reporting the findings. We write a public whitepaper to host on your site, on www.moorinsightsstrategy.com, or both. And we stand behind what we write with analyst inquiry. MI&S responds to unlimited inquiries from press and investors typically within three hours, and we'll do so for three months.

- **Identify** inputs for your product or service
 - Competitive set
 - Your third-party benchmarks (MI&S does not have a lab)
 - Acquisition Cost: Capital Expense (CAPEX)
 - Ongoing Cost: Operating Expense (OPEX)
- **Verify** calculations and check data freshness
- **Publicize** with report and inquiry

SAMPLE

MI&S applies our datacenter industry knowledge, experience, and expertise to your TCO model. In one engagement, our client's newly-introduced server architecture faced competition from traditional configurations. They needed independent validation of the methodology behind their savings claims. After thoroughly vetting their inputs and rigorously checking their calculations, MI&S published a TCO analysis for the client's launch. MI&S answered many inquiries from the press, customers...and competitors.



Read a full sample of Moor Insights & Strategy's TCO analysis [here](#).

CONTENTS (ABRIDGED EXAMPLE)

- Market Dynamics
- Competitive Landscape
- TCO Assumptions
- Cost Comparisons
- Bottom Line
- Call to Action

CONTRIBUTORS

[Gina Longoria](#), Senior Analyst

[Scott McCutcheon](#), Director of Research

[Patrick Moorhead](#), President & Principal Analyst

MORE INFORMATION

Please [contact us](#), and Moor Insights & Strategy will respond promptly.

TCO MODEL ANALYSIS

Two interconnected workflows

1. **Validate** model
2. **Publish** report

MI&S helps your customers understand that your TCO model is comprehensive, accurate, and relevant.

- **Comprehensive**
 - Competitive set
 - Performance comparisons
 - CAPEX
 - OPEX
- **Accurate**
 - Calculations
 - Freshness check
- **Relevant**
 - Whitepaper
 - Inquiry