



Yankee Group Copyright and Citation Policy *Updated January 2012*

Yankee Group Research, Inc. ("Yankee Group") has been trusted for over 40 years as a leading source of objective and independent research. Yankee Group maintains rigorous standards and adheres to strict guidelines that safeguard the objectivity and high ethical principles of the Yankee Group brand and research.

Yankee Group produces proprietary Syndicated Research and Custom Research (each as defined below) (collectively, the "Research"). The Research is designed for clients' internal use; however, Yankee Group understands that clients and other third parties will frequently seek to use the Research externally. The Research, as well as Yankee Group's name, logo and trademarks (collectively, the "Trademarks"), may only be used externally with Yankee Group's prior approval. The following copyright and citation policy (the "Policy") provides both clients and other third parties with guidelines for the internal and external use of the Research and Trademarks.

Please note that Yankee Group may agree to additional uses of the Research and Trademarks outside the scope of this Policy on a case-by-case basis. Please contact Yankee Group at citation@yankeegroup.com for additional information.

Violations

In the event of a violation of this Policy, Yankee Group reserves the right to ban violators from the use and/or citation of the Research and Trademarks. In addition, Yankee Group may seek any additional remedies available to it under applicable law.

Changes to the Policy

Yankee Group reserves the right to change the Policy at any time without notice. The Policy is for general informational purposes only, and does not constitute a waiver of any other legal rights or remedies available to Yankee Group.

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1. General Policy Guidelines

- A client's internal use of the Research or Trademarks, subject to the guidelines set forth in this Policy, does not require the prior approval of Yankee Group.
- With the exception of certain uses by the media, a client's or third party's external or commercial use of the Research or Trademarks does require the prior approval of Yankee Group.
- All citations of the Research must be accompanied by a source citation in the applicable form set forth below.
- All citations of text from the Research must be accurately cited verbatim or briefly summarized within the appropriate context and spirit of the Research.
- All reproductions of spreadsheets, graphics, tables or charts from the Research must not be altered, and all text labels, axis labels and other data included in such spreadsheets, graphics, tables or charts must remain in their original form.
- All citations of the Research must be from published Research that is less than 12 months old.
- The Research may not be used to endorse a client, product or service, nor can the Research be used to disparage a client's competitor.
- In all instances in which approval of the use of the Research or Trademarks is required, Yankee Group must be provided with a final draft of the document containing such Research or Trademarks. If there are any changes to the document, the revised document must be resubmitted in its entirety to Yankee Group for final approval.

2. Guidelines for Use Based on Research Type

2.1 Syndicated Research

General use of Syndicated Research is governed by the agreement between Yankee Group and each of its clients. Clients may cite internally Yankee Group's syndicated research products, which include written research reports, market assessments, forecasts, trackers, dashboards, surveys, rankings, spreadsheets, graphics, tables, charts, formulas, algorithms, indices, statements made during analyst inquiries, market perspective presentations or strategy sessions, and other content or materials provided to a client by Yankee Group ("Syndicated Research"), in accordance with Section 1 and the following guidelines:

- Clients may freely cite Syndicated Research in internal client materials and on client's internal Web site.
- Any external use of Syndicated Research must be submitted to citation@yankeegroup.com for prior approval and must comply with the guidelines set forth in this Policy.
- All citations of text from Syndicated Research must be accompanied by the following source citation, "Source: Yankee Group, Report Title, Date," and all reproductions of copies or slides from Syndicated Research must be accompanied by the following copyright notice, "© Copyright 1997-2012. Yankee Group. All rights reserved."

2.1a Reports Ranking Industry Players

Reports in which Yankee Group ranks ecosystem players may be used in marketing materials and press releases in accordance with Sections 1, 2, 3.1 and 3.2 and the following guidelines:

- An industry player wishing to issue a press release announcing rankings from a Yankee Group report must purchase a license to the relevant report. The press release must include a link to the licensed report, as posted on the vendor's Web site, to provide context for the release. For information on licensing, contact clientservice@yankeegroup.com.
- Rankings may be cited verbatim using the terminology from the relevant report, e.g., "Winner," "Front-Runner," "Competitor," "Follower."
- Vendors may refer to relative strengths within evaluation categories, e.g., "[Enter company name] was named a Front-runner in the [enter month and year of publication] Yankee Group report [enter name of report] and received the top score for [enter category or criteria]."
- Custom analyst quotes for press releases or marketing materials may not be requested.



- Press releases headlines and/or subheads may not include the Yankee Group name. Alternatively, the term “Independent Research Firm” may be used. Examples of what Yankee Group will allow include:
 - Title:* [Enter Company Name] Named a [Enter “Front-runner,” “Contender,” “Competitor,” “Follower,” etc.] in Independent Research Firm Rankings
 - Subtitle:* Evaluation Based on Vision and Ability to Transform
 - First paragraph:* [Enter City, State], [Enter Date] – [Enter Company Name] today announced it has been named a [Enter “Front-runner,” “Contender,” “Competitor” or “Follower”] in the Yankee Group report [Enter name, date of publication].
- Use of a graphic from the report may be used in specific contexts as approved by Yankee Group, provided that:
 - The graphic appears exactly as originally published, with no edits or added text.
 - Includes proper source citation: “Source: Yankee Group, Report Title, Date.”
 - Graphic is accompanied by a link to an authorized reprint or excerpt of the report to provide appropriate research context.
 - This wording is clearly visible: This graphic was published by Yankee Group as part of a larger research report. The report/an excerpt of the report is available at [URL].

2.2 Custom Research

General use of Custom Research is governed by the agreement between Yankee Group and each of its clients. Clients may cite internally deliverables created specifically and exclusively for a client by Yankee Group that result from speaking engagements, webinars, podcasts, custom strategy sessions, general consulting projects and custom publications (“Custom Research”), in accordance with Section 1 and the following guidelines:

- Clients may freely cite Custom Research in internal client materials and on client’s internal Web site.
- Any external use of Custom Research must be submitted to citation@yankeegroup.com for prior approval and must comply with the guidelines set forth in this Policy.
- All citations of Custom Research must be accompanied by the following source citation, “The following [is]/[is excerpted from] a commissioned work conducted by Yankee Group on behalf of [Insert Client Name] as of [Insert Month] [Insert Day], [Insert Year].”



3. Guidelines for Use Based on Context

3.1. Press Releases

The Research and Trademarks may be used in press releases in accordance with Section 1 and the following guidelines:

- Any use of the Research or Trademarks in a press release must be submitted to citation@yankeegroup.com for prior approval. In addition, any use of the Research in a press release must be submitted to the Yankee Group analyst who authored the cited Research for prior approval. The press release must be submitted in its entirety to Yankee Group.
- The “About Yankee Group” boilerplate may appear only in Yankee Group press releases; provided, however, that use of this boilerplate may be allowed in joint press releases and association partnership press releases with the prior approval of Yankee Group.
- The use of the Research and Trademarks in corporate boilerplate is prohibited.
- Press release headlines and/or subheadlines may not include the Yankee Group name. Alternatively, the term “Independent Research Firm” may be used.
- All citations of the Research and use of the Trademarks must appear no earlier than the third paragraph of a press release, with the exception of reports that have been licensed to provide context for announcements (see Section 2.1a).
- Custom analyst quotes for use in a press release may be requested; provided, however, that only one custom analyst quote per press release will be permitted. Given that custom analyst quotes are developed for a specific purpose, all use of custom analyst quotes in a press release must be submitted to both citation@yankeegroup.com and the analyst who authored the quote for prior approval.
- Once Yankee Group approves the use of the Research, Trademarks or custom analyst quotes in a press release, Yankee Group must be provided with a final draft of such press release. If there are any changes to the press release, the revised press release must be resubmitted in its entirety to Yankee Group for final approval.

3.2 Marketing Materials

The Research and Trademarks may be used in marketing materials, including collateral, advertisements, e-mail communications, direct marketing, external presentations, Web site banners, tradeshow banners, newsletters, sales literature and any other similar materials created for external or commercial distribution (collectively, “Marketing Materials”), in accordance with Section 1 and the following guidelines:

- Any use of the Research or Trademarks in Marketing Materials must be submitted to citation@yankeegroup.com for prior approval. The Marketing Materials must be submitted in their entirety to Yankee Group, and Yankee Group reserves the right to pre-approve the creative copy of the overall Marketing Materials.
- Use of the Trademarks is decided on a case-by-case basis to protect Yankee Group’s reputation for objectivity. If Trademark usage is granted, the Trademark may not appear next to a vendor or other third party logo and may not exceed the size of a vendor or other third-party logo. Yankee Group will provide Trademark files and Trademark usage guidelines.
- The headlines and/or subheadlines of Marketing Materials may not include the Yankee Group name. Alternatively, the term “Independent Research Firm” may be used.
- Custom analyst quotes for Marketing Materials may not be requested. Only analyst quotes excerpted from published Research may be used. Such quotes may not feature the name of an individual analyst, but should be attributed to Yankee Group using a source citation in the applicable form set forth above.
- Once Yankee Group approves the use of the Research, Trademarks or analyst quotes in Marketing Materials, Yankee Group must be provided with a final draft of such Marketing Materials. If there are any changes to the Marketing Materials, the revised Marketing Materials must be resubmitted in their entirety to Yankee Group for final approval.



3.3 Marketing Materials for Events Featuring a Yankee Group Analyst

The Research and Trademarks may be used in Marketing Materials for events featuring a Yankee Group analyst in accordance with Section 1 and the following guidelines:

- Any use of the Research or Trademarks in Marketing Materials for events featuring a Yankee Group analyst must be submitted to citation@yankeegroup.com for prior approval. The Marketing Materials must be submitted in their entirety to Yankee Group, and Yankee Group reserves the right to pre-approve the creative copy of the overall Marketing Materials.
- It must be clear that a Yankee Group analyst is being featured at the event and that Yankee Group is not co-hosting or co-sponsoring the event. Wording such as, “[Insert Name of Event] with featured presenter Yankee Group,” may be used.
- Use of the Trademarks is decided on a case-by-case basis to protect Yankee Group’s reputation for objectivity. If Trademark usage is granted, the Trademark may not appear next to a vendor or other third-party logo and may not exceed the size of a vendor or other third-party logo. Yankee Group will provide Trademark files and Trademark usage guidelines.
- The headlines and/or sub-headlines of Marketing Materials may not include the Yankee Group name. Alternatively, the term “Independent Research Firm” may be used.
- Once Yankee Group approves the use of the Research, Trademarks or analyst quotes in Marketing Materials, Yankee Group must be provided with a final draft of such Marketing Materials. If there are any changes to the Marketing Materials, the revised Marketing Materials must be resubmitted in their entirety to Yankee Group for final approval.

3.4 Media Use

The Research and Trademarks may be used by members of the media externally in accordance with Section 1 and the following guidelines:

- Members of the media may use citations of text from the Research that are less than a paragraph long without obtaining Yankee Group’s prior approval, provided that all such citations are accompanied by a source citation in the applicable form set forth above.
- Members of the media may use reproductions of up to two spreadsheets, graphics, tables or charts from the Research without obtaining Yankee Group’s prior approval, provided that all reproductions are accompanied by a source citation in the applicable form set forth above.
- All other uses of the Research or Trademarks by members of the media that do not meet the above guidelines must be pre-approved by Yankee Group.

3.5 Mobile Now Daily Newsletter and Portal

Text from the Mobile Now Features and Featured Graphic may be used in accordance with Section 1 and the following guidelines:

- All citations from the Features or Featured Graphic must link back to the Mobile Now portal (<http://mobilenow.yankeegroup.com>).
- Text from Features articles may be cited without obtaining Yankee Group’s prior approval, provided that all such citations are verbatim and accompanied by the source line “Source: Yankee Group Mobile Now, [Enter Date published], <http://mobilenow.yankeegroup.com>.”
- The Featured Graphic may be reproduced without obtaining Yankee Group’s prior approval, provided that all reproductions are accompanied by a source citation in the applicable form set forth above.



- Curated content (appearing under the “Articles” header) is not owned by Yankee Group; permission to use content from these articles must be sought from the original source organization.

4. How to Seek Approval

- All requests should be submitted to citation@yankeegroup.com.
- The following materials must be submitted with each request:
 - A copy of the Research or Trademarks to be used.
 - An explanation of the context in which the Research or Trademarks will be used.
 - A draft copy of the entire document in which the Research or Trademarks will be used.
 - With respect to Research, a copy of the original source in which such Research appeared indicating specifically the location of such Research within the original source.
- Yankee Group will reply to all requests via e-mail within two business days.

