



Updated Analyst Firm Directory Helps Enterprises and Vendors Locate Experts

New Hampshire (PRWEB) May 24, 2011 – Enterprises and vendors looking for technology analyst firms with specific expertise now have a powerful tool to help them - the updated [Techra Analyst Firm Directory](#). Visitors to the directory can easily locate analyst firms by topics covered, location, or description.

First launched five years ago, the directory has grown to be the largest, most complete analyst firm directory available anywhere, and it commands the number one position in search results from Google and other search engines.

The [Techra Analyst Firm Directory](#) contains listings for over 440 analyst firms that cover the IT, telecommunications and electronics/semiconductor industries. A full page is devoted to each firm and includes basic information such as company overview, list of topics covered by the firm, contact information and email and home-page links.

New to the directory are “Specialty Directories” providing listings of analyst firms that cover the topics such as [Cloud Computing](#), [Social Media](#), [Open Source](#), [Android](#) and [Semiconductors](#).

Visitors can also search the directory by topic, geography and other fields. For instance, if a visitor is looking for an analyst firm that covers Cloud Computing in China, they can search on “China cloud” and receive a list of analyst firms.

Access to the Techra Analyst Firm Directory is provided at no charge, and registration is not required. The directory is supported by analyst firms that promote their services on the site.

[Techra](#), founded in 1999, is the number one provider of information on technology analyst firms and a leading creator of white papers, case studies and other custom content for technology firms of all sizes. Techra was founded and is managed by James Zimmermann, a veteran of over 30 years in the IT industry and the author of dozens of papers for clients such as IBM, HP, Sun, AT&T and Citrix. Techra also launched, developed and sold two other web-based publishing businesses over the past twelve years - The ERPSuperSite (sold to TechRepublic which was acquired by Gartner) and AnalystViews (sold to TechTarget).

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