

PUBLIC-SOURCE VENDOR GUIDE

ACTIVATION | GOVERNANCE | LICENSE VALUE

FROM PUBLIC RECOGNITION
TO MARKET AWARENESS

2026 BLACK BOOK RESEARCH

PUBLIC-SOURCE VENDOR RECOGNITION GUIDE

A practical playbook for public-source promotion, campaign governance, and license-value decisions

PUBLIC-SOURCE USE ONLY

Use exact facts deliberately published for public access and link to the source. The underlying report, score tables, unpublished KPI detail, report editing, and campaign support are not included. The current seal may be used under the published seal guidelines. When broader reuse across sales, proposals, events, partners, or media is planned, compare available license options and pricing.

UPDATED Q3 2026

PUBLIC DOMAIN RECOGNITION PLAYBOOK
PUBLIC-SOURCE RECOGNITION PLAYBOOK

Executive Summary

This guide is the PUBLIC-SOURCE companion to the 2026 Black Book Vendor Activation Guide. It is designed for a vendor whose company or product has been publicly named, ranked, or recognized by Black Book Research but that has not acquired an unrestricted report distribution license for the data sets that substantiate and validate the honor to third parties.

The public-only path can support a disciplined initial announcement. A license becomes economically relevant when the same recognition must be reused across several teams, formats, and buyer interactions.

The research result and the distribution license are separate. Black Book states that ranking results are released independently and may enter the public record before vendor participation. A later license purchase does not create or change the ranking; it expands what the vendor may distribute, edit, excerpt, reformat, and activate. That distinction allows a vendor to evaluate licensing on operational value - reach, reuse, speed, consistency, and sales utility - rather than on the ranking itself. [1] [2]

An unlicensed vendor may build a credible announcement from exact public facts, its own commentary, and a durable source link. It cannot distribute the underlying report, reproduce report pages or score tables, republish proprietary charts, reconstruct unpublished competitor comparisons, or claim unpublished KPI performance. Before committing substantial internal time to recreate supporting assets, compare the planned campaign scope with available licensing options and pricing.

Sample free reports for reference may be viewed at <https://blackbookmarketresearch.com/review-free-reports>

The current Black Book seal may be downloaded and used under the published seal guidelines. Download here <https://blackbookmarketresearch.com/download-the-current-seal>

THE OPERATING REALITY

A vendor that does not acquire a report distribution license must self-source, self-verify, self-approve, self-publish, and self-correct its campaign. The same responsibility applies when the vendor hires a public relations, marketing, design, or communications firm. Black Book may answer questions when resources permit, but it does not provide a free agency support workstream for an unlicensed vendor.

At a glance

AVAILABLE WITHOUT A REPORT LICENSE

Exact public ranking language; public Black Book pages and press releases; public social posts; public methodology and generic KPI descriptions; vendor-authored copy and graphics that do not reproduce report assets; links to third-party public pages; and the current seal when used under published guidelines.

Permitted use of 2026 Black Book seal.

NOT INCLUDED

Full or partial report distribution; score tables; unpublished KPI detail; report-derived charts; competitor matrices; altered or abbreviated report editions; custom award assets;

Black Book campaign support; dedicated publicity; or reusable report evidence across sales and marketing.

PRIMARY PROOF STANDARD

Product or legal entity + exact result + exact category or segment + year + public source URL.

Add geography, field period, sample, comparison set, or confidence note when omission would change the meaning.

LICENSE VALUE AND PRICING

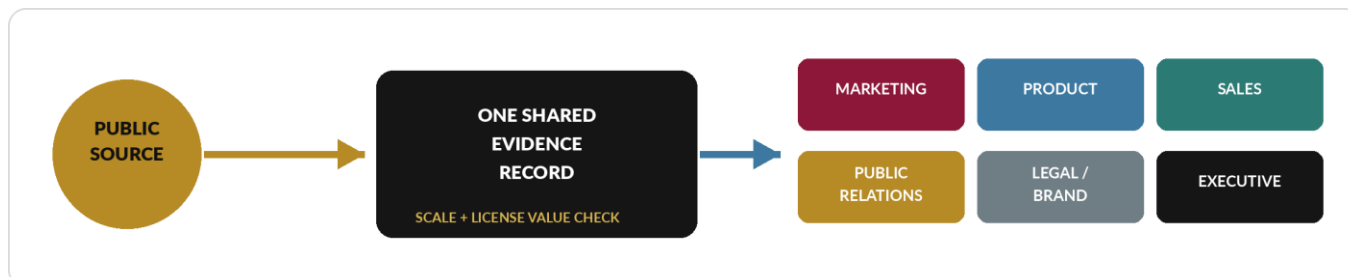
Questions about cost, issuance, invoicing, payment options, or available license configurations should be sent to finance@blackbookmarketresearch.com.

A pricing inquiry does not affect the independent result and can inform the campaign ROI decision before production commitments are made.

No report license fee is required merely to cite and promote an exact Black Book client rating that Black Book has publicly announced, provided the vendor uses only verified public facts, preserves the applicable product, category, segment and year, follows the current seal guidelines, and does not reproduce or distribute protected report content.

Stakeholder Blueprint for Black Book Award Campaigns

The public source is the evidence core. Every department should use the same captured statement, category, year, source URL, and limitation language. Teams may adapt buyer relevance and calls to action, but they should not create new Black Book facts. They should also share one license-value check: how many teams, channels, assets, and buyer interactions will need the evidence, and what internal effort would public-only execution require?



Marketing

Create the vendor-owned source-of-truth page, campaign copy, design system, and tracking. Use original vendor graphics and link to the public source.

Field Sales and Proposals

Use a precise public-source statement and link. Do not attach the unlicensed report or recreate report pages, scorecards, charts, or competitor tables.

Legal, Compliance, and Brand

Review substantiation, source accuracy, trademark and seal boundaries, third-party rights, accessibility, and the risk of implied overstatement.

Product Management

Confirm the exact product, module, segment, and use case. Do not translate an overall recognition into unpublished product or KPI claims.

Public Relations

Build a newsworthy vendor narrative around the exact public result. Distinguish Black Book facts from vendor interpretation, customer evidence, and forward-looking claims. An outside PR firm must use the same public sources and should not expect Black Book to collect facts, disclose nonpublic data, approve copy, or manage its campaign. The vendor remains accountable for the agency work.

Executive Sponsor

Accept that the campaign is self-directed, resource it internally, and decide whether campaign needs exceed the PUBLIC-SOURCE boundary. Request pricing early enough to compare a license with projected internal production, legal-review, and sales-enablement effort.

SUCCESS TEST

A reader should be able to identify what was ranked, in which category and year, verify the exact public source, understand what the statement does not prove, and recognize that the vendor is not distributing the underlying report. A second success test is economic: the chosen path should match the intended reach and reuse without creating avoidable internal work.

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ACTIVATION,
VALUE &
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Purpose and Scope

This guide gives an unlicensed vendor a disciplined way to promote a Black Book recognition using only information available to the general public. It extracts the claim-governance, source-verification, message, channel, and checklist principles from the licensed activation playbook, then removes the report-distribution rights and Black Book support services that accompany a purchased license. It also provides a practical framework for deciding whether licensing would create better value by reducing duplicated content production, enabling report-level evidence, and extending the useful life of the recognition.

OPERATIONAL DEFINITION

In this guide, **PUBLIC-SOURCE** information means information deliberately published for public access by Black Book, a press-release distributor, a social platform, or another publisher. Public access to a webpage or file does not automatically transfer copyright, trademark, seal, or redistribution rights in the page, report, graphics, or brand assets.

Three boundaries govern every use

1. Facts may be cited; assets may still be controlled. A vendor may repeat an exact public fact with attribution, but it should not assume that a public report file, chart, logo, seal, screenshot, or another vendor's collateral may be copied or rehosted.
2. An overall result is not a blank check. A public statement naming a vendor #1 overall does not establish that the vendor ranked #1 on every corporate KPI, every product KPI, every segment, or every geography unless the public source expressly says so.
3. A licensee's freedom does not transfer. Black Book's statement that it does not police downstream use after a license is acquired describes the licensed vendor's post-payment workflow. It does not create rights for a nonlicensee.

How to use this guide

1. Start with Sections 1 through 3 to determine whether the intended use fits the **PUBLIC-SOURCE** boundary.
2. Use Sections 4 through 6 to understand the KPI framework, find the source, and construct a precise claim.
3. Use Sections 7 through 9 to execute a self-directed campaign with vendor-owned copy, design, and approvals.
4. Use Section 10 to compare public-only effort with licensed rights and make an evidence-based value and ROI decision.
5. Use Section 11 and the appendices to control copyright compliance, external agency conduct, evidence records, correction workflows, and direct licensing decisions.

This document is operational guidance, not legal, regulatory, accounting, or investment advice. Each vendor should use its own legal and compliance review for advertising claims, intellectual property, privacy, securities disclosure, and local law.

1. PUBLIC-SOURCE Boundary

The PUBLIC-SOURCE path is narrow but usable. It permits citation and self-authored promotion of an exact public finding. It does not deliver a report package, data rights, tailored award assets, or campaign service. For a contained announcement, that may be sufficient; for a multi-channel or sales-enabled program, the rights and operating efficiencies of a license may create greater value.

Rights matrix

Proposed use	Status	Control
Cite an exact Black Book public statement	YES	Preserve product or entity, result, category, year, and source.
Link to a Black Book webpage, public release, or public social post	YES	Use a durable link and record the access date.
Create a vendor-authored announcement in the vendor's own words	YES	Separate Black Book facts from vendor interpretation and outcomes.
Use vendor-created graphics containing only exact public facts	YES	Use original design; include category, year, source, and accessible text.
Describe the public 18-KPI methodology as background	YES	Do not imply vendor-specific KPI scores unless publicly stated.
Distribute, host, or email the underlying report	NO	Requires distribution rights or an expressly public Black Book report with applicable permissions.
Copy report pages, charts, tables, or competitor rankings	NO	Public visibility does not establish redistribution or derivative-use rights.
Recreate unpublished 18 + 18 KPI scores or a competitor matrix	NO	Requires licensed source data or an explicit public source for every value.
Use the current Black Book seal	YES - CURRENT SEAL	Download the current seal from the official page and follow category/year, artwork-integrity, embargo, and non-endorsement rules. Custom award inserts or modified artwork require separate rights.
Request Black Book to approve copy, run media, or support the campaign	NOT INCLUDED	Black Book may respond when capacity permits, but no service level is promised. A license or activation arrangement may add defined source materials and support; request scope and pricing.

CRITICAL DISTINCTION

A public source can support a factual statement. It does not automatically authorize copying the source itself. Link and cite by default; reproduce only when the rights are explicit. When multiple teams need the same evidence in reusable formats, compare the cost of continued self-production with the rights included in a license.

2. What May Be Used Without a Report License

Use the highest-authority public source available. The vendor should prefer an official Black Book page over a press-release mirror, and a press-release mirror over another vendor's interpretation. Public-only use is most efficient when the campaign is narrow and the public record is complete. If the recognition must support a longer content calendar, recurring sales use, or several buyer segments, a license can improve reuse and consistency.

Public evidence tiers

Source tier	Examples	How to use it
Tier 1: Official Black Book source	Black Book research library, free report page, resource page, blog, methodology page, public release, public social post.	Primary evidence. Capture the exact title, date, URL, wording, category, year, and limitations.
Tier 2: Authorized public distributor	Access Newswire or another distributor carrying a Black Book release.	Use when the official page is unavailable or as corroboration. Preserve publisher and publication date.
Tier 3: Third-party public source	A vendor newsroom, partner page, media article, conference page, or public licensed report hosted by another organization.	Use as a discovery lead. Verify the fact against Tier 1 or Tier 2 where possible. Do not copy the other party's licensed file or branded assets.

Permitted PUBLIC-SOURCE building blocks

- The exact publicly stated ranking, score, recognition, category, segment, geography, and year.
- Publicly stated respondent or sample context, field period, methodology description, and statistical-confidence language.
- The public names of the 18 corporate or product performance dimensions as methodology background, with a source link.
- A brief, context-matched quotation already published by Black Book, subject to quotation and third-party rights review.
- A vendor-authored explanation of why the public finding matters to customers, clearly labeled as the vendor's interpretation.
- Vendor-owned customer outcomes, case studies, screenshots, and testimonials for which the vendor has separate permission.
- Vendor-owned graphics, landing pages, email, social posts, RFP language, and event signage that do not reproduce controlled Black Book assets.

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Using another vendor's public licensed material

A licensed vendor may publicly host a report, excerpt, chart, or announcement. That publication may help an unlicensed vendor discover a public fact, but the license remains with the publishing vendor. Access does not make the file transferable. When repeated discovery and reconciliation work is required, request a licensed source package rather than building the campaign from fragments.

Appropriate	Do not
Link to the original public page.	Download and rehost the other vendor's report or collateral.
Verify the exact Black Book fact and cite its source.	Crop, edit, or reuse the other vendor's report pages, charts, seals, screenshots, or branded creative.
Use the public page as a lead to find an official Black Book source.	Represent the other vendor's distribution license as permission for your company.
Paraphrase a verifiable fact in your own words with attribution.	Extract competitor data or unpublished KPI values into your own sales or marketing materials.

3. What Requires a Distribution License

A distribution license is required when the campaign depends on the report as a reusable content asset rather than on a single public fact. The license expands rights after the independent result is established; it does not purchase the ranking. Its practical value is the ability to turn one verified result into consistent, authorized material for marketing, sales, proposals, events, partners, and buyer education - often across a longer campaign life. [1]

License-dependent use	Licensed activation value
Full report distribution	Give prospects, customers, partners, media, analysts, and employees direct access to the research instead of only a source link.
Report editing or abbreviation	Create shorter executive editions, branded covers, translated excerpts, reordered packages, or audience-specific versions.
Report data transformation	Convert score tables and findings into authorized charts, infographics, videos, web visualizations, ads, event graphics, and sales collateral.
Detailed KPI extraction	Use vendor-specific KPI scores, strengths, heatmaps, rankings, and qualitative findings to support precise differentiation.
Competitive intelligence reuse	Bring comparison sets, category tables, competitor scores, quartiles, rankings, and trend data into structured buyer conversations.
Sales and procurement attachments	Place authoritative excerpts in decks, proposals, RFPs, diligence rooms, deal rooms, and executive briefing packages.
Conference and campaign assets	Use report pages, score visuals, award inserts, licensed data, and approved creative across events and campaigns.
Black Book activation support	Add defined release support, source packages, claim clarification, media coordination, social amplification, or other agreed services.

DO NOT BUILD A SHADOW REPORT

Do not reconstruct a report from search snippets, another vendor's licensed copy, screenshots, cached pages, sales decks, or multiple public fragments. The time spent rebuilding fragments rarely produces the utility or defensibility of licensed source material. When campaign value depends on report-level detail, request pricing and acquire report-level rights.

2026 Black Book Seal boundary

The current Black Book seal may be downloaded from the official seal page and used under published category/year, artwork-integrity, embargo, and non-endorsement rules.

Custom seals, award inserts, report-derived score visuals, or modified artwork may require separate authorization or licensing. Confirm the current rules before launch and treat the seal as supporting recognition - not as a substitute for report evidence. [5]

4. The 36-Dimension Evidence Model

Black Book's public methodology describes an 18-KPI operational-excellence framework. Many modern category reports also apply a second set of 18 product or application dimensions. Together they form a practical 36-dimension evidence model: 18 organizational or corporate dimensions plus 18 product or application dimensions. The exact labels and scores in a specific report control. Public framework labels can explain how the study was structured; licensed report detail can show where a vendor led, where it differentiated, and which findings matter to specific buyers. [3]



NO SCORE IS IMPLIED

The public names of the 36 dimensions may explain how Black Book evaluates performance. They do not establish that a vendor was scored, ranked, or named #1 on any individual dimension. Use a KPI-specific claim only when the public source states the KPI-specific result. If KPI-level differentiation is important to the commercial story, obtain the report or data rights rather than leaving the field to infer the result.

Six interpretation rules

1. Overall #1 does not mean #1 on all 36 dimensions.
2. A corporate-performance result does not automatically apply to every product, module, market, subsidiary, or geography.
3. A product result does not automatically establish corporate leadership in support, contracting, talent, or other organizational dimensions.
4. A public statement that a study used 18 KPIs describes the evaluation framework; it does not disclose the vendor's individual KPI scores.
5. A category-specific result must retain the category and year. Do not compress it to "#1 in healthcare" or "best platform."
6. A top-rated, top-performing, or leading result should not be converted into #1 unless the public source says #1.

Public wording tests

Evidence available	Permitted interpretation
Public source says: "Vendor ranked #1 overall in Category X, 2026."	May say: "Vendor ranked #1 overall in Category X in the 2026 Black Book study."
Public source says: "The study evaluated vendors across 18 qualitative KPIs."	May say: "The ranking was based on an 18-KPI evaluation." Do not say the vendor won all 18 KPIs.
Public source lists one KPI score or names one KPI leader.	May repeat that exact KPI result with the same category, year, and source.
Only generic Black Book KPI names are public.	May describe the framework as methodology context. Do not attach vendor-specific performance to the names.
Another vendor posts a 36-dimension table.	Do not treat that table as your company's licensed asset or recreate it. Verify any fact independently.

Appendix C provides the 18 corporate and 18 product dimension names as a public-reference index. It is not a scorecard. A license is the appropriate path when the sales or marketing case depends on KPI-specific scores, comparisons, strengths, or visual proof.

5. Find and Verify the Public Evidence

The strongest unlicensed campaign begins with an evidence file, not a draft headline. Use the following destinations and record what each source actually says. Track the time required to locate, reconcile, approve, and maintain the evidence; that effort is a useful input when comparing public-only execution with license pricing.

Official search paths

Destination	Link	Use
Black Book research library	blackbookmarketresearch.com	Search vendor, product, category, specialty, country, and year.
Free reports	Review free reports	Check whether the relevant report is intentionally available to the public.
Resources	Current resources	Find public methodology, checklists, and report resources.
News and social hub	News and social media	Locate public announcements and the current social destinations linked by Black Book.
Black Book newsroom	Access Newswire newsroom	Search distributed Black Book press releases by vendor, category, and year.
Public social feed	Black Book social wire	Review publicly syndicated social notices and source links.
X account	@blackbookpolls	Search public posts for exact wording and links.
Vendor briefings	Vendor briefing page	Review Black Book's statement on PUBLIC-SOURCE results and the role of vendor briefings.
Methodology and confidence	Methodology	Validate respondent, audit, anonymity, sample, and reporting context.
Statistical confidence	Statistical confidence	Check sample thresholds, confidence notes, and asterisks.
Core KPIs	Core KPIs 2026	Review the public 18-KPI framework as methodology background.
Licensing and contact	Unrestricted licensing	Review the rights available after purchase, request current pricing, and compare the licensed source package with planned internal production and governance effort.

Eight-step evidence search

1. Search the exact vendor legal name, current brand, legacy brand, product name, category, and year.
2. Open the highest-authority source and confirm that the page is public, current, and not merely a search snippet.
3. Capture the title, publisher, publication date, URL, access date, exact ranking language, category, year, and product or entity.
4. Record every material qualifier: geography, client segment, practice size, specialty, field period, comparison set, sample, asterisk, or confidence note.
5. Search for a second source that corroborates the result, especially when the first source is a vendor page or media article.
6. Save a private evidence copy or screenshot for audit and correction purposes; do not assume the capture may be republished.
7. Check whether a newer Black Book result supersedes or narrows the historical claim.
8. Stop and request licensing information when the required evidence exists only inside a report, table, chart, excerpt, or licensed vendor package - or when the recurring cost of searching and reconciling fragments is no longer efficient.

6. Build a Defensible Claim

Construct the claim before the campaign. The headline, body copy, graphic, metadata, sales slide, and event sign should all resolve to the same evidence record. A license does not relax claim discipline; it supplies more authoritative, reusable evidence from which precise, buyer-relevant claims can be developed.

LINKEDIN DIRECTION

Use the current LinkedIn company page reached from Black Book's own website or news/social hub rather than relying on a guessed or outdated URL. Capture the post URL and exact text before drafting your claim. For long-lived campaigns, a licensed source package can reduce dependence on transient social posts.

RECOMMENDED CLAIM ANATOMY

[Vendor or product] + [exact rank or result] + [exact category or segment] + [year] + [public Black Book source]. Add geography, sample, field period, or comparison-set language whenever omission would change the meaning. For licensed use, add only scores, excerpts, or comparisons expressly supported by the report and agreement.

Claim element	Question	Control
Subject	Which legal entity, product, module, or service was actually evaluated?	Use the exact evaluated subject, not the entire portfolio.
Result	Was the result #1, top-ranked, top-rated, top 10, highest score, or recognized?	Do not upgrade the wording.
Category	What exact category, cohort, specialty, size, setting, market, or geography applies?	Keep it visible in the first claim.
Time	Which report year and public announcement date apply?	Do not present a historical result as current.
Source	Which public page or release supports the statement?	Use a durable URL and record the access date.
Context	Which sample, field period, confidence, or limitation note is material?	Place it near the claim or link it directly.
License status	Is the vendor distributing the report or only citing a public fact?	State the boundary when readers may expect the report. Recurring buyer demand for report access is a practical license-value signal.

Claim risk ladder

Risk	Typical language or action	Disposition
GREEN: precise	"Ranked #1 in [exact category] in the 2026 Black Book [public source]."	Use after verification and internal approval.
GREEN: public-source disclosure	"This statement is based only on publicly available Black Book information; we are not distributing the underlying report."	Use when it helps prevent confusion.
AMBER: compressed	"A leading healthcare technology company."	Use only if independently supportable and not presented as the exact Black Book finding.
AMBER: causal	"Customers choose us because our implementation is better."	Use only when the public evidence supports the preference and causal relationship.
RED: overbroad	"#1 in healthcare," "best platform," "Black Book certified."	Do not use.
RED: 36-KPI inference	"#1 across all 18 corporate and all 18 product KPIs."	Do not use unless the public source expressly reports that exact result.
RED: scope transfer	Applying a category result to another product, subsidiary, geography, year, or partner.	Do not use.
RED: asset appropriation	Copying a report page, score table, seal, screenshot, or another vendor's licensed collateral.	Do not use without rights.

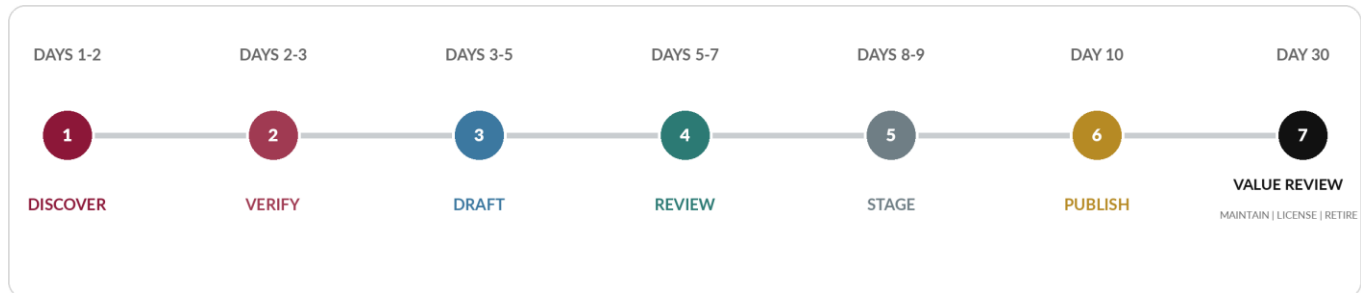
Pre-publication proof questions

- [] Can a reviewer open the public source and find the exact statement?
- [] Does the claim preserve the evaluated product or legal entity?
- [] Are the exact category, year, and material qualifiers visible?
- [] Does any headline, graphic, metadata, or call to action imply more than the source says?
- [] Have vendor interpretation and customer evidence been separated from Black Book facts?
- [] Are we copying any report page, chart, table, seal, screenshot, quote, logo, or third-party asset?
- [] Does the campaign need detail that exists only in the underlying report, or would a license materially improve buyer utility or internal efficiency?

7. Self-Directed Activation Plan

The unlicensed campaign should be smaller, simpler, and more controlled than a licensed report activation. Build from one public evidence record and one exact claim. Do not create a sprawling content system around data the vendor does not possess. Track internal hours, external agency or legal spend, asset requests, and buyer demand for the report; those measures create a practical baseline for the license ROI decision.

Ten-business-day launch sequence



Timing	Work	Output
Days 1-2: Discover	Find Tier 1 and Tier 2 sources; capture the exact claim, category, year, and limitations.	Public-source evidence record.
Days 2-3: Verify	Confirm product scope, currentness, sample or confidence notes, and whether a license-dependent asset is being used.	Approved fact sheet and risk log.
Days 3-5: Draft	Create vendor-owned website copy, social copy, sales language, media Q&A, and original graphics.	Master message file.
Days 5-7: Review	Complete legal, compliance, brand, accessibility, investor-relations, and regional review.	Final approval record.
Days 8-9: Stage	Test links, mobile layout, alt text, QR codes, forms, analytics, CRM routing, and correction workflow.	Production-ready assets.
Day 10: Publish	Publish the vendor source-of-truth page first, then activate selected channels and monitor accuracy.	Live campaign and monitoring log.
Day 30: Review	Check source availability, claim currency, channel performance, total internal effort, buyer requests, and whether a license now offers better value.	Maintain, narrow, license, or retire decision with a documented value rationale.

Minimum viable PUBLIC-SOURCE package

1. One public-source evidence sheet.
2. One vendor-owned webpage or newsroom record with exact category, year, source link, and license-status boundary.
3. One corporate social post and one executive variant.
4. One approved sales or RFP paragraph that links to the public source but does not attach the report.
5. One media Q&A covering ranking independence, report availability, KPI scope, non-endorsement, and seal use.
6. One monitoring owner, correction path, and simple effort log for internal hours, external costs, asset requests, and buyer demand.

Internal ownership

Owner	Nondelegable responsibility
Campaign owner	Single source of truth, schedule, channel selection, publication, monitoring, and correction.
Evidence steward	Accuracy of the exact public claim, source archive, category, year, sample, and currentness.
Legal/compliance	Advertising substantiation, intellectual property, seal and trademark boundaries, privacy, local law, and disclosure.
Brand/design	Original vendor creative, visible source line, accessibility, mobile readability, and version control.
Sales/proposal owner	Approved field language, no report attachment, no KPI invention, and buyer objection handling.
Executive sponsor	Risk tolerance, campaign investment, pricing comparison, and license-conversion decision.

NO BLACK BOOK OR AGENCY SUPPORT WORKSTREAM

Do not plan the launch or an outside-agency workstream around Black Book public-source collection, copy approval, artwork delivery, media interviews, social scheduling, analyst outreach, deadline management, or campaign troubleshooting. Those Public Relations activities are not included for a nonlicensee.

8. Channel-by-Channel Playbook

Use the exact same claim core across channels. Change the buyer relevance and call to action, not the Black Book fact. Public-only use works best when channels share one simple citation. A license becomes more valuable as the number of audiences, formats, buyer stages, and report-dependent assets increases.

Channel	Recommended use	Public-only limit / license signal
Vendor website or newsroom	Publish a durable HTML page with the exact claim, category, year, public source link, vendor interpretation, and a statement that the underlying report is not being distributed.	Do not embed report pages, score tables, or another vendor's screenshots. If the page is expected to host report excerpts or downloads, request rights.
LinkedIn and X	Use one exact claim, one category/year line, one source link, and vendor-owned creative. Add alt text or captions.	Do not use a seal-only post, omit the category/year, or imply universal leadership.
Email and newsletter	Link to the vendor's source-of-truth page and the public Black Book source. Use accurate sender, subject, and opt-out controls.	Do not attach the unlicensed report or copied pages. Repeated recipient requests for the report are a conversion signal.
Sales presentations	Use one vendor-owned proof slide with the exact public wording and URL. Pair it with separate vendor evidence.	Do not recreate report charts, KPI tables, or competitor rankings. Frequent field use across a sales organization strengthens the license case.
RFI, RFP, proposal, and deal room	Insert a precise paragraph and link. State that the underlying report is not supplied because the vendor does not hold distribution rights.	Do not represent a public source as a licensed attachment. If report evidence is expected in proposals or deal rooms, obtain rights.
Conference and event signage	Use vendor branding, exact claim, category/year, and a QR code to the public source or vendor page.	Do not use report artwork, score visuals, or custom award inserts without rights. Major event activation should trigger a licensing review.
Media and analyst outreach	Provide the public source, a vendor fact sheet, executive commentary, and a clear license-status answer. An outside agency should find public information itself; requests for report samples, pricing, or broader rights should come directly from the vendor.	Do not promise report access, Black Book interviews, unpublished data, copy approval, or agency account support.
Partner and marketplace pages	Give partners locked wording and the public source link. Keep the recognition attached to the evaluated vendor/product.	Do not transfer the result to the partner, reseller, OEM, or combined solution.
Employee advocacy	Provide optional approved copy and a source link. Train employees on category, year, and prohibited phrases.	Do not encourage improvised claims or synchronized posts that omit context.

Channel source line

STANDARD SOURCE LINE

Source: Black Book Research, [PUBLIC PAGE OR RELEASE TITLE], [PUBLICATION DATE], [URL]. This vendor-authored communication relies only on publicly available information and does not distribute or reproduce the underlying Black Book report.

HIMSS, HFMA, HLTH VIVE, AHIMA, MGMA etc Event and signage test

- [] The sign uses the vendor's own layout and graphics.
- [] The exact product or vendor, result, category, and year are legible from the normal viewing distance.
- [] The QR code resolves to a durable public source or vendor page.
- [] The current Black Book seal, if used, was downloaded from the official page and follows current guidelines; no report page, chart, table, or custom award insert appears without rights.
- [] Booth staff can explain the public-source boundary and route requests for report access or licensing information to the designated contact.

9. Ready-to-Use PUBLIC-SOURCE Copy

Complete every bracketed field from the public evidence record. Remove all brackets before publication. Do not add a score, KPI result, sample, comparison set, or superlative that the public source does not state. These public-only templates are intentionally concise. When a campaign requires richer proof, audience-specific excerpts, score visuals, or direct report access, request licensing options rather than stretching the public source.

A. Website or newsroom announcement

TEMPLATE

[VENDOR/PRODUCT] has been publicly identified by Black Book Research as [EXACT RESULT] in [EXACT CATEGORY/SEGMENT] for [YEAR], according to Black Book's public [PAGE/RELEASE/POST] dated [DATE]. For [BUYER AUDIENCE], the finding is relevant to [DECISION CRITERION]. [VENDOR] supports that priority through [VERIFIABLE VENDOR-SUPPLIED CAPABILITY OR OUTCOME]. Vendor-supplied statements are separate from Black Book's research finding. Public source: [URL]. [VENDOR] has not acquired an unrestricted report distribution license and is not distributing or reproducing the underlying report.

B. LinkedIn post

TEMPLATE

Black Book Research publicly named [PRODUCT/VENDOR] [EXACT RESULT] in [EXACT CATEGORY] for [YEAR]. We are grateful to the customers and teams whose daily work continues to shape our priorities in [BUYER ISSUE]. Read the public source: [URL]. This post cites publicly available information; it does not reproduce the underlying report.

C. X post

TEMPLATE

[PRODUCT] was publicly named [EXACT RESULT] in [EXACT CATEGORY], [YEAR], by Black Book Research. Public source: [URL]. Category and year apply; no underlying report is being distributed.

D. Sales slide

SLIDE TITLE

[EXACT PUBLIC RESULT] - [EXACT CATEGORY], [YEAR]

Source line: Black Book Research, [PUBLIC SOURCE TITLE], [DATE], [URL]. Public-source citation only; underlying report, score tables, and unpublished KPI results are not included.

E. RFP or proposal paragraph

TEMPLATE

Black Book Research publicly reported that [PRODUCT/VENDOR] achieved [EXACT RESULT] in [EXACT CATEGORY/SEGMENT] in [YEAR]. The result is specific to [SCOPE]. This response cites the public source at [URL]. [VENDOR] does not hold an unrestricted distribution license for the underlying report and therefore is not attaching, excerpting, or reproducing it. This external research reference supplements, but does not replace, the commitments and documentation in this proposal.

F. Conference sign

TEMPLATE

[PRODUCT/VENDOR]
[EXACT PUBLIC RESULT]
[EXACT CATEGORY] | [YEAR]

Scan to view the public source.

Vendor-authored sign; underlying Black Book report and seal are not reproduced.

G. Media/Competitor/Prospective Client response: Did the vendor pay for the ranking?

RECOMMENDED RESPONSE

No. Black Book states that its research results are produced independently and shared in the public domain before vendor participation. We have not purchased an unrestricted report distribution license. Our announcement relies only on the exact public source linked here: [URL]. A license would expand distribution and reformatting rights; it would not create or change the ranking.

PUBLIC-SOURCE FAQ

Question	Publication-ready answer
Can you send the full report?	No. We are citing a public Black Book source and do not hold unrestricted distribution rights for the underlying report. If buyers, partners, or media need report access, request distribution pricing before promising delivery.
Were you #1 on all 18 corporate and 18 product KPIs?	We will claim only what the public source states. An overall result or an 18-KPI study description does not establish 36 separate #1 results.
Does Black Book endorse or certify the company?	No. State the exact ranking or recognition; do not describe it as endorsement, certification, approval, or universal recommendation.
Can you use the Black Book seal?	Yes, the current seal may be downloaded from the official Black Book page and used under the published category/year, artwork-integrity, embargo, and non-endorsement rules. Custom award inserts or report-derived visuals may require separate rights.
Can Black Book validate this announcement?	Black Book may respond when resources permit, but no routine claim review or campaign support is promised for a nonlicensee. Recurring need for source packages, claim support, or coordinated activation is a license-value signal.
Can you name the survey respondents?	No. Black Book protects respondent anonymity. Any vendor customer reference must be separately authorized and must not be represented as a survey respondent.
Can you use another vendor's public report?	You may link to the public page and use it as a lead to verify facts. The other vendor's license and report assets do not transfer to your company.
Can an older result still be used?	Yes, only with the historical year conspicuous and without implying that it is the current-year result. Check for a newer report.
What happens if the vendor or its agency exceeds the public-use boundary?	Black Book prefers prompt voluntary correction and direct licensing. It may request removal, correction, an accounting of use, platform or distributor takedown, or legal follow-up when misuse is deliberate, repeated, commercial, or not corrected.
Will Black Book work with our PR firm?	A PR firm may use the same public sources available to everyone. Black Book generally will not collect public facts, provide nonpublic data, review copy, or join an unlicensed agency workflow. The vendor should contact Black Book directly for report samples, pricing, and licensing scope.

10. Support, Value and License Conversion

Black Book will try to reply to nonlicensee questions in a timely manner when operational capacity permits. It does not guarantee a response time and cannot provide a no-cost promotional or agency support program at scale. For an unlicensed vendor, Black Book prioritizes direct inquiries from authorized vendor representatives and may decline, redirect, or not respond to outside firms seeking public-source collection, nonpublic data, claim approval, or deadline support. A license remains both a rights decision and an operating decision: it can replace fragmented self-service work with an authorized source package and expanded reuse across marketing, sales, proposals, events, partners, and media.

SELF-SUPPORT STANDARD

A vendor that remains unlicensed is responsible for finding the public evidence, interpreting it conservatively, obtaining internal approval, producing all creative, executing all channels, responding to media and buyers, monitoring the source, and correcting the campaign. Track the hours and external costs associated with these tasks and compare them with license pricing and the expected life and reach of the campaign.

What a nonlicensee should not plan on receiving

Not included	Operating implication / licensed value
Guaranteed response time	Public-only: no service-level commitment. A licensed activation can define timing and reduce deadline risk.
Custom claim validation	Public-only: no routine review. Licensed source materials and agreed support can shorten approval cycles.
Licensed source package	Public-only: no report or data assets. A license can supply the authorized evidence needed for reusable content.
Creative assets	Public-only: create original assets from public facts. Licensed data can support richer, defensible campaign graphics.
Media and analyst support	Public-only: vendor manages outreach alone. Activation options may add coordinated release, follow-up, or briefings.
Sales enablement	Public-only: vendor builds its own field modules. Licensed excerpts and data can support proposals, RFPs, executive briefs, and events.
Campaign troubleshooting	Public-only: vendor owns link monitoring and corrections. A defined licensed scope can centralize source material and reduce ambiguity.
External PR-firm support	Public-only: Black Book does not collect public information, supply nonpublic detail, review copy, or manage agency deadlines for an unlicensed vendor. Report samples, pricing, and licensing scope should be requested directly by the vendor.

When licensed distribution can create greater value

Trigger	Action
You need to distribute or host the report	Acquire distribution rights before sending, attaching, printing, or posting the report; direct buyer access can extend the asset life.
You need 18 corporate and 18 product KPI detail	Acquire the report or data rights rather than inferring from framework names; detailed evidence supports precise differentiation.
You need charts, score tables, or competitive comparisons	Acquire rights to transform and reuse the data; avoid rebuilding fragments and create repeatable campaign content.
You need edited, abbreviated, translated, or vendor-branded editions	Acquire rights to modify and reformat the content for distinct audiences, markets, and languages.
You need report content in sales, RFP, ads, or conference materials	Acquire rights before embedding excerpts, pages, data, or licensed visuals; turn the report into a field-enablement asset.
You need a custom award insert or report-derived visual	Use the current seal under published guidelines. Request authorization or licensing for custom award inserts or report-derived visuals.
You need Black Book media or promotional coordination	Discuss applicable license and activation options, and compare pricing with separate agency, production, and coordination costs.
The public source is incomplete or ambiguous	Do not guess. Limit the campaign to the exact public fact or obtain the report; include continued search time in the value decision.

VENDOR-DIRECT LICENSE VALUE AND PRICING CONTACT

Request current pricing or report samples directly through an authorized vendor representative before finalizing a campaign that depends on report-level evidence. Compare the quote with planned channels, asset volume, internal labor, outside agency and legal costs, buyer requests for report access, sales and RFP reuse, and campaign duration. A pricing or sample inquiry does not affect the independent ranking.

Email: finance@blackbookmarketresearch.com | Phone: 1-800-863-7590 Kate Ferguson

11. Copyright Compliance, Enforcement and PR Firms

Black Book prefers voluntary compliance, prompt correction, and direct licensing conversations over infringement disputes. This guide is advance notice of the public-use boundary. A report, page, table, chart, score, screenshot, excerpt, data set, seal, or derivative asset does not become free to copy or commercially reuse merely because it can be found online, received from another vendor, or handled by an outside agency. Unauthorized copying, redistribution, alteration, extraction, or commercial deployment may be unlawful and may constitute copyright infringement, trademark misuse, false or misleading promotion, or another violation depending on the facts and applicable law.

AVOIDING COPYRIGHT AND LICENSING DISPUTES

Black Book does not want to divert time or narrow-margin research funds into legal follow-up. Most issues can be avoided by stopping before publication, removing or correcting an asset promptly, or contacting Black Book directly for a compliant license scope. Deliberate boundary testing, repeated misuse, refusal to correct, or continued commercial distribution after notice may require formal action.

Conduct that crosses the public-use boundary

Unauthorized or high-risk conduct	Why it requires correction or licensing
Hosting, emailing, attaching, printing, or distributing the report without applicable rights	Public access to a fact or file does not transfer report-distribution rights.
Copying report pages, covers, tables, scorecards, charts, screenshots, excerpts, or report-derived visuals	Attribution alone does not authorize reproduction, adaptation, or commercial reuse.
Extracting unpublished KPI scores, competitor comparisons, rankings, or qualitative findings	Do not reconstruct a shadow report from fragments, search results, cached pages, or another party's copy.
Editing, abbreviating, translating, rebranding, or creating derivative editions	Modification and derivative use require express rights in the applicable written license.
Using another vendor's licensed report, seal package, chart, or agency-supplied asset	Rights granted to another licensee do not transfer to the vendor, agency, partner, reseller, or client.
Altering a seal or award insert, removing qualifiers, or implying endorsement or certification	Recognition must remain category- and year-specific and may not be broadened beyond the source or current permission.
Representing that Black Book approved copy, supplied data, endorsed the campaign, or authorized use when it did not	Silence, delayed response, prior contact, notification of the honor, or public availability is not permission.
Continuing, reposting, or expanding disputed use after a correction or removal request	Repeated or knowing commercial use will be treated more seriously than an inadvertent first error.

Adding a citation, placing material behind a registration form, cropping a page, taking a screenshot, changing colors, redrawing a chart, or routing the work through an outside firm does not by itself cure unauthorized use. When in doubt, stop publication and ask the vendor to obtain written rights.

External public relations, marketing and communications firms

Engaging a public relations firm, communications agency, marketing consultant, freelancer, design firm, reseller, or other intermediary does not expand the vendor's rights or transfer responsibility. The vendor remains accountable for the agency's sourcing, claims, assets, distribution, and corrections. Notification of the recognition fulfills Black Book's notice function; it does not begin a complimentary PR, research, or account-service engagement.

SUPPORT BOUNDARIES FOR UNLICENSED VENDORS AND AGENCIES

Black Book is frequently approached by outside PR firms seeking public facts, source links, score details, quotes, campaign language, or validation so the agency can package the recognition and bill its client. Information that is genuinely public can be found by the agency without asking Black Book to collect it.

Nonpublic report content requires the appropriate license. Black Book will not perform unpaid source collection, custom research, data assembly, claim development, copy review, approval routing, deadline management, or media coordination for a PR firm representing an unlicensed vendor.

Agency requests and Black Book response

Agency request or assumption	Black Book public-only position
Find public announcements, links, or methodology for the agency	The agency should search the public Black Book website, newsroom, social feeds, and the official sources listed in this guide itself.
Provide unpublished KPI scores, competitor detail, respondent data, report pages, tables, charts, or excerpts	Not provided through a public-only inquiry. The vendor should obtain the applicable report or data rights.
Create or approve press-release language, claims, graphics, talking points, or sales copy	Not included for an unlicensed vendor. The agency and vendor own drafting, substantiation, legal review, and quality control.
Supply a custom quote, interview, analyst briefing, media follow-up, or rush response	Not promised. Black Book may decline, redirect, or not respond, particularly where no license or activation scope exists.
Use an agency relationship, prior email, notification of the honor, or silence as authorization	Not permitted. Only express written rights or current published permissions control.
Request pricing, report samples, deliverables, payment terms, or licensing scope	The vendor should contact Black Book directly through an authorized executive, legal, marketing, procurement, or finance representative.
Charge the vendor for locating or repackaging public information	That is a private vendor-agency commercial arrangement. It creates no service, reimbursement, data, approval, or support obligation for Black Book.

Black Book has already provided the vendor with notification of the honor and a path to the public record. A vendor that chooses to remain public-only has the information needed to proceed without Black Book performing the agency's work. Black Book may prioritize direct vendor and licensee communications and may decline to engage with, redirect, or not respond to third-party PR firms acting for vendors that have not acquired the applicable rights.

Black Book maintains an intentionally low-margin research model. License revenue supports survey administration, respondent verification, audit and data-integrity work, publication, research infrastructure, and media relations. Those narrow margins do not extend to subsidizing agency billable hours, client-service obligations, or custom information requests for vendors that have not purchased rights. The efficient route is direct: the vendor contacts Black Book for current pricing, report samples, deliverables, and payment options; the agency then executes within the vendor's approved rights.

VENDOR-DIRECT LICENSING, PRICING AND SAMPLE REQUESTS

Email research@blackbookmarketresearch.com or finance@blackbookmarketresearch.com when ready to make a license purchase or call 1-800-863-7590. Include the vendor legal name, recognition or report, category and year, intended channels and countries, planned asset types, timing, and whether report distribution, KPI detail, charts, custom award assets, or Black Book activation support is required. A pricing or sample inquiry does not influence or change the ranking.

APPENDIX A. Master PUBLIC-SOURCE Promotion Checklist

Use this checklist before any unlicensed Black Book recognition campaign. A checked item means the vendor has completed the task internally; it does not indicate Black Book approval. The checklist also documents whether public-only execution remains efficient or licensing would create better reuse and lower coordination burden.

A1. Evidence and scope

- ☐ Locate a live public source and save the title, publisher, date, URL, and access date.
- ☐ Confirm the evaluated legal entity, product, module, service, category, segment, geography, and year.
- ☐ Copy the exact result without upgrading top-rated, leading, or top 10 language to #1.
- ☐ Record the public sample, field period, comparison set, asterisk, statistical-confidence note, and limitation when stated.
- ☐ Search for a newer Black Book result that may supersede the historical claim.
- ☐ Verify a third-party source against an official Black Book or authorized distributor source when possible.
- ☐ Record the current license status and the date on which pricing or conversion will next be reviewed.

A2. Rights and asset review

- ☐ Use links and attribution rather than copying the public page or file.
- ☐ Confirm that no report page, chart, table, competitor comparison, screenshot, data extract, or report cover is being reproduced.
- ☐ Confirm that any current Black Book seal was downloaded from the official page and follows published rules; no custom award insert or modified artwork is used without the required rights.
- ☐ Confirm that no other vendor's licensed report, graphics, or branded collateral has been downloaded, edited, rehosted, or repurposed.
- ☐ Confirm that all customer names, logos, quotes, screenshots, and outcomes have separate permission.
- ☐ Confirm that every vendor-created graphic uses original design and only public facts.
- ☐ Escalate to licensing when the campaign needs report-level content or data, and request pricing before the campaign budget and production plan are finalized.
- ☐ Confirm that every PR, marketing, communications, design, reseller, partner, and event resource received the public-use boundary and the exact rights held by the vendor.
- ☐ Confirm that no outside firm is relying on another vendor's license, a screenshot, public availability, prior email, notification of the honor, or Black Book silence as permission.

A3. Claim and copy

- ☐ The first claim includes the exact subject, result, category, year, and source.
- ☐ The claim does not imply endorsement, certification, recommendation, or universal superiority.
- ☐ The claim does not imply #1 performance on all 18 corporate or 18 product KPIs unless publicly stated.
- ☐ Vendor interpretation is visibly separate from Black Book findings.
- ☐ Vendor outcomes and customer evidence are attributed to the vendor, not to Black Book.
- ☐ The license-status boundary is stated when readers may expect report access, and recurring requests for the report are logged as a conversion signal.
- ☐ The headline, image, metadata, alt text, and call to action do not broaden the claim.

A4. Channel readiness

- ☐ Publish the vendor source-of-truth page before activating other channels.
- ☐ Test every link, QR code, form, download, UTM, mobile layout, and CRM route.
- ☐ Provide alt text, captions, transcripts, readable labels, sufficient contrast, and keyboard-accessible content.
- ☐ Give employees, sales, proposals, partners, and executives locked wording and prohibited phrases.

- [] Do not attach the report to email, sales decks, proposals, RFPs, or media outreach. If those attachments are central to the strategy, obtain distribution rights.
- [] Use vendor-owned event signage and QR links; do not use report visuals or seals without rights.
- [] Prepare factual answers on ranking independence, report availability, KPI scope, respondent anonymity, and non-endorsement.

A5. Monitoring and governance

- [] Assign one evidence steward and one correction owner.
 - [] Archive the final approved copy, live URLs, source captures, approvals, and publication dates.
 - [] Monitor broken links, source changes, misquotes, scope drift, employee improvisation, and partner reuse.
 - [] Correct the vendor source-of-truth page first, then every controlled channel.
 - [] Review the claim quarterly and when a new Black Book result appears.
 - [] Use historical wording when the result is no longer current.
 - [] Document the decision to maintain public-only use, narrow the campaign, acquire a license, or retire the claim, including estimated internal effort, planned reuse, and the pricing comparison.
 - [] Maintain a rapid removal and correction process, including a record of agency-distributed assets, downstream recipients, and every controlled channel.
 - [] Route any Black Book rights, correction, removal, or legal notice immediately to legal/compliance and the executive sponsor.
 - [] Request report samples, pricing, and licensing scope directly from Black Book when broader or repeated use is planned.
- 

APPENDIX B. Public-Source Evidence Worksheet

Complete one worksheet for each public Black Book claim. Store it with the final copy, approval record, source capture, planned channels, expected asset count, internal-effort estimate, and any pricing inquiry.

Field	Entry
Evidence record ID	_____
Vendor legal entity	_____
Product, module, or service	_____
Exact public result	_____
Exact category or segment	_____
Year and field period	_____
Geography or client cohort	_____
Public source title	_____
Publisher and publication date	_____
Public source URL	_____
Access date	_____
Sample, asterisk, or confidence note	_____
Newer result checked	Yes / No Date checked: _____
License status	Public-only / Pricing requested / Licensed Date: _____
External PR / communications firm	None / Name: _____
Agency boundaries acknowledged	Yes / No Date: _____ Vendor owner: _____
Evidence steward / effort owner	_____
Next review / value-decision date	_____

B1. Approved claim record

Control	Entry
Approved wording	_____ _____
Required source line	_____
Required limitation	_____
Permitted channels	Website / Newsroom / LinkedIn / X / Email / Sales / RFP / Event / Media / Partner / Internal Expected assets: ____ Campaign duration: ____
Prohibited uses / agency limits	_____
Legal/compliance reviewer	_____ Date: _____
Brand/accessibility reviewer	_____ Date: _____
Executive approver	_____ Date: _____

B2. Asset and channel register

Asset or URL	Owner	Live date	Review date	Status / reuse
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Asset or URL	Owner	Live date	Review date	Status / reuse
-----	-----	-----	-----	-----
-----	-----	-----	-----	-----
-----	-----	-----	-----	-----
-----	-----	-----	-----	-----
-----	-----	-----	-----	-----

B3. Correction log

Date	Issue	Correction	Owner
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----

APPENDIX C. 18 Corporate and 18 Product KPI Reference

REFERENCE ONLY

These names explain the public 36-dimension model. They are not vendor-specific scores and do not authorize any claim that a vendor ranked #1 on a dimension. The exact terminology and evidence in a specific Black Book report control. For commercial use of actual KPI evidence, obtain the relevant report or data rights. Product KPIs change for each of the 600 categories of software and services on Black Book's panel of healthcare IT.

C1. Organizational and corporate evidence dimensions

#	Dimension	Unlicensed claim rule
1	Strategic alignment and mission fit	Exact public source required.
2	Outcome realization and value proof	Exact public source required.
3	Client relationships and cultural fit	Exact public source required.
4	Trust, ethics, accountability, and transparency	Exact public source required.
5	Implementation governance and executive sponsorship	Exact public source required.
6	Change enablement and adoption management	Exact public source required.
7	Support experience and service recovery	Exact public source required.
8	Reliability and business continuity	Exact public source required.
9	Commercial integrity and pricing transparency	Exact public source required.
10	Contract performance and renewal fairness	Exact public source required.
11	Domain expertise and delivery capacity	Exact public source required.
12	Talent continuity and knowledge transfer	Exact public source required.
13	Regulatory and compliance agility	Exact public source required.
14	Privacy, consent, and data-rights posture	Exact public source required.
15	Cybersecurity and supply-chain resilience	Exact public source required.
16	Innovation cadence and roadmap credibility	Exact public source required.
17	Scalability and operating sustainability	Exact public source required.
18	Overall client experience and reference confidence	Exact public source required.

C2. Product and application evidence dimensions

#	Dimension	Unlicensed claim rule
1	Workflow and human-factors fit	Exact public source required.
2	Functional completeness for the defined use case	Exact public source required.
3	Usability and role-based productivity	Exact public source required.
4	Interoperability and network participation	Exact public source required.
5	Data quality, provenance, and observability	Exact public source required.
6	Reporting, analytics, and decision support	Exact public source required.
7	Automation effectiveness and exception handling	Exact public source required.
8	AI governance, explainability, and human oversight	Exact public source required.
9	Configuration flexibility and extensibility	Exact public source required.
10	API, integration, and ecosystem openness	Exact public source required.
11	Performance, latency, and capacity	Exact public source required.

#	Dimension	Unlicensed claim rule
12	Technical reliability and recoverability	Exact public source required.
13	Security controls and access management	Exact public source required.
14	Implementation velocity and time to first value	Exact public source required.
15	Upgrade, release, and deprecation discipline	Exact public source required.
16	Training quality and in-product guidance	Exact public source required.
17	Measurable operational and financial impact	Exact public source required.
18	Product-specific satisfaction and continued-use intent	Exact public source required.

Public framework source: Black Book Core KPIs 2026 and the methodology context cited in Appendix D. A licensed report may use category-specific labels that differ from this explanatory index. When differentiation depends on actual labels, scores, strengths, or comparisons, request report pricing rather than treating this reference as a substitute.

APPENDIX D. Official Public Links and Source Notes

The following sources support this guide. Links were checked in July 2026. The live page, the executed license if later acquired, Black Book's current seal rules, the report's stated methodology, and applicable law govern use. Review the licensing links early enough to inform budget and campaign design, not only after public-only assets have been built.

1. **Black Book Market Research - Unrestricted Report Distribution and Other Licensing.** <https://blackbookmarketresearch.com/unrestricted-report-distribution-other-licensing> Describes licensed sharing, editing, summarizing, reformatting, seal files, perpetual term, and post-payment permission workflow.
2. **Black Book Market Research - Vendor Briefings.** <https://blackbookmarketresearch.com/briefings> States that results are placed in the public domain before vendor participation and explains the informational role of briefings.
3. **Black Book Market Research - Core KPIs 2026.** <https://blackbookmarketresearch.com/black-book-core-KPIs-2026> Public 18-KPI framework and evidence-oriented scoring context.
4. **Black Book Market Research - Methodology.** <https://blackbookmarketresearch.com/methodology> Ballot-based performance areas, audit, anonymity, sample, and confidence context.
5. **Black Book Market Research - Seal Usage Guidelines.** <https://blackbookmarketresearch.com/download-the-current-seal-page-guidelines> Category/year specificity, approved uses, artwork restrictions, embargoes, and non-endorsement requirements.
6. **Black Book Market Research - Review Free Reports.** <https://blackbookmarketresearch.com/review-free-reports> Public list of reports Black Book has made available for free access.
7. **Black Book Market Research - Research Library.** <https://www.blackbookmarketresearch.com/> Primary public destination for current research, rankings, and market resources.
8. **Black Book Market Research - News and Social Media.** <https://blackbookmarketresearch.com/news-and-social-media> Public hub for current announcements and social destinations.
9. **Black Book Research - Access Newswire Newsroom.** <https://blackbookmarketresearch.suite.accessnewswire.com/> Public distributor archive for Black Book press releases.
10. **Black Book Research - Social Wire.** <https://blackbookmarketresearch.suite.accessnewswire.com/browse/social/twitter> Public social notices and links, including the @blackbookpolls channel.
11. **Black Book Market Research - Statistical Confidence.** <https://blackbookmarketresearch.com/statistical-confidence> Sample thresholds, confidence interpretation, and asterisk guidance.
12. **Black Book Market Research - Contact.** <https://blackbookmarketresearch.com/contact> Current contact information for research and licensing questions.
13. **Black Book Market Research - Resources.** <https://blackbookmarketresearch.com/resources> Current public resources, methodology materials, and publication links.
15. **Black Book Research on X.** <https://x.com/blackbookpolls> Public X account for Black Book announcements and links.

Licensing and pricing contact

Email: research@blackbookmarketresearch.com | Phone: 1-800-863-7590 | Website: blackbookmarketresearch.com

A practical license-value check

Before staying public-only or purchasing rights, compare the full operating cost and expected commercial reuse. A pricing request provides a benchmark; it does not affect the independent ranking.

Decision input	Measure before requesting or declining a license
Public-only internal effort	Evidence search, copywriting, legal and compliance review, design, link maintenance, corrections, and campaign coordination.
External spend	Agency, freelance, design, legal, localization, media, production, and event costs required to recreate or support the assets.
Planned reuse	Number of channels, assets, regions, languages, buyer stages, proposals, RFPs, partner uses, and events.
Buyer evidence demand	Requests from prospects, customers, media, analysts, partners, or procurement teams for the report, KPI detail, charts, or comparisons.
Commercial lifespan	How long the recognition is expected to support pipeline, renewals, competitive positioning, account expansion, and category education.
Licensed utility	Value of direct report access, authorized excerpts, KPI evidence, charts, data transformation, field use, and any agreed activation support.
Decision checkpoint	Request current pricing and compare it with public-only production and governance costs. Licensing does not create or change the ranking.

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2026 PUBLIC-SOURCE VENDOR GUIDE

ACTIVATION | GOVERNANCE | LICENSE VALUE

EXTEND THE VALUE OF THE RECOGNITION

When a campaign needs direct report access, KPI detail, authorized charts, sales or RFP evidence, event materials, or coordinated activation, a distribution license can turn one public result into a longer-lived commercial asset. Request current options and pricing; licensing does not create or change the independent ranking.



SCAN FOR LICENSING

REQUEST LICENSE OPTIONS AND CURRENT PRICING

research@blackbookmarketresearch.com

1-800-863-7590

blackbookmarketresearch.com

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