

Buyer's Guide

Win Loss Analysis & Competitive Intelligence Solutions

	Primary Intelligence	Company A	Company B
Company Experience			
Year founded	1998		
Number of customers	300+		
Industry experience	30+		
Number of purchase decisions analyzed	75,000+		
Largest decisions analyzed (deal size)	\$1.5 billion+		
Smallest decisions analyzed (deal size)	\$200		
Company Support Staff			
Dedicated Account Consultant	X		
Business Analysts	X		
Statisticians	X		
Transcriptionists	X		
Research Assistants	X		
Toll-free & Email Technical Support	X		
Customer List			
Fortune 100	15%+		
Fortune 500	20%+		
Medium Businesses (>\$100M Revs)	150+		
Small Businesses (<\$100M Revs)	50+		
Numerous Customer References	Upon Request		
Customer Case Studies	X		
Service Solutions			
Win Loss Analysis	X		
No Decision Analysis	X		
Account Retention	X		
Client Experience	X		
Competitive Analysis	X		
Market Needs Analysis	X		
Target Prospecting	X		
Primary Service Features			
Interview Design & Customization	X		
Interview Testing & Validation	X		
Sample Collection & Cleaning	X		
Foreign language support	150+		
Interview Scheduling	X		
Interviewing by consultant expert	X		
Participation rate	85%+		
Incentive Administration	X		
Transcription	X		

	Primary Intelligence	Company A	Company B
Editing	X		
Trend analysis	X		
Executive Summaries	X		
Performance gap analysis	X		
Predictive analytics	X		
Consulting	X		
Reporting	X		
Software Solutions			
Deal Profiler	X		
Executive Planner	X		
Competitive Navigator	<u>X</u>		
Sales Explorer	<u>X</u>		
Sales Confidence	<u>X</u>		
Primary Software Features			
On-demand, browser-based solutions	X		
Salesforce.com integration	X		
PBX integration	X		
Real-time reporting	X		
128-bit SSL Encryption	X		
Automated Interview Recording	X		
Personalized Interview Invitations	X		
Automated Email Reminders	X		
On-demand data export to CSV file	X		
Executive Dashboards	X		
Sales Management Dashboards	X		
Sales Rep Dashboards	X		
Marketing Dashboards	X		
Product Management Dashboards	X		
Dynamic Data Filtering	<u>X</u>		
Custom Tagging	X		
Online & Live Interview Functionality	X		
Real-time cross-tabbing	X		
Advanced text-based search	X		
Real-time sample & campaign status monitoring	X		
Extensive reporting	X		
PDF & MS Word report export	X		
Real-time competitor benchmarking	X		
Custom user rights management	X		
Content rating system	X		
Integrated social networking	X		
Pricing			
A la carte pricing	<u>X</u>		
User-based pricing	<u>X</u>		