

Research In Action January 2023



## **FOREWORD**

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment.

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise IT or business decision makers and 37% on the analyst's judgement. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research.



For our Vendor Selection Matrix<sup>™</sup> reports we interview 1,500 IT or business decision makers with budget responsibility in enterprises globally or 750 in individual countries like Germany. The vendors featured in the reports are those vendors which achieved the best evaluations scores from the buyers but we disregard those with fewer than 15 evaluations.

The following slides will show you the importance of competitive vendor evaluations, our survey design, the evaluation criteria we use, how we interact with vendors and finally an example Vendor Selection Matrix™ result.

To Infinity... and Beyond!

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## **OUR MARKET IMPACT OVER 12 MONTHS**

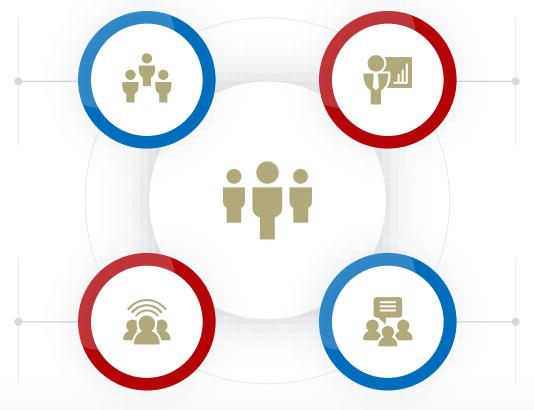


125,000 IT Automation 90,000 Marketing Automation

10,000+ Active Enterprise

**Survey Participants** 

all with budget responsibility



## 30 Research Reports Published

400+ vendors evaluated 14,000 views per report (average)

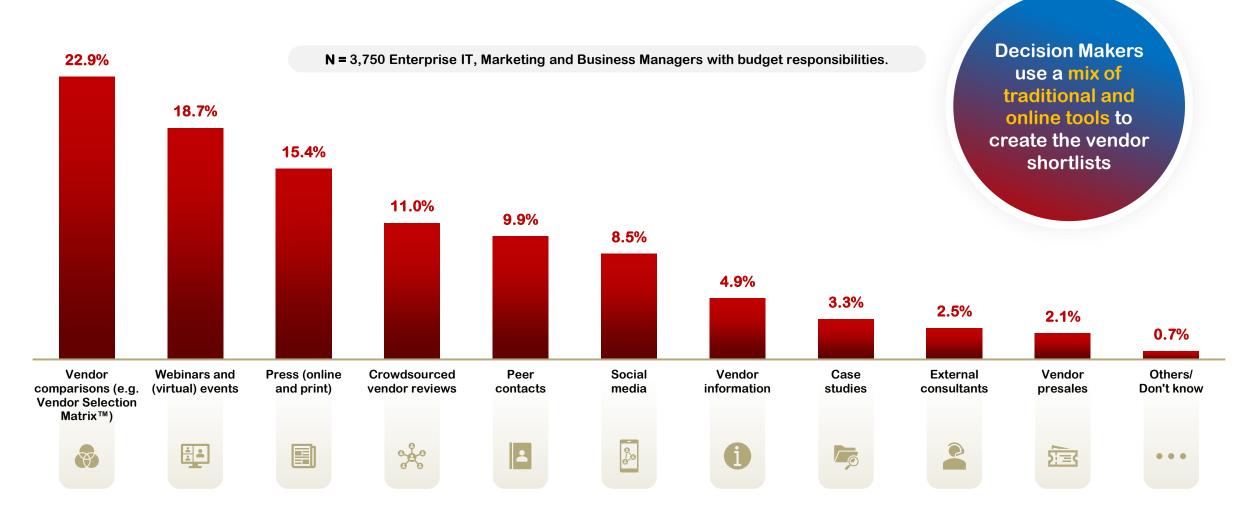
25 Press Releases

2,000 views per press release (average)

Vendor Selection Matrix™: The right mix makes all the difference 63% customer evaluations + 37% analyst's judgement = 100% success



# WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?



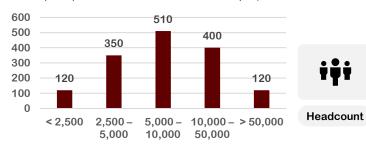
# OUR SURVEY DEMOGRAPHICS: IT AUTOMATION

#### **Country Breakdown**



### **Company Size Breakdown**

(Enterprises with revenue > € 250 million p.a.)



## **Industry Breakdown**

Energy	90
Financial Services	260
Government & Non Profit	70
Life Sciences	160
<u>ഷ</u> Manufacturing	400
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	100
Professional Services	120
Travel & Transportation	100
Total	1,500

#### Job Title Breakdown

VP IT Infrastructure	160
IT Manager	160
VP IT	125
Chief Information Officer	120
IT Operations Manager	120
VP Service Desk	120
Chief Technology Officer	100
Project Management Office	80
Chief Digital Officer	65
VP IT Shared Services	65
VP Operations	60

Total	1,500
Chief Sales Officer	10
Chief Financial Officer	15
VP DevOps	20
VP Application Development	20
Project Manager	25
VP Enterprise Architecture	25
VP IT Financial Management	30
Business Executive	30
Sourcing And Vendor Management	40
VP Technology	50
Chief Operations Officer	60

All Research in Action surveys are gender neutral and 100% confidential.



100,000+

**Data Points** 



1,500

**Enterprise Managers** 



37%

**Analyst's Opinion** 



63%

**Survey Results** 

# The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.

We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.

The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.



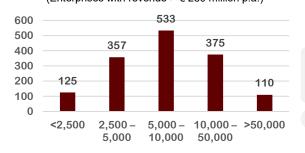
# OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

#### **Country Breakdown**



### **Company Size Breakdown**

(Enterprises with revenue > € 250 million p.a.)





Headcount

### **Industry Breakdown**

( Energy	95
Financial Services	255
Government & Non-Profit	90
🛱 Life Sciences	200
<b>്ച്</b> Manufacturing	355
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	1,500

#### Job Title Breakdown

Business Unit Marketing Executive	180
Business Executive	170
VP/Director Sales	145
VP/Director Demand Generation	130
VP /Director Marketing Operations	125
Corporate Marketing Executive	120
Chief Digital Officer	110
CIO	85
VP/Director Marketing Technology	65
сто	65

VP/Director Marketing Analytics	60
Sourcing/Vendor Management	87
coo	52
VP IT	35
Chief Sales Officer	31
CFO	25
Chief Sales Officer	15
Total	1,500

All Research in Action surveys are gender neutral and 100% confidential.



100,000+

**Data Points** 



1,500

**Marketing and Business Managers** 



37%

**Analyst's Opinion** 



63%

**Survey Results** 

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## **RULES OF ENGAGEMENT**

### Research phase

- 63 % of evaluation based on a survey, 37 % consist of the analyst's input based on interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst.
- Survey input from 1,500 IT or business decision makers with budget responsibility in enterprises globally or 750 in individual countries like Germany.
- Analyst selects those vendors which achieved the best evaluations scores (vendors with fewer than 15 evaluations are disregarded).

### **Briefing and scoring phase**

- Every effort is made to establish contact with vendor (Email, Contact forms, telephone call).
- We prefer two contacts per vendor to avoid issues caused by personnel changes during the process.
- Understands if a vendor declines to respond to our approaches.
- Continue to send draft and courtesy copies of the report to all included vendors.

### No vendor response or decline to take part

- Analyst may decide that the vendor is not important to the report and omit them.
- Analyst completes scoring assessment based on knowledge and desk research.
- No vendor scorecard (profile) is written.



## **DIFFERENTIATORS**

- Survey-based methodology with outside-in research
- Aligned to target market (SMB, Enterprise, Global, DACH)
- Minimal time investment from vendor AR and PM
- 3-month project lifecycle from start to publication
- Survey data input from vendor
- Language options (English / German)
- Combination packages with webinar, TLP, etc.
- Competitive pricing for reprints
- Public availability of research trends and insights, plus vendor landscape list

# VENDOR SELECTION MATRIX™ SOURCES OF EVALUATION DETAILS

WEIGHT	INPUT
30%	Customer Survey and Analyst/Vendor
30%	Customer Survey and Analyst/Vendor
15%	Analyst and Vendor
25%	Customer Survey
WEIGHT	INPUT
30%	Customer Survey and Analyst/Vendor
15%	Analyst and Vendor
25%	Customer Survey
30%	Customer Survey
	30% 30% 15% 25% WEIGHT 30% 15% 25%

- Scores taken from global customer survey.
- Scores taken from survey as starting point; analyst might adjust after briefing.
- Analyst scores after briefing and research.



## **BRIEFING GUIDANCE**

STRATEGY	DETAIL	INPUT REQUESTED & USED
	Vision And Go-To-Market	Target market: geographies, industries, personas;
		Go-to-market activities: marketing, sales, services, other details;
	Innovation And Differentiation	Evolutions in this marketplace in the future: vision, outlooks, projections.  How vendor delivers innovation: processes, products, or otherwise;
		Differentiators and unique selling points.
	Viability And Execution Capabilities	Size: revenue details (or ranges) for the specific market place,
		number of employees, number of net new accounts, number of customers (single label), investment in R&D.
EXECUTION		INPUT REQUESTED & USED
	Breadth And Depth Of Solution Offering	How is the solution/offering structured; what is included.
	Market Share And Growth	Vendors market share projection; competitors in this market place; Last years growth rate in this market place; forecast for current FY.



# VENDOR SELECTION MATRIX™ BUSINESS ENGAGEMENT MODEL

No fee is charged for inclusion in the report.

We provide full feedback to our direct clients and the survey respondents.

The following business models show how vendors can leverage a single Vendor Selection Matrix™ Report containing Research, Insights, Matrix and Vendor Scorecards (profile pages):

- Webinar Package "Lead-Generation": € 10,000. One Webinar focused on market trends, the Vendor Selection Matrix™ report results as well as your vendor scorecard.
- Basic License: € 15,000. Full Vendor Selection Matrix<sup>™</sup> report reprint rights for email distribution and hosting on your company Website (excluding third-party hosting by business partners or press). The usage is limited to 12 months after delivery of the report and includes all report results, the quantitative vendor evaluations, the Vendor Selection Matrix<sup>™</sup> result graphic as well as your vendor scorecard.
- Premium License: € 20,000. Basic License with unlimited and perpetual usage, all vendor scorecards of the top vendors and detailed scores for all vendors.
- Premium License Plus: € 30,000. Premium License with report reprint rights that include third-party hosting by business partners or press.
- Platinum License: € 40,000. Premium License Plus with individually formatted Vendor Selection Matrix™ result graphic, social
  media collateral and Web/New Media-optimized report.

Additional Options for buyers of the Basic, Premium (Plus) or Platinum License: € 4,000 each:

- > Two additional analyst quotes and an extended own vendor scorecard (two additional pages) and an analysis of the Vendor Selection Matrix™ results.
- > Three Competitive Vendor Intelligence Cards for your sales team to use.
- > Eight one-hour telephone inquiries with the responsible analyst.
- > One analyst presentation at a (virtual) vendor event (excl. travel expenses).
- > One half-day strategy and data breakdown session.



## **EVALUATION CRITERIA**

STRATEGY		Yo	E	XECUTION	
Vision And Go-To-Market	30%	<ul> <li>Does the company have a coherent vision in line with the most probable future market scenarios?</li> <li>Does the go-to-market and sales strategy fit the target market and customers?</li> </ul>	W.	Breadth And Depth Of Solution Offering	30%
Innovation And Differentiation	30%	<ul> <li>How innovative is the company in this market?</li> <li>Does the solution have a unique selling proposition and clear market differentiators?</li> </ul>		Market Share And Growth	15%
Viability And Execution Capabilities	15%	<ul> <li>How likely is the long-term survival of the company in this market?</li> <li>Does the company have the necessary resources to execute the strategy?</li> </ul>	W.	Customer Satisfaction	25%
Recommendation Index	25%	Would customers recommend this vendor in this market to their peers?	«	Price Versus Value Ratio	30%

E	XECUTION		Y
	Breadth And Depth Of Solution Offering	30%	<ul> <li>Does the solution cover all necessary capabilities expected by customers?</li> </ul>
	Market Share And Growth	15%	How big is the company's market share and is it growing above the market rate?
	Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor today?
	Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

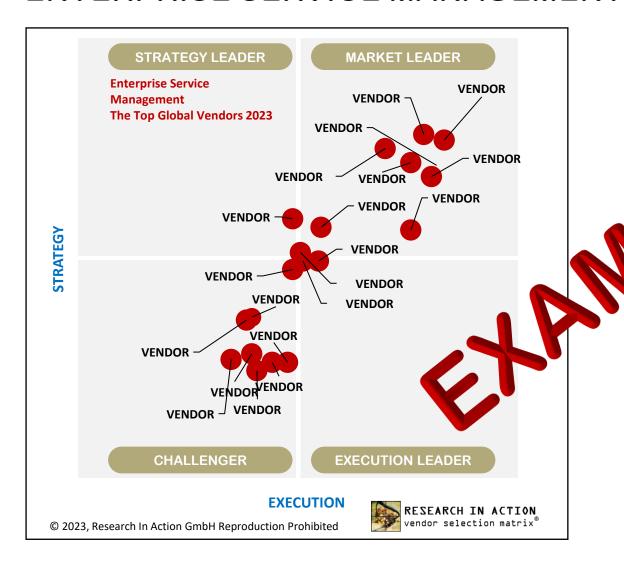
#### NOTES:

- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
- 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
- 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
- 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.

The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



## **ENTERPRISE SERVICE MANAGEMENT**



		STRATEGY	EXECUTION	TOTAL
1.	VENDOR	4.73	4.73	9.45
2.	VENDOR	4.64	4.79	9.43
3.	VF JOP	4.58	4.83	9.40
4.	VEIR	4.60	4.76	9.36
Œ.	VENL	4.59	4.69	9.28
	VENDOR	4.41	4.56	8.98
7.	NDOR	4.41	4.49	8.90
8.	VENDOR	4.29	4.51	8.80
9.	VENDOR	4.21	4.33	8.54
10.	VENDOR	4.21	4.25	8.46
11.	VENDOR	4.15	4.30	8.45
12.	VENDOR	3.93	4.11	8.04
13.	VENDOR	3.85	4.04	7.89
14.	VENDOR	3.79	4.01	7.80
15.	VENDOR	3.63	3.73	7.35
16.	VENDOR	3.63	3.33	3.33
17.	VENDOR	3.63	3.33	3.33
18.	VENDOR	3.33	3.33	3.33
19.	VENDOR	3.33	3.33	3.33
20.	VENDOR	3.33	3.33	3.33

#### Notes:

- · Scale Explanation: 1 (Low) To 5 (High).
- · Potential numerical deviations due to rounding.



## **ENTERPRISE SERVICE MANAGEMENT**

Vendor X is a market leader for Hybrid Cloud Service Management tools and fully embraces the convergence of Hybrid Cloud and Enterprise Service Management

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.50	Breadth And Depth Of Solution Offering	4.75
Innovation And Differentiation	4.50	Market Share And Growth	4.50
Viability And Execution Capabilities	4.50	Customer Satisfaction	4.75
Recommendation Index	4.75	Price Versus Value Ratio	4.75
	4.56		4.71

#### **GENERAL:**

Vendor X as a company is driving significant growth with its all-in-one platform powered by its products. The software intelligence platform has been augmented with a AI engine since 2018. Vendor X's own Y product captures large sets of data plus data from other sources in real-time. A key differentiator is its capability to integrate with process oriented tools to see where process steps are misaligned which is often the issue with large global IT teams. Recent integrations with A, B and C further enhancing its solution to deliver precise answers in the context of a variety of stakeholders.

#### **STRATEGY:**

The company stresses its vision of selfhealing and proactive automation. Its intelligent engine sits at the core of its platform and understands anomalies dependencies, event sequences and expert knowledge to find the cause in context of the data. deterministic engine when do require learning but-rath r leve ges traces to provide imm cause determination. The year the company also ntrouce in free of charge developer process for partner or SaaS-subscri users which shares best practices, white papers and information on integrations and development capabilities for the Vendor X software intelligence platform.

#### EYECUTIC

on all fronts such g enterprise customers or ing its partner network or race g developers and service ders have brought Vendor X to a rge player in the Z market. The Vendor X Title Europe event attracted more than 2.500 attendees. Customers and partners are extremely happy with the breadth and depth of the company's solution and eager to continue on the self-healing and proactive automation journey with Vendor X. It enjoys great customer satisfaction and customers feel a sense of community.

#### **BOTTOM LINE:**

The company which put Z on the radar of many IT enterprise is aggressively pushing its self-healing and proactive automation platform ahead with its Y product. For organizations any size, Vendor X and its intelligent platform is a valid option bringing better visibility, speed and agility into todays digital operations.









#### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

## **About:**

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

## FREQUENTLY ASKED QUESTIONS

- Q: How are the data points calculated? A: Number of vendors (15 or 20) x number of criteria in survey (6) x number of evaluations of the 15 or 20 vendors (typically between 900 and 1,200 in the 1,500 survey).
- Q: How do you get the list of the Top 20 vendors? A: We look at the results of the survey. First, we disregard vendors with fewer than 15 evaluations. From the remaining vendors we select the 20 (15) ones with the highest aggregate score.
- Q: Can a vendor decline to participate? A: No, because the Vendor Selection Matrix™ is driven by a survey of the actual product or service buyer. However, participation can only improve the score.
- Q: How many data points did you collect for us (vendor name)? This depends on the survey sample size and the vendor popularity, but at a minimum 15 evaluations (6\*15=90 data points).
- Q: Are you updating this Vendor Selection Matrix™ on an annual basis? A: This is the plan unless a topic is becoming irrelevant.
- Q: Do you do custom Vendor Selection Matrix™ reports e.g. we pick the topic? A: No, but we can customize an existing Vendor Selection Matrix™ report to specific buyer needs.
- Q: Who collects the data and how reliable is that collection? A: We do two annual surveys that have been carried out for almost 10 years now and the data quality is high.
- Q: How do you get the scores? Do you just ask "Please rate this vendor on their Vision & Go-to-Market" or "Please rate this vendor for the criterion "Innovation & partner Ecosystem". Or do you ask the questions as listed on the right side of the criteria slide? A: We ask the long version and we provide addition information pertaining to the actual Vendor Selection Matrix™ as well as important abbreviations used throughout the survey.
- Q: Who gets to read the reports? A: (a) All persons who participated in the survey get the full report for internal view (1,500 or 750), (b) A large subset of our contacts database gets a limited version of the report for internal use (depending on the topic usually around 50,000), (c) Everybody who accesses the reprints from Vendors or Webinar e.t.c., and (d) Our Press releases are typically read by 1,500 to 5,000 press people globally.

