VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

ABRIDGED VERSION
WITHOUT VENDOR SCORES
AND FULL SCORECARDS

**BUY THE FULL
REPORT NOW**

THE TOP GLOBAL VENDORS 2022

Research In Action

August 2022

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 our key differentiators in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We are profiling those vendors which achieved the best evaluations scores from the buyers after disregarding those with fewer than 15 evaluations.

The focus of marketing has moved from the simple realization of new business leads to a more engaging and relationship model. Marketing has also been elevated to a full business function in most companies. That raises challenges for marketing executives about the management of all the resources they are now responsible for: digital such as content and brand assets; as well as other components such as people (talent), costs and project workflows.

The need for such a **Marketing Resource Management** process was proposed some years ago (I would claim to be that analyst) but not readily accepted by the user community. Now, the need for MRM is perhaps clearer, but the modern marketing executive wants more than just an asset management system. They need a more dynamic solution that enables them to forecast, measure, model, analyze and even predict all their business numbers - to be fully empowered with control over their marketing processes and outcomes. So, I expect the process name to mature in the next years.

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for other potential buyers. The vendor landscape discovered in this survey will surprise some people and vendor staff may see new competitors they had not yet considered

This report provides you with a useful guide to important MRM market trends, names the top vendors as selected by 1,500 users based upon product, company and service quality, and will help you make an informed decision regarding which vendors could best fit your needs. This study can be used as a starting point before a more detailed evaluation of vendors which fits your requirements and market evolution.

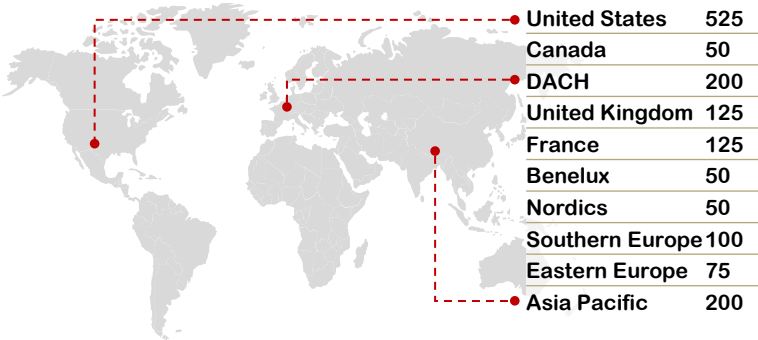Always keeping you informed! Peter O'Neill

Research In Action GmbH
Alte Schule
56244 Hartenfels
Germany

Peter O'Neill
Research Director
+49 174 3210020
poneill@researchinaction.eu

RESEARCH IN ACTION
vendor selection matrix®

OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

Country Breakdown

Country	
United States	525
Canada	50
DACH	200
United Kingdom	125
France	125
Benelux	50
Nordics	50
Southern Europe	100
Eastern Europe	75
Asia Pacific	200
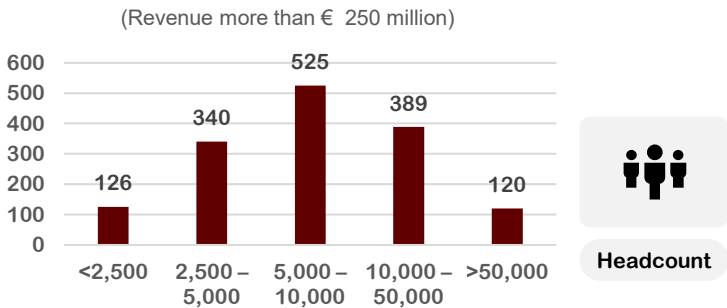
Industry Breakdown

Industry	
Energy	97
Financial Services	256
Government & Non-Profit	92
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	**1,500**

Company Size Breakdown

(Revenue more than € 250 million)

Headcount	Value
<2,500	126
2,500 – 5,000	340
5,000 – 10,000	525
10,000 – 50,000	389
>50,000	120

Headcount

Job Title Breakdown

Job Title		Job Title	
Business Unit Marketing Executive	179		
Corporate Marketing Executive	167	Chief Digital Office	62
VP /Director Marketing Operations	146	Sourcing/Vendor Management	87
VP/Director Demand Generation	135	COO	52
Business Executive	129	VP IT	39
VP/Director Sales	121	Chief Sales Officer	31
VP/Director Marketing Analytics	112	CFO	25
CIO	85	Chief Sales Officer	15
VP/Director Marketing Technology	66	Total	1,500
CTO	64		

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

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.

RESEARCH IN ACTION
vendor selection matrix®

OUR MARKET IMPACT OVER 12 MONTHS

**Members In
Our Survey Panel**

125,000 IT Automation
90,000 Marketing Automation

**30 Research
Reports Published**

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

**10,000+ Active Enterprise
Survey Participants**

all with budget responsibility
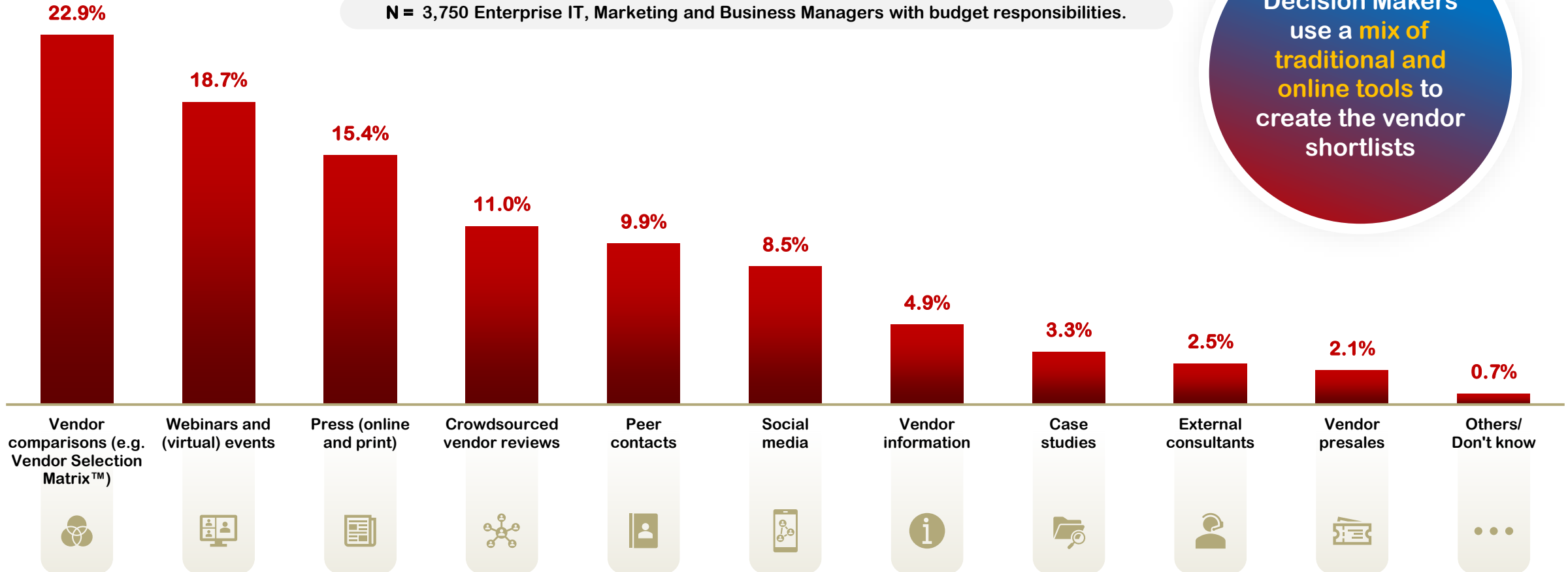
**25 Press
Releases**

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**

RESEARCH IN ACTION
vendor selection matrix®

WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

N = 3,750 Enterprise IT, Marketing and Business Managers with budget responsibilities.

Decision Makers use a **mix of traditional and online tools** to create the vendor shortlists

Tool	Percentage
Vendor comparisons (e.g. Vendor Selection Matrix™)	22.9%
Webinars and (virtual) events	18.7%
Press (online and print)	15.4%
Crowdsourced vendor reviews	11.0%
Peer contacts	9.9%
Social media	8.5%
Vendor information	4.9%
Case studies	3.3%
External consultants	2.5%
Vendor presales	2.1%
Others/ Don't know	0.7%

RESEARCH IN ACTION
vendor selection matrix®

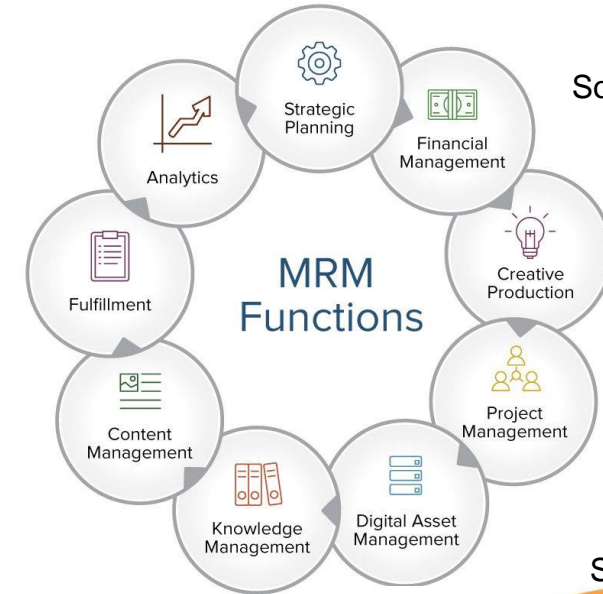# WHAT IS MARKETING RESOURCE MANAGEMENT?

- Marketing executives, as any business executive, want full visibility for the planning and effectiveness of all the business resources they deploy. Some of them have a Marketing Resource Management (MRM) process to manage all marketing assets and better plan and budget for marketing initiatives.

- MRM systems are used to help to collect and share marketing assets, execute on campaigns, and track marketing assets across print and digital channels. MRM also manages marketing budgets, tracks actual costs and supports offer the campaign planning process. It provides a single unified system for all marketing material, which in turn ensures consistency of branding and messaging. It also enables marketers to create workflows and processes to streamline marketing operations.

- MRM systems are used in conjunction with adjacent marketing software such as marketing automation platforms and marketing analytics; and are also commonly integrated with CRM software. As an asset management system, it may also integrate to the company's digital asset management (DAM) and/or product information management (PIM) systems.

- An advanced MRM system would be tightly linked to the company's Human Resources and Finance systems to enable full resources planning and management by the Marketing executives.

- The system must be marketing-centric – with the right language/terminology, reporting structure and cadence. Marketers think in terms of campaigns, not financial quarters, and they need a planning calendar. It should provide marketing professionals at all levels in the hierarchy with an ideal experience and support decisions about marketing investments.

RESEARCH IN ACTION
vendor selection matrix®
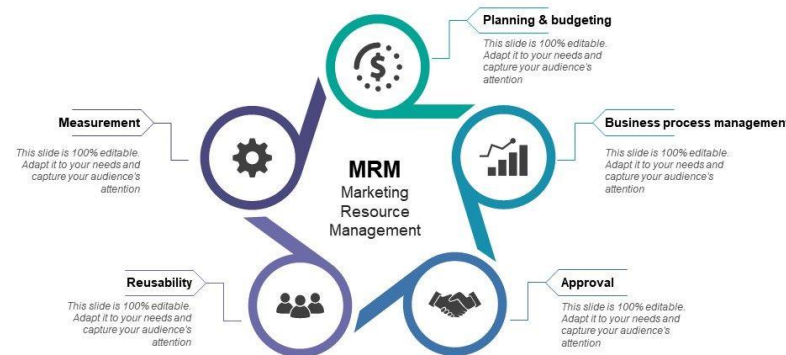
MARKETING RESOURCE MANAGEMENT COMPONENTS

A MRM project would automate one or more of these processes:

- Brand management
- Collaboration support
- Content management
- Digital asset management
- Financial management
- Marketing calendar management
- Marketing performance management
- Product information management
- Project management
- Promotions/MDF management
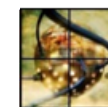- Through-channel marketing
- Workfow management

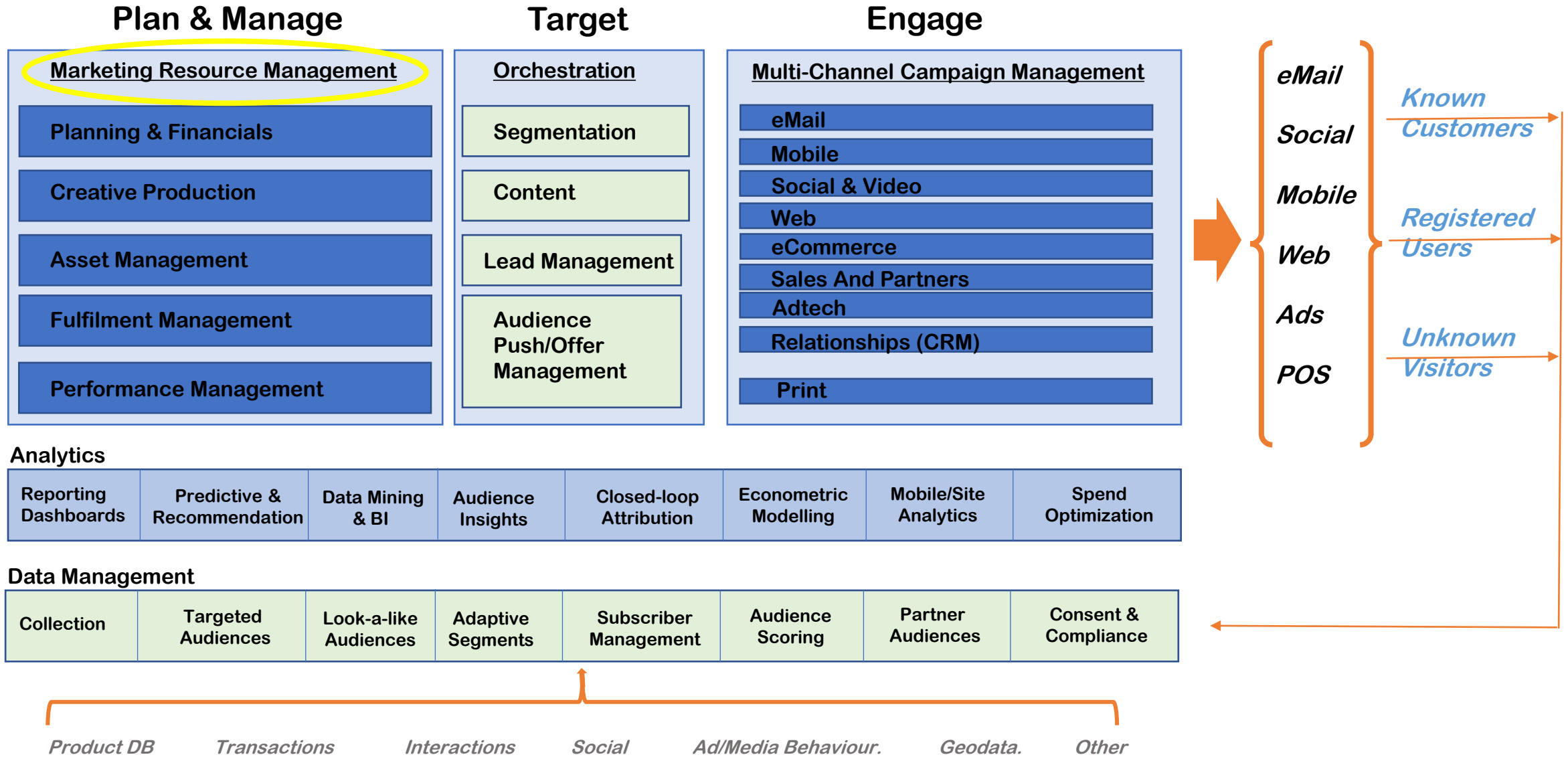Source: smartsheet.com

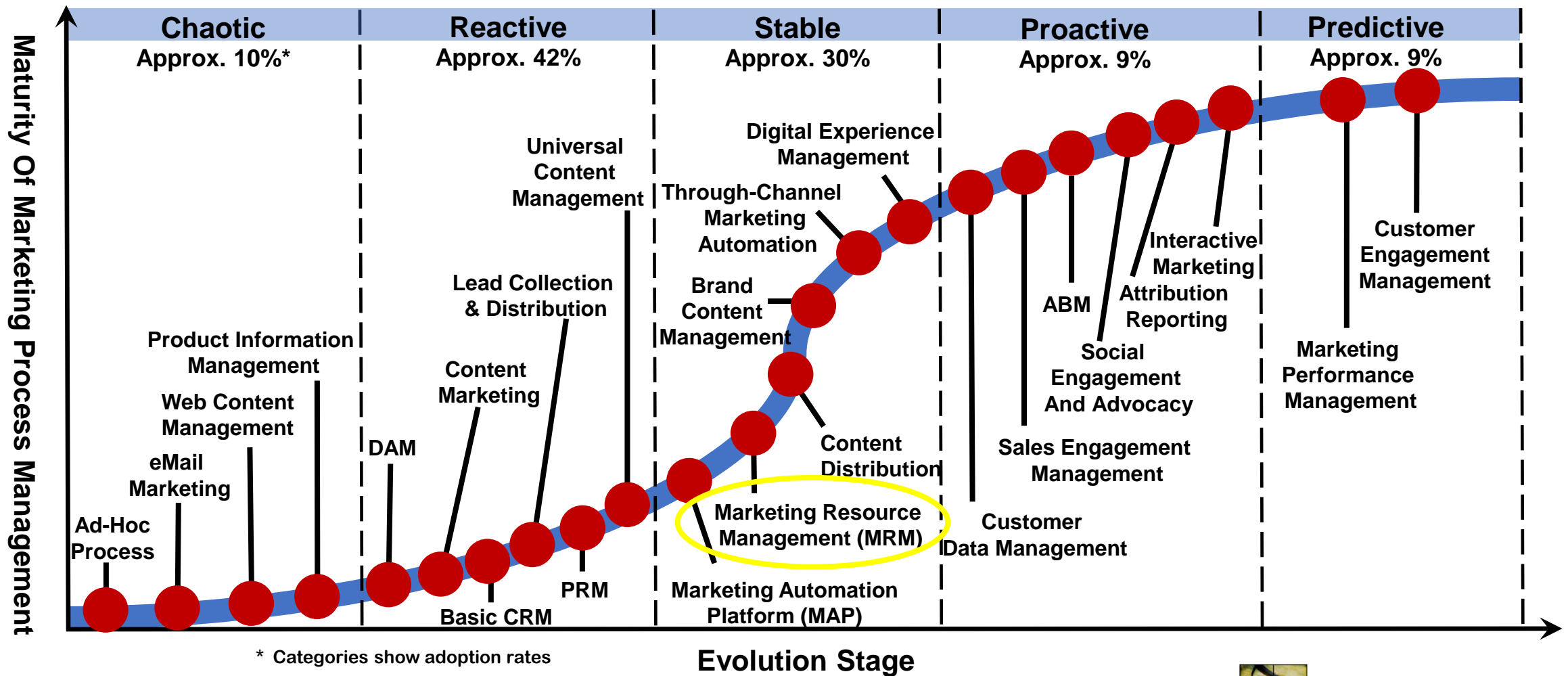Marketing Resource Management Cycle Showing…

Source: marconomy.de

Source: slideteam.net

RESEARCH IN ACTION
vendor selection matrix®

OVERALL MARKETING AUTOMATION MARKETECHTURE

Plan & Manage

Marketing Resource Management

- Planning & Financials
- Creative Production
- Asset Management
- Fulfilment Management
- Performance Management

Target

Orchestration

- Segmentation
- Content
- Lead Management
- Audience Push/Offer Management

Engage

Multi-Channel Campaign Management

- eMail
- Mobile
- Social & Video
- Web
- eCommerce
- Sales And Partners
- Adtech
- Relationships (CRM)
- Print

eMail
Social
Mobile
Web
Ads
POS

Known Customers

Registered Users

Unknown Visitors

Analytics

Reporting Dashboards	Predictive & Recommendation	Data Mining & BI	Audience Insights	Closed-loop Attribution	Econometric Modelling	Mobile/Site Analytics	Spend Optimization

Data Management

Collection	Targeted Audiences	Look-a-like Audiences	Adaptive Segments	Subscriber Management	Audience Scoring	Partner Audiences	Consent & Compliance

Product DB   Transactions   Interactions   Social   Ad/Media Behaviour.   Geodata.   Other

RESEARCH IN ACTION
vendor selection matrix®

MATURITY S-CURVE FOR MARKETING MANAGEMENT

Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology) and we observe these five phases – MRM projects are mostly midway in the maturity progression, and we estimate that 55-60% of companies have automated, or will be automating, parts of this process in 2022.

Chaotic	Reactive	Stable	Proactive	Predictive
Approx. 10%*	Approx. 42%	Approx. 30%	Approx. 9%	Approx. 9%

Maturity Of Marketing Process Management

Ad-Hoc Process
eMail Marketing
Web Content Management
Product Information Management

DAM
Content Marketing
Lead Collection & Distribution
Basic CRM
PRM

Universal Content Management
Brand Content Management
Through-Channel Marketing Automation
Digital Experience Management
Content Distribution
Marketing Resource Management (MRM)
Marketing Automation Platform (MAP)

Customer Data Management
Sales Engagement Management
ABM
Social Engagement And Advocacy
Attribution Reporting
Interactive Marketing

Marketing Performance Management
Customer Engagement Management

Evolution Stage

* Categories show adoption rates

RESEARCH IN ACTION
vendor selection matrix®

MRM MATURITY: FROM PRODUCT TO ENGAGEMENT

Our surveys and consulting work enables us to continually assess the maturity of marketing organizations (combination of organization, process and technology). We have identified these five phases for MRM and associated processes.
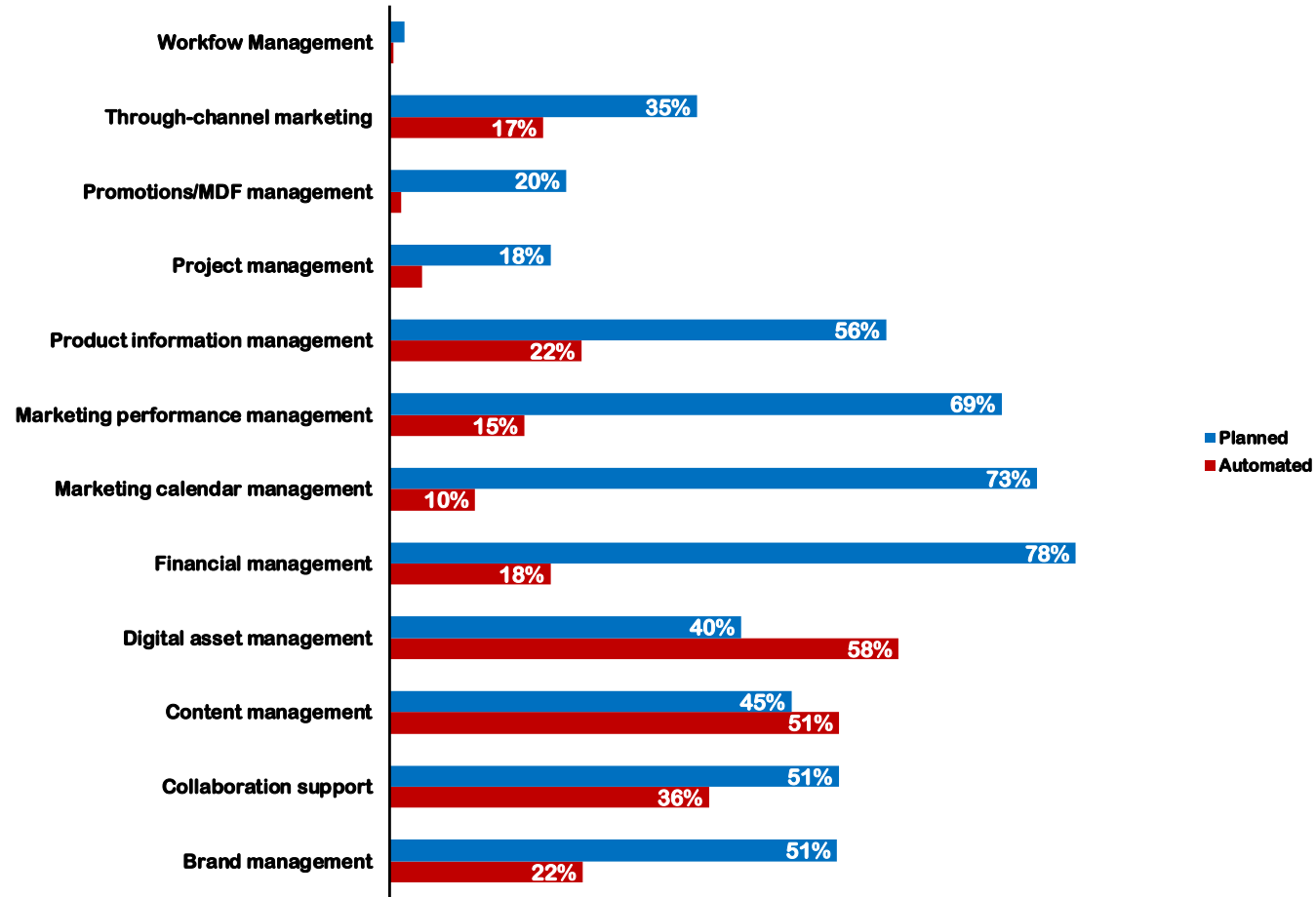
- **Chaotic**. Neophyte marketing organizations focus their efforts on promoting their offering and the first important system to be addressed is Product Information Management (PIM) and the Website.

- **Reactive**. The added complexity of digital marketing and multi-channel fulfillment programs require companies to then set up a Digital Asset Management (DAM) system. Many companies then combine their multiple content assets systems into a more comprehensive asset database. IT-centric projects tend to be named Marketing Data Management while marketers prefer the title Universal Content Management.

- **Stable**. The desire to manage all marketing assets and better plan and budget for marketing initiatives results in an operational MRM system. While some MRM solutions also manage projects and teams, some marketers prefer to, or must, deploy the company standard project/work management solution.

- **Proactive**. Marketing's role matures from supporting sales transactions to ensuring a full customer experience. Attention is paid to attribution: identifying exactly where and how marketing is contributing to revenue success.

- **Predictive**. Data managed in the MRM system is combined with other business data, including attribution, so that a CMO can monitor the performance of marketing programs and campaigns on an ongoing basis.

Whether you are trying to win over consumers to be active in communities and social media, or if you are trying to recruit a business buyer to be a loyal user and advocate, the classical lead generation paradigm for all marketers is, ultimately, going to be replaced by new relationship-based metrics of customer success.

RESEARCH IN ACTION
vendor selection matrix®

RESEARCH:

WHAT PROCESSES ARE SEEN IN THE CONTEXT OF MARKETING RESOURCE MANAGEMENT?

Bar chart: Planned (blue) vs Automated (red)

Process	Planned	Automated
Workflow Management		
Through-channel marketing	35%	17%
Promotions/MDF management	20%	
Project management	18%	
Product information management	56%	22%
Marketing performance management	69%	15%
Marketing calendar management	73%	10%
Financial management	78%	18%
Digital asset management	40%	58%
Content management	45%	51%
Collaboration support	51%	36%
Brand management	51%	22%

N = 1,179 Marketing and Business Managers with budget responsibilities for MRM.

We asked, "Which of the following processes do you automate, or plan to, with your MRM system?" and got these results. The respondents could indicate if the process was already automated (perhaps in another system) or under plan.

Financial and calendar management were top of the planned processes to be addressed, then marketing performance management (all new automation projects for most). A significant proportion selected PIM as their next priority.

We suggest that vendors should reflect these needs in their marketing messaging – if they have solution for it.

RESEARCH IN ACTION
vendor selection matrix®

THE MAJOR DRIVERS FOR USING MRM
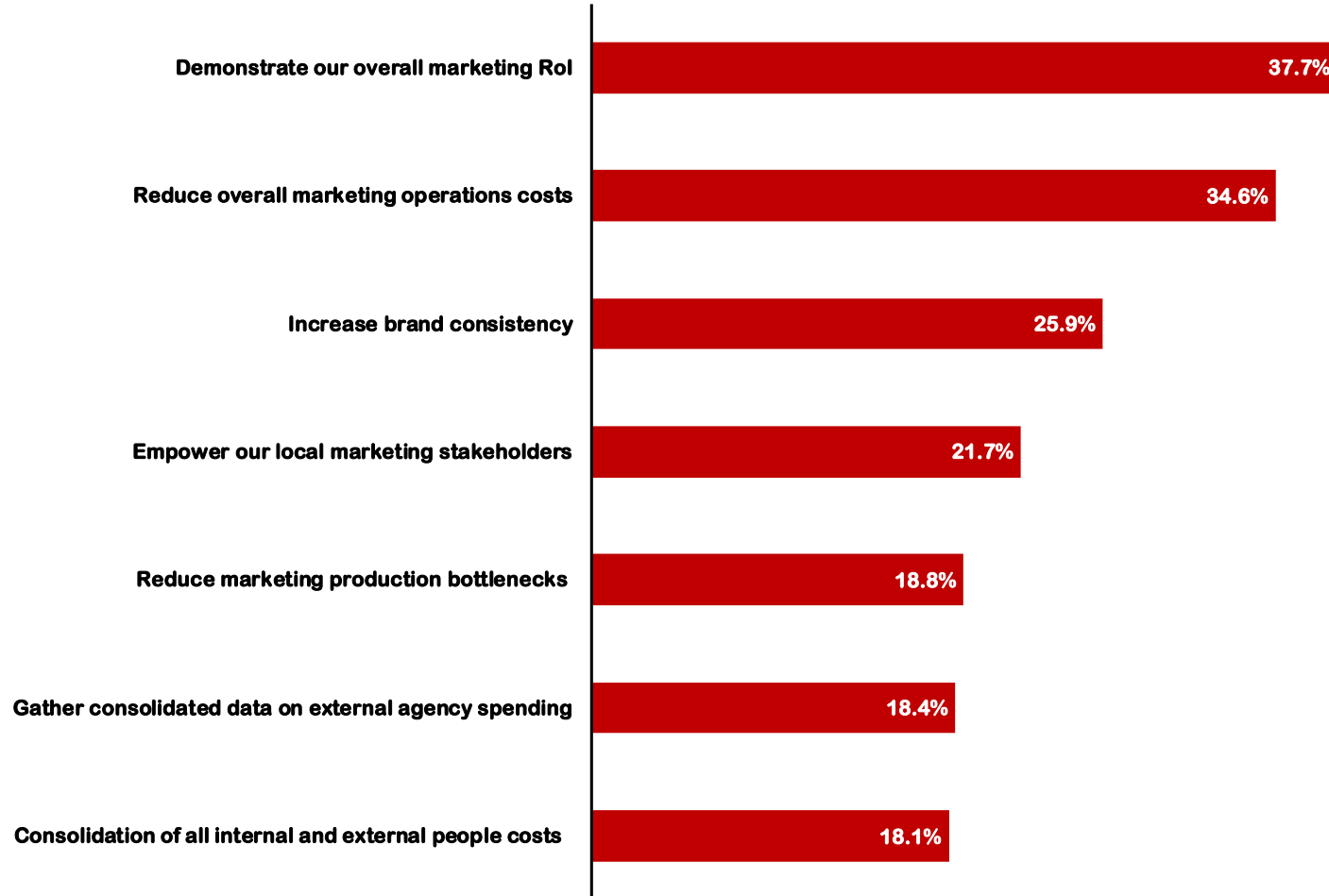
Demonstrate our overall marketing RoI — 37.7%

Reduce overall marketing operations costs — 34.6%

Increase brand consistency — 25.9%

Empower our local marketing stakeholders — 21.7%

Reduce marketing production bottlenecks — 18.8%

Gather consolidated data on external agency spending — 18.4%

Consolidation of all internal and external people costs — 18.1%

N = 1,179 Marketing and Business Managers with budget responsibilities (Respondents could select up to three drivers).

We asked, "Which anticipated top 3 benefits are driving your investment in Marketing Resource Management automation in 2022?" with 16 possible drivers listed.

Well-over **one third** of companies are most focused on marketing performance aka ROI. Just over one third is looking to reduce over costs. A significant 26% are considering brand management as a priority.

There are important differences in the regional breakdown. In North America, the "Consolidation" driver is replaced by 19% voting for "Improved marketing execution". In Europe, the last two drivers are replaced by "Consolidation of asset systems" and "Consolidation of internal and external people costs" (both at 24%). AsiaPacific has the top 2 drivers at 54% & 52% respectively.

We suggest that vendors should reflect these needs, and vary them by region, in their marketing messaging – if they have solution for it.

RESEARCH IN ACTION
vendor selection matrix®

RESEARCH:

COMPARING MRM DRIVERS 2020 TO 2022

Driver	2020	2022
Demonstrate our overall marketing RoI	36%	38%
Reduce overall marketing operations costs	34%	35%
Increase brand consistency	22%	26%
Empower our local marketing stakeholders	29%	22%
Reduce marketing production bottlenecks	14%	19%
Gather consolidated data on external agency spending	9%	18%
Consolidation of all internal and external people costs	15%	18%
Consolidation of asset and database systems	27%	15%
Enable more innovation and creativity in marketing	13%	14%
Improved marketing execution through consolidated resources	12%	10%
Improve re-use of marketing content assets	18%	9%
Improve marketing scalability	7%	10%
Provide analytics on marketing-ROI at a campaign level	11%	5%
Obtain analytics on marketing-ROI at a content asset level	11%	4%
Better security and compliance	7%	7%
Better integration across all marketing systems	32%	6%
Improved analytics for budget and campaign planning	11%	6%

N = 1,179 (2022) and 1,395 (2020) Marketing and Business Managers with budget responsibilities for MRM.

We asked the same question in our 2020 survey and, while the data is satisfyingly consistent, there has been some change in the prioritization. For brevity, only the 2022 numbers are quoted.

The driver "Better integration across all marketing systems" was very high priority in 2020, it is now probably seen as near impossible to achieve, so fell down the list.

Clearly, the more operational and financial considerations have increased in importance for marketing executives since 2020.

RESEARCH IN ACTION
vendor selection matrix®

RESEARCH:

BUYERS SEE CHALLENGES IN DEPLOYING MRM

	A BIG challenge
	One of our challenges

Lack of internal acceptance and "turf protection"
- 25%
- 66%

Lack of executive "buy-in"
- 29%
- 47%

There is no corrent need/interest in martech
- 10%
- 21%

Marketing is reliant on data in CRM but it is not suitable for marketing purposes
- 13%
- 24%

We have got lots of data sitting in different siloed systems and struggle to get a single customer view
- 62%
- 35%

We have invested in a marketing automation but are not getting the promised return
- 16%
- 22%

We made a poor choice of technology in the past
- 8%
- 27%

Integrating our martechprocesses and data with other business systems in the company
- 56%
- 37%

Integrating our marketing processes and data across disparate marketing platforms
- 40%
- 49%

Lack of time/resources to use the technologies effectively
- 42%
- 33%

Lack of support from the technology vendors as well as over-promising
- 39%
- 24%

Staff changes (need for continuous training)
- 34%
- 36%

N = 1,146 Marketing and Business Managers with budget responsibilities
(Respondents could select "not a challenge", "one of our challenges" or "a BIG challenge").

We asked: "How significant are these challenges in deploying the MRM in your organization?".

Nearly **two thirds** of companies are struggling with data consolidation.

Over **half** claim to be challenged to integrate their martech into other business systems and cited as a BIG challenge which means they consider it important.

Over a third of companies lack the time/resources to use their MRM effectively while even more complain about the lack of support, or over-promising, from the vendors (39% say this is a BIG challenge).

RESEARCH IN ACTION
vendor selection matrix®

INSIGHTS: TOP MARKET TRENDS 2022

- **MRM scale depend firstly on the marketing organization.** The concept of "resources" varies according to the complexity and maturity of the marketing work being done. One company`s DAM consolidation project may be another's MPM project. It may not even be called MRM: titles like marketing project management, campaign management or even work management are becoming common within marketing organizations.

- **There is a myriad of MRM Use Cases.** A project may focus on a process automation; or be concerned with improved management of content assets; or focus on resource management or business performance. There are generally three broad types of MRM projects:

  - ➢ Resource management – managing resources like content assets, talent (internal and external people).
  - ➢ Spend management – building transparency in all aspects of marketing spend to enable budging and reporting.
  - ➢ Workflow management – Most marketing automation systems orchestrate campaigns but not internal workflows.

- **The four categories of marketing resources.** The relative importance of each resource category in a planned MRM project will often determine which solution fits best:

  - ➢ Cost – financial planning, allocation and attribution. MRM reports on marketing spend by source and project.
  - ➢ Talent – the work is complex, with internal plus external contributors requiring a project management platform.
  - ➢ Content – content creation and delivery processes require management for consistency, reusability and tracking.
  - ➢ Brand – distributed marketing and compliance challenges have elevated brand to a vital resource category.

RESEARCH IN ACTION
vendor selection matrix®

INSIGHTS: TOP VENDOR CHALLENGES 2021

- **Marketing's need for financial reporting is driving MRM investment.** As the survey shows, financial imperatives are driving MRM projects. CMOs need to collect data to demonstrate their contribution to the business and their accounting peers are encouraging them to oversee and optimize their spending plans. Vendors who only have DAM and Content management are therefore dropping their MRM labelling.

- **MRM has been around for over a decade but has changed.** Early MRM vendors had limited success as most CMOs were not under enough pressure to watch their spend. This has changed and financial reporting has become important, but 2022 MRM must now also cover the complexity of marketing work and resources. The workflow element has become essential and accurate predictions (forecasting) are now expected.

- **MRM in practice requires considered change management.** Marketing professionals are extremely sensitive to new IT systems after adopting digital marketing platforms in a (too) rapid manner in the last years. If MRM, which improves (but also disrupts) established working practices, is perceived as a time and motion reporting system, there will be resistance. Vendors need experienced implementation consultants/partners.

- **MRM success depends most on the integration sub-projects (not a vendor strength).** Ideally, you first set up an MRM system then add other marketing automation projects on top of it. The reality is more challenging where MRM must feed off existing systems in Marketing and other departments and provide reporting and insights compatible to other business systems. Each company has a different environment, so good project managers are evaluating the specific integration capabilities of potential MRM vendors with diligence.

- **Making MRM sound more necessary.** The MRM term was invented as "an asset system for Marketing". But the modern marketing executive a more dynamic solution that enables them to forecast, measure, model, analyze and even predict all their business numbers - to be fully empowered with control over their marketing processes and outcomes. Expect the process name to mature in the next years.

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

These are the top vendors as selected by 1,500 buyer companies based upon product, company and service quality.

VENDOR NAME	SOLUTION
ALLOCADIA (BRANDMAKER)	Allocadia Marketing Performance Software
APRIMO	Aprimo Productivity Management, Aprimo DAM, Aprimo Plan & Spend
BRANDMAKER	BrandMaker MRM, Allocadia and Hive9 Marketing Performance Software
BRANDMASTER (PAPIRFLY)	Brandmaster DAM, Brand HUB, Marketing Planner
BRANDSYSTEMS (WELLCOM)	Brandsystems MRM
CONTENTSERV	Contentserv
ELATERAL	Brandgility
INFOR	Infor Marketing Resource Management (MRM)
LYTHO (INMOTIONNOW)	Creative Workflow, Digital Asset Management
MARMIND	MARMIND Platform
PERCOLATE (SEISMIC)	Percolate Development Platform, Seismic for Percolate
SITECORE	Marketing Resource Management (MRM), part of Sitecore Content
WEDIA	Digital Asset Management, Digital Experience Management, Distributed Marketing Management, Creative Project & Content Management
WELCOME (OPTIMIZELY)	Marketing Planning
WORKFRONT (ADOBE)	Workfront

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a vendor scorecard will not be written.

This list is alphabetical and includes the Top 15 Vendor brands named and scored in the Marketing Resource Management survey.

NOTE: BRANDMAKER (who had acquired ALLOCADIA in July 2022) has now changed its name to Uptempo. The survey scored BrandMaker and Allocadia separately and we have left the original scores.

Some of the brands are part of a larger vendor organization.

- BRANDSYSTEMS is a WELLCOM WORLDWIDE company
- BRANDMASTER is a PAPIRFLY company
- LYTHO is an INMOTIONNOW company
- PERCOLATE is a SEISMIC company
- WELCOME is an OPTIMIZELY (WELCOME) company
- WORKFRONT is an ADOBE company

Percolate (Seismic) and Contentserv no longer promote an MRM solution to new prospects.

Additional vendors that were cited but did not list in the Top 15, or had less than 15 ratings:

- ADOBE (BIZIBLE)
- BRANDMUSCLE
- SAP
- SAS

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
ALLOCADIA	Big	High	Strong	Combines real-time planning/budgeting with automated reconciliation so you can control, and rapidly adjust marketing spend to align with strategic objectives.
APRIMO	Medium	Medium	Medium	Work management software and DAM to optimize marketing operations, brand and content resources.
BRANDMAKER	Very Big	Very High	Strong	Helps teams to plan, invest, execute, and improve performance – resulting in higher productivity, better decision making, and more impactful outcomes.
BRANDMASTER	Small	Medium	Low	Brandmaster supports brand management and provides marketing performance measurement.
BRANDSYSTEMS	Medium	High	Good	Supporting marketers looking for greater control and insight into their advertising and other marketing activities.
CONTENTSERV	Medium	Low	Medium	Platform for product content marketing and creating personalized customer-centric experiences.
ELATERAL	Medium	Low	Low	The powerful rules-based, brand-focused, dynamic templating platform.
INFOR	Big	High	Medium	Cloud-based supply chain, ERP and financial management solutions including marketing management.
LYTHO	Big	High	Good	The brand and creative operations platform powering the teams that power the brands.
MARMIND	Medium	Very High	Strong	Enables full control over planning and optimization for all marketing resources so that executives can secure maximized results.
PERCOLATE	Big	Low	Low	Marketing orchestration for enterprises with total marketing performance analytics.
SITECORE	Small	Low	Low	SaaS-based platform providing content management and digital marketing solutions for enterprises.
WEDIA	Medium	High	Good	Helps large organizations efficiently manage, customize and deliver marketing assets.
WELCOME	Medium	High	Good	Bringing teams together on a single platform to share plans, collaborate on assets and flawlessly execute campaigns.
WORKFRONT	Very Big	Very High	Strong	Breaking through operational siloes between creative and marketing execution teams and optimizing all work that powers customer experiences.

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

NOTES:
- Market Presence combines the market share and perceived Mindshare (or Share of Mind).

- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.

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

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING AUTOMATION PLATFORMS

More Vendor Quick Facts

	Resources Managed				Global Footprint*			Target Industries
	Costs	Talent	Content	Brand	NA	EMEA	APAC	
ALLOCADIA	Yes	No	No	No	55%	40%	5%	Automotive, CPG, FSI, Retail, Manufacturing, Tech
APRIMO	Yes	Yes	Yes	Yes	50%	40%	10%	CPG, FSI, Life Sciences, Retail, Manufacturing
BRANDMAKER	Yes	Yes	Yes	Yes	55%	40%	5%	Automotive, CPG, FSI, Retail, Manufacturing, Tech
BRANDMASTER	Some	No	Yes	Yes	30%	40%	30%	CPG, Retail
BRANDSYSTEMS	Yes	Yes	Yes	Yes	20%	50%	30%	Automotive, CPG, FSI, Retail, Tech
CONTENTSERV	No	Yes	Yes	Yes	5%	75%	20%	CPG, Distribution, Manufacturing, Retail
ELATERAL	Some	No	Yes	Yes	25%	60%	15%	CPG, FSI, Retail, Hospitality, Pharmaceutical
INFOR	Yes	Yes	No	Yes	60%	30%	10%	CPG, Education, FSI, Retail
LYTHO	Yes	Yes	Yes	Yes	88%	11%	1%	Higher Education, Hospitals/Healthcare, FSI
MARMIND	Yes	Yes	Yes	No	20%	75%	5%	CPG, FSI, Media, Public, Retail, Telco, Travel
PERCOLATE	No	Yes	Yes	Yes	75%	20%	5%	FSI, Tech, Manufacturing
SITECORE	Some	No	Yes	Some	50%	50%	0%	Manufacturing, CPG
WEDIA	No	Yes	Yes	Yes	10%	90%	0%	Automotive, CPG, Energy & Utilities, FSI, Retail, Life Sciences
WELCOME	Yes	Yes	Some	Yes	40%	40%	20%	Automotive, CPG, FSI, Retail, Manufacturing, Tech
WORKFRONT	Some	Yes	Yes	Yes	70%	20%	10%	Retail, Healthcare, Pharma, Travel and Hospitality, Media

Resources Managed:
The Research in Action estimate of the extent to which these various asset types can be managed.

Global Footprint:
The Research in Action estimated revenue split across geographic regions is MRM specific.

Target Industries abbreviations :
- CPG – Consumer Product Goods
- FSI - Financial Service Institutes (including Insurance)
- Telco – Communications Service Providers

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™:
EVALUATION CRITERIA

STRATEGY

Vision And Go-To-Market	30%	› Does the company have a coherent vision in line with the most probable future market scenarios? › Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	› How innovative is the company in this market? › Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	› How likely is the long-term survival of the company in this market? › Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	› Would customers recommend this vendor in this market to their peers?

EXECUTION

Breadth And Depth Of Solution Offering	30%	› Does the solution cover all necessary capabilities expected by customers?
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?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

**Marketing Resource Management
The Top Global Vendors 2022**

THE MARKET LEADERS
ALLOCADIA (UPTEMPO)
APRIMO
BRANDMAKER (UPTEMPO)
BRANDSYSTEMS
CONTENTSERV
LYTHO
MARMIND
PERCOLATE (SEISMIC)
SITECORE
WEDIA
WELCOME (OPTIMIZELY)
WORKFRONT (ADOBE)

Execution Leader
BRANDMASTER

Challengers
ELATERAL
INFOR

© 2022, Research In Action GmbH Reproduction Prohibited

RESEARCH IN ACTION
vendor selection matrix®

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

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Adobe Workfront is a market leader in Marketing Resource Management, breaking through operational siloes between creative and marketing execution teams.

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Prior to being acquired by Adobe, Workfront already generated over $200 million in revenue and had more than 3,000 customers globally and 1,000+ employees.

Its cloud-based application platform supports enterprise workflows and helps people work better, faster, and smarter.

Around one third of Adobe Workfront customers use it in Marketing to manage projects and people resources.

Although they do not market MRM as a solution, they're regularly listed by research companies in MRM market overviews and assessments and were selected by a significant number of respondents in this survey.

STRATEGY:

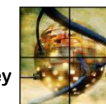AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Aprimo is a market leader for Marketing Resource Management, with work management and DAM software to optimize marketing operations.

STRATEGY	RESULT
Vision And Go-To-Market	
Innovation And Differentiation	AVAILABLE IN THE FULL REPORT VERSION
Viability And Execution Capabilities	
Recommendation Index	

EXECUTION	RESULT
Breadth And Depth Of Solution Offering	
Market Share And Growth	
Customer Satisfaction	
Price Versus Value Ratio	

GENERAL:

US-based Aprimo develops and sells DAM, marketing resource and marketing work management technology to enterprises.

Its software is designed to help manage the behind-the-scenes activities involved in marketing. The vendor has over 400 employees with offices around the world.

It is most successful in regulated industries such as FSI, Life Sciences, Medical devices and Pharma and services 25% of the top Global 1000 companies. With over 500,000 users, it is installed in over 50 countries and supports 20 different languages.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

BrandMaker is a market leader in Marketing Resource Management, bridging marketing strategy and execution to bring transparency into all aspects of marketing work.

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

BrandMaker, founded 2008 in Germany and now headquartered in Texas, USA, has nearly 400 enterprise customers worldwide, most of which are challenged with marketing processes more complex than normal in terms of channels, subsidiaries, and geographic spread.

In 2021, BrandMaker expanded both MRM product breadth and customer reach through two acquisitions: Allocadia and Hive9.

The vendor has now rebranded as Uptempo and launched its concept of Marketing Business Acceleration, a new operating model for enterprise marketers that optimizes planning, performance, and productivity.

The vendor has 335 employees and has enjoyed an annual growth of over 40% over the last years.

STRATEGY:

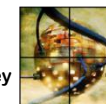AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Brandmaster supports brand management and provides marketing performance measurement.

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Brandmaster, headquartered in Norway, delivers marketing and brand management solutions which ensure brand consistency and unified communication in all channels.

The company has nearly 100 employees and the software is installed in 125 countries across the globe.

More than 550,000 marketing professionals and 325 brands worldwide use its Brand Management and digital asset management cloud-based software. Its clients include Mercedes, Bridgestone, DNB and Hyundai.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING RESOURCE MANAGEMENT

Contentserv enables clients to deliver customer-centric product experiences at every touchpoint along the customer journey.

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Contentserv is a privately-held Swiss vendor founded in 1999. It operates 20 offices worldwide, has nearly 400 employees and over 400 customers in 89 countries.

It has clients in specific brand manufacturing sectors, such as industrial, electronics, home & garden, CPG and fashion, as well as retail. It is currently enjoying especially rapid growth with manufacturers in Japan and China.

The vendor has recently decided to focus strongly on offering Product Information Management or Product Experience Management solutions. They are no longer marketing their software as an MRM solution.

STRATEGY:

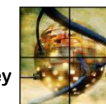AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Elateral's Brandgility is a powerful rules-based, brand-focused, dynamic templating platform.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation	AVAILABLE IN THE FULL	Market Share And Growth	
Viability And Execution Capabilities	REPORT VERSION	Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

In 2018, UK-based Elateral launched its third-generation software solution, Brandgility, a self-service content adaptation platform that empowers a brand's marketing team to produce and deploy local versions of a centrally created campaign.

The vendor has 50 employees in the US and Europe and augments its delivery and support capabilities, capacity, and global reach via strategic partnerships with top-tier agency partners.

It has a client base that includes some of the world's leading enterprises in sectors such as travel and hospitality, packaged goods, financial services and pharmaceutical, where the central marketing team need to maintain control over their brand, whilst allowing regional teams to localize materials.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Lytho is a market leader in Marketing Resource Management, helping marketing studios as they evolve from production teams to a more strategic role

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:	STRATEGY:	EXECUTION:	BOTTOM LINE:

GENERAL:

In April 2021, US vendor inMotionNow acquired Netherlands based Lytho, a brand management and digital asset management (DAM) vendor. Lytho's software complemented their industry leading creative workflow platform.

Now rebranded as Lytho, with its HQ in North Carolina, USA, the vendor provides resource management software to brand and creative teams with a central and easily managed platform to plan, produce, share, store, and publish content.

It has around 600 enterprise customers worldwide in various industries.

The vendor has 115 employees in the US and in the Netherlands and augments its delivery and support capabilities, strategic partnerships with top-tier agency partners.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Marmind is a market leader in Marketing Resource Management, enabling full control over planning and optimization for all marketing resources.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation	AVAILABLE IN THE FULL REPORT VERSION	Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 2000, in Austria, MARMIND has 70 employees and is enjoying 30+% growth. MARMIND enables marketing executives to establish project and organization plans and budgets, then collect and report the resulting financial impact and outcomes.

The software also manages all workflows between itself and other marketing software systems, such as content management, product information management and digital experience management, so it is more than an MRM solution; a full end-to-end marketing operations automation solution.

First created as a "Marketing Controlling" system in the Universal Music Group, the world's leading music company, with over 8,000 users, it now has reference customers in the CPG, FSI, Media, Manufacturing, Pubic/Non-Profit, Retail, Telco and Travel sectors.
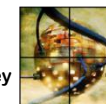
STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Percolate is a market leader in Marketing Resource Management, providing marketing orchestration with marketing performance analytics.

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

AVAILABLE IN THE FULL REPORT VERSION

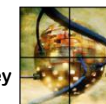| GENERAL:	STRATEGY:	EXECUTION:	BOTTOM LINE:
Founded in 2011, Percolate has built up a strong installed base of customers with its content marketing and distribution platform including added capabilities to manage people and brand resources, all supported by strong project management functionality. It was most successful in large B2B firms that have distributed marketing needs and the customer base is over 600 companies. In 2020, Percolate was acquired by a leading Sales Engagement Management vendor Seismic. It is no longer promoted as an MRM solution to new prospects.	AVAILABLE IN THE FULL REPORT VERSION	AVAILABLE IN THE FULL REPORT VERSION	AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Sitecore offers a SaaS based platform providing content management and digital marketing solutions for enterprises.

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2001 in Denmark, Sitecore is well established as the leader for enterprise-wide, multi-site, multi-language digital marketing.

Now headquartered in San Francisco, it has over 1.200 employees serving thousands of B2C and B2B organizations at the high end of the mid-market and enterprise segments, including many of the largest brands in healthcare, financial services, retail, automotive, manufacturing, and more.

As Sitecore's technology expanded, so did its global presence. The company now has operations spanning more than 20 offices across North America, EMEA, and APAC to serve customers across more than 70 countries.
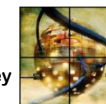
STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Wedia helps large organizations efficiently manage, customize and deliver marketing assets.

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

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Headquartered in France, the Wedia Group has been an MRM player since 2010 and has an impressive customer base of large retail and other B2C companies that use Wedia for their content production and management.

Around 250 brands in over 130 countries now use Wedia with a total of 550,000 users. In May this year, Wedia acquired Tripnity, creator of the SaaS platform "Iconosquare" which offers advanced statistics and features allowing marketers to optimize their editorial strategy and increase the engagement of their community.

Although still strongest in Europe, the vendor enjoys strong growth in North America. The addition of Tripnity spreads the Wedia customer base more evenly globally.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™
MARKETING RESOURCE MANAGEMENT

Optimizely (Welcome) is a market leader in Marketing Resource Management providing a marketing orchestration platform focused on content planning and distribution.

STRATEGY	RESULT
Vision And Go-To-Market	
Innovation And Differentiation	
Viability And Execution Capabilities	
Recommendation Index	

EXECUTION	RESULT
Breadth And Depth Of Solution Offering	
Market Share And Growth	
Customer Satisfaction	
Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Welcome is the new name for the content marketing platform NewsCred which was founded back in 2007. It was acquired by the digital experience vendor Optimizely in December 2021 but continues to operate independently, albeit with significantly increased investment. Headquartered in New York, USA, it has with extensive R&D resources in Bangladesh.

Optimizely (Welcome) provides a marketing orchestration platform focused on content planning and distribution; campaign planning and execution; intake and resource management; and digital asset management.

Due its long history as a content marketing platform, it has an extensive and impressive list of enterprise customers with over 10,000 monthly active users.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

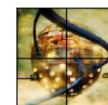**RESEARCH IN ACTION**
vendor selection matrix®

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.

RESEARCH IN ACTION
vendor selection matrix®

CONTACT

Peter O'Neill, Research Director
+49 174 3210020
poneill@researchinaction.eu

RESEARCH IN ACTION
independent research & consulting

Research In Action GmbH
Alte Schule
56244 Hartenfels
Germany

Office: +49 2626   291251
Fax: +49 2626 2248904
Email: info@researchinaction.eu

RESEARCH IN ACTION
independent research & consulting