

## Market Research Guidelines

Comparing Products & Vendors

# Steps to Develop Your Comparisons

## First, it's important to have buy-in on the

specific objective criteria that you will use for your evaluation

## Second, compare your criteria to each of the products equally, being aware to identify/avoid bias, and false equivalency

* Third, use a diagram to represent your findings, like the Product Comparison Chart in this presentation



Best used to compare a product/vendor based on two or more criteria to help evaluate product/vendor suitability.

Criteria should be clearly defined to avoid bias, yes/no questions will be the most effective.

Optionally list criteria by priority (Must Have, Like To Have, Nice To Have) for a clearer comparison, and color code to make your analysis as clear as possible to viewers.

# Product Comparison Template

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Product 1** | **Product 2** | **Product 3** |
| **Criteria 1** |  |  |  |
| **Criteria 2** |  |  |  |
| **Criteria 3** |  |  |  |
| **Criteria 4** |  |  |  |
| **Etc.** |  |  |  |
| **SCORE** |  |  |  |



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Product Comparison Chart** | | | | | | | |
| **Features** | | **Sectigo** | **Global Sign** | **AWS** | **App ViewX** | **Venafi** | **Service Now** | **DigiCert** |
| **Internal/ External Scanning** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Custom Reports** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Dashboard** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Notifications** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Certificate Authority** | | ✓ | ✓ | ✓ | **-** | **-** | **-** | ✓ |
| **Automatic Renewal** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | **-** |
| **Score** | | **6** | **6** | **6** | **5** | **5** | **5** | **5** |
|  |  | | | | | | | |