



product



Lviv 2015

camp

COMPETITIVE LANDSCAPE INFORMATION GATHERING

- Study Your Competitors' Websites
- Subscribe to Competitors' Mailing Lists
- Follow Your Competition on Social Media
- Perform Internet Searches on Your Industry Keywords
- Set-Up Google Alerts
- Buy Competitive Products
- Ask Your Client/Partner Sales Force

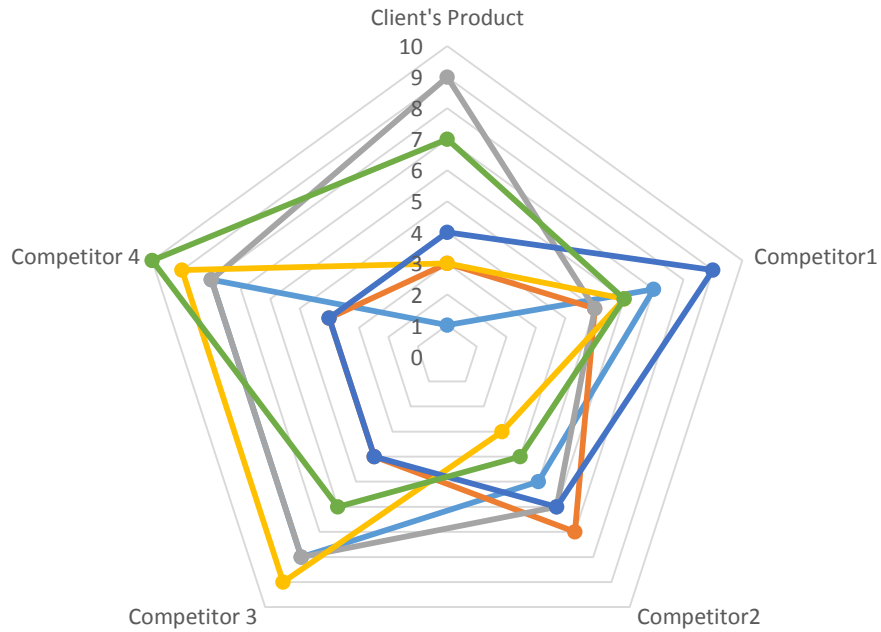
COMPETITIVE LANDSCAPE ANALYSIS

Example Criteria

- Quality
- Functionality
- Scalability
- Performance
- Ease of Use - UX/UI
- Proven Technology
- Required Skills
- Fast Deployment/Implementation
- Total Cost of Ownership
- Price

Positioning Map

● Functionality
 ● Performance
 ● UX/UI
 ● Scalability
 ● Price
 ● Cost Of Ownership



KEEP COMPETITION DESCRIPTION

- Website:
- Target Market:
- Product(s)/Service(s):
- Estimated Pricing:
- Competitive Advantage:
- Threats:
- Opportunities: