



CPM 1.2 Quantitative Snapshot
(Competition) shared with
(company name withheld)

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CPM 1.2 Quantitative Snapshot (Competition)

This CPM 1.2 Quantitative Snapshot presents the results of the initial responses from the team to CPM 1.0, and matches them with selected findings from the quantitative research currently being conducted on (name withheld)'s behalf.

The Competition MAP Information contained herein is preliminary and is based on quantitative information compiled as part of the RADE research process. This is an ongoing process which will be refined by qualitative research via customers that may use the solutions of these competitors.

The CPM 1.2 Quantitative Snapshot also presents the Initial Competitive Landscape, a series of overviews of companies with offerings similar to (solution name withheld).

The companies provided in this section constitute those that are deemed of interest to (company name withheld) due to similar content protection solution offerings. These competitors are classified as Direct or Indirect since in some cases their offerings are embedded in larger overall solutions such as Collaboration, Digital Rights Management and other workflow-oriented

It is anticipated that some of these competitors may be dropped from the list as the (company name withheld) value grid is defined from feature function comparisons yet to be addressed. Other competitors are also in consideration but awaiting more information that may include them in the listing.

As the Research and Analysis process continues, the resultant Competition MAP will drive the Competition input to the Strategic Business Development Plan.

Results of the CPM are shown below, numbered as they were presented initially in CPM 1.0. Please disregard the presence of BIC numbers; these are used internally by DG to index a separate database of questions and other CPM-related elements.

The RADE process is collaborative in nature. Value to the process is increased by open, frequent, and timely communication. DG encourages questions and requests for clarification. For document control purposes, the framework for updating, changing, or adjusting this document resides with DG. Please submit all questions, proposed clarifications, and other changes in writing to DG via your designated Project Manager.

All revisions to this document will be issued by the DG Project Management office.

About this document

The (company name withheld) CPM 1.2 Quantitative Snapshot (Competition) contains information on the following data sets:

- Competition
- Initial Competitive Landscape

This results in this document are current as of 30 Sep 2016.

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Questions regarding Competition 4

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 Q26 Which competitor does a better job than you of clearly explaining the solution? 5

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 Q47 If you needed to purchase a solution today for yourself that solved these issues, and you could not purchase your own, which competing product would you choose? Why? 49

Initial Competitive Landscape – Competitors 50

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 Airwave (VMWare) 52

 CA MDM 54

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 Lookout Enterprise (including acquisition of Bluebox) 58

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 Vaultize 66

 Vera 68

 Xenmobile (Citrix) 70

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Q30 Could you partner with another company and deliver a superior solution?

BIC108

Selected Responses
Perhaps, but need a (information withheld).
Storage Vendors --> EMC/NetApp/etc. direct integrations for an enterprise content control solution.
perhaps
Probably
Don't know, possibly one with analytics capabilities.

Code	CPM Class	Code	CPM Impact
A	Company	5	Very High
B	Market	4	High
C	Competition	3	Medium
D	Solution	2	Low
E	Customer Service	1	Very Low
F	Sales & Marketing	0	Not
G	Customer		
H	External/Other		
CPM - Mapping for this Question			
A,B,C,D		5,4	
Note:			
Some successful strategies include integrating with and developing strategic partnerships that increase the value of the company's solution in the market. Input indicates that this potential may be useful in the strategic business development and it is in fact part of the analysis.			

QUANTITATIVE RESEARCH FINDINGS TO DATE

Research indicates that many competitors have established strategic and vertical partnerships and strengthened their positions in that manner.

In the MCM space, a partnership with an established cloud storage brand could be beneficial in leveraging that partner's existing user base. Vera has grown quickly due to its practically invisible interoperability with major cloud storage and email providers.

Research further indicates that if the user interface across the two systems were as alike as possible, a partnership solution could be beneficial. Many of the solutions presented are part of a larger solution set, such as MaaS360 and Xenmobile, and are indirect competitors to (withheld). Several of the current MDM/EMM providers have acquired companies with complimentary solutions, such as the acquisition of Bluebox by Lookout, and created suite solutions.

Suite solutions are ideal for business whose infrastructure revolves around these other, complimentary, existing products. The interface often carry across the same layout, and the integration features are typically excellent.

CPM 1.2 Quantitative Snapshot (Competition)

Q41 Do the competing vendors do anything exceptional or creative with their sales approach? If yes, what is it?

BIC125

100% Input

Code	CPM Class	Code	CPM Impact
A	Company	5	Very High
B	Market	4	High
C	Competition	3	Medium
D	Solution	2	Low
E	Customer Service	1	Very Low
F	Sales & Marketing	0	Not
G	Customer		
H	External/Other		
CPM - Mapping for this Question			
A,B		5,4,3	
Note:			
This is an area of research and analysis that will be beneficial in the company's sales and marketing efforts. Input indicates no current knowledge in the company for this area. Information dissemination as research and analysis will provide insight.			

QUANTITATIVE RESEARCH FINDINGS TO DATE

Across the board, a free hands-on trial is expected by customers.

Egnyte strongly advertises and leverages the offering of hybrid cloud storage, which is what the company is best known for historically.

Egnyte's active demo to walk a first time user through the process is invaluable. They seem to understand that cloud storage software isn't everyone's cup of tea, and are offering a solution to make even the novice user feel right at home.

Out of all of the companies examined thus far to any degree, Vera has been the most nimble from a marketing perspective, altering its messaging by industry and customer segment as it probes the market even while it is entering the market. Vera's financial resources are more limited than most companies represented in the Initial Competitive Landscape section, but Vera has proven highly capable of (and faster at) identifying messaging and calls-to-action that are effective, and delivering those to potential customers.



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Note: This sample document contains information and recommendations derived from DG's signature system of processes and analysis.

DG provides service-oriented strategic guidance and operational capabilities at a number of levels, engaging with our clients to use data, analytics, and proven technology to define, develop, and achieve strategic business objectives. Our practice positions clients for success by revealing the present state of their business and solutions within given markets, identifying paths and risks, and providing tactical resources for accelerated success.

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