

❖ Product Comparisons

Compare selected products with side-by-side listings of strengths, weaknesses, and other factors, with a focus on actionable intelligence.

❖ Benefits

- Save time comparing your most important competitors' strengths and weaknesses
- Improve messaging by understanding how to attack and defend against competitive positioning
- Compete more effectively by understanding buying criteria

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Customer Buying Criteria chart highlights comparison of products' competitive positions in the class

Side-by-side listing of the Strengths and Weaknesses analysis of the products

Use side-by-side listings to compare Point and Counterpoint sales positioning analysis

Compare Buying Criteria analysis and ratings of the issues customers consider before making purchasing decisions

Compare Current Perspective analysis of the overall rating for the products or services

Compare relevant Product Metrics and recent enhancements