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