

TECHNOLOGY MATCHMAKER SERVICES

SERVICE BROCHURE



VIEWPOINT ANALYSIS

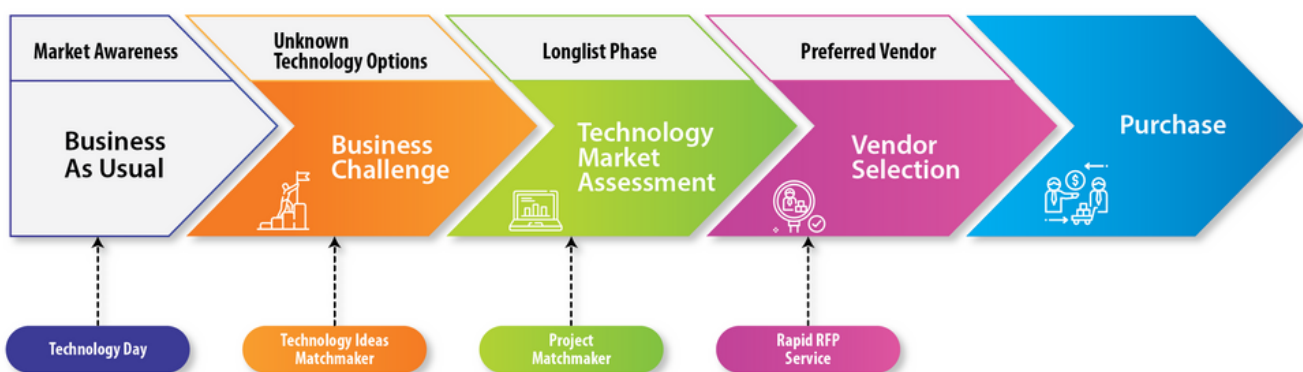
TECHNOLOGY MATCHMAKER SERVICES

Viewpoint Analysis act as **Technology Matchmakers** - helping businesses to find and select the best technology to meet their needs.

Coming from a vendor sales background, we know the technology vendors inside and out, and we hold relationships with close to 200 different technology providers, from software to hardware and from implementation partners to systems integrators. Whatever your technology needs, our aim is to find the best partner to satisfy your requirement.

Our four key services span the technology procurement process - from initial ideas and options through to the selection process:

Technology Procurement Lifecycle



TECHNOLOGY DAY

We bring the leading technology vendors to present to you and your team. Think of it like a vendor conference, but built just for you and on your terms.

You decide the topic. You decide the vendors that you would like to hear from. You decide the size - from ballroom to boardroom. You decide the length. It's a great way to bring new ideas and inspiration to the business and to find the next technology project that will take your company, department, or division forwards.

Learn more at www.viewpointanalysis.com/technology-day



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TECHNOLOGY IDEAS MATCHMAKER

For customers who have a business issue and know that technology can help, but don't know how, and are unsure where to turn, our Technology Ideas Matchmaker is the answer.

We work to understand your requirement, and then bring a variety of vendors to present how they can solve your challenge. We place the problem in their hands and ask them to showcase how their technology or partners can be the solution. All you need to do is to sit back and listen to their ideas and suggestions.

Leading with a problem statement is a great way to gain fresh ideas from the vendor community. What's your challenge right now?

Learn more at www.viewpointanalysis.com/technology-ideas-matchmaker

PROJECT MATCHMAKER

For customers who have a technology project and want to do a market sweep, our Project Matchmaker does just that. We write up your project requirement in vendor-friendly language and we take responsibility for the vendor engagement.

We field the initial sales calls, we arrange diaries and we host the event, bringing a wide selection of vendors to present their capabilities and vision for your project. It's a great way to look at your 'longlist' of options, and narrow them down to a shortlist ahead of a more comprehensive selection process (e.g. an RFP).

The Project Matchmaker takes the weight off you and your team as we guide you through the longlisting phase.

Learn more at www.viewpointanalysis.com/project-matchmaker



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RAPID RFP

For customers who already have a shortlist of vendors and want to move to select their preferred bidder, our **Rapid RFP** is designed to be the quickest selection process on the market. We streamline the process by taking away all the unnecessary steps - helping you shortcut the time to select and ultimately bringing forward your project start date.

- We Provide pre-built RFP templates,
- Write your briefing document.
- Brief the recipients.
- Host the vendor Q&A call.
- Provide commercial guidance and advice throughout.

Our aim is to make the process simple for both the buying and selling party, with the ability to reach a vendor selection in as little as a fortnight.

Learn more at www.viewpointanalysis.com/rapid-rfp

COMPLETE SELECTION SERVICE

For customers who need our support from start to finish, we have our 'Complete Selection Service'. Taking customers through the full process - ideas, longlisting, selection, and procurement.

We also bundle in the following services on top of those already mentioned:

- **Vendor Head to Head Report** - where we compare the vendors against one another across 15 key metrics.
- **Deal Mediation** - where we offer negotiation support and can act as a go-between in your vendor discussions.
- **Pre-Purchase Report** - a formal report detailing our opinion of your chosen vendor and their solution, ideal for your board papers.

With you every step of the way to ensure you have the smoothest experience and the best commercial terms available.

Learn more at www.viewpointanalysis.com/complete-selection-service



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COMMERCIALS...

Our aim is to help and facilitate the sale. We want to ensure that you get the best technology solution as efficiently and cost-effectively as possible. Our services are therefore priced accordingly and start (Technology Ideas Matchmaker) at just **£5,000 + VAT.**

Who Are Viewpoint Analysis?

We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Ideas Matchmaker' and our 'Technology Day' service bring amazing vendors to your door with new ideas and capabilities.

- **Market Assessment**

Our Project Matchmaker connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, or our 'Vendor Selection' service where we take a different approach and remove the need for spreadsheet questionnaires.



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