

marketing

**MARKETING
TECHNOLOGY
MATCHMAKER**

SERVICE BROCHURE



VIEWPOINT ANALYSIS

MARKETING TECHNOLOGY MATCHMAKER

Marketing Technology Matchmaker

Viewpoint Analysis act as a Technology Matchmaker. The Marketing Technology Matchmaker service is designed exclusively for marketing leaders to either **find** or **select** enterprise technology to meet their needs - or a combination of the two, depending upon where they are in their process.

Finding Marketing Technology

Our '**Marketing Technology Ideas Matchmaker**' helps to bring new technology ideas to solve a particular problem, It sees us introduce some of the world's leading technology vendors to discuss how they would attempt to address your issue, leaving you to sit back and listen to a range of suggestions and hear the latest capabilities to transform your company and industry.

How does the Marketing Technology Ideas Matchmaker work?

The Technology Ideas Matchmaker is all about you and your challenges. As such, we focus our attention and the attention of the technology vendors on your specific need.

- We interview you to understand your issue or area of interest.
- We write a 'problem statement' in vendor-friendly language.
- We contact the technology vendor community to request their assistance and share the problem statement with them.
- We invite the vendors to present at a 'Matchmaker' event built specifically for you where we host a series of vendor presentations aimed to show how they would tackle your specific issue.
- You and your team sit back and listen to their ideas and suggestions.

It's a fantastic way to bring new marketing technology ideas and suggestions to your team - and hopefully, it will kickstart your new IT project.

More information about the Marketing Ideas Matchmaker can be found at:
www.viewpointanalysis.com/technology-ideas-matchmaker



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Selecting Marketing Technology

If you are starting a new project and know that you need a specific type of technology solution, we help the team to **select** the right technology vendor through a combination of our **Project Matchmaker** and **Vendor Selection** services.

How do our IT selection services work?

Our aim is to help the team quickly assess the marketplace using our Project Matchmaker to understand the options that are available to select from, Once a shortlist of potential partners is found, we run a super-quick selection process to choose the preferred vendor. We guide and support you throughout:

Project Matchmaker - we introduce and host a range of matchmaker presentations so that you can listen to a variety of technology vendors and understand how they propose to work with you and satisfy the needs of your project. The aim at this stage is to do a full market assessment or 'longlisting' exercise.

Vendor Selection - Once we have a shortlist, we offer a choice of two quick selection processes - our 'Meet My Need' service or our 'Rapid RFP' to take your vendors down from four to one.

Our help doesn't stop there, we also package a number of supporting services to help make sure you have made the right decision and to help with your final vendor selection. These include:

- **Vendor Head-to-Head Report** - where we compare your final two vendors across 15 different metrics.
- **Deal Mediation** - where we will work with you to resolve any vendor roadblocks.
- **Pre-Purchase Report** - a 360-degree report into your 'preferred vendor', ideal for supporting your investment case and giving the team peace of mind.

Find out more about how we can help with your marketing tech vendor selection at: www.viewpointanalysis.com/vendor-selection



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SUMMARY

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 are modular in approach. We can help you find, select or find and select your marketing solution - offering the right support at the right time with the most appropriate help.

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.

Email - contactus@viewpointanalysis.com or call 0113 5129252



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