

‘STICK OR SWITCH’ APPLICATION REVIEW

Is your current application still fit for purpose? Let's find out.

Enterprise applications play a critical role in how your business operates - but over time, systems can fall behind, user frustration can grow, and renewal decisions become harder to justify. That's where our **Stick or Switch – Application Review** comes in. This fast, impartial review helps you decide whether to renew, renegotiate, or replace a specific business-critical application.

Who is it for?

The service is designed for IT and business leaders in the mid-market and large enterprise sectors who might be:

- Approaching a software renewal decision
- Suffering from user dissatisfaction
- Considering taking a different approach
- Needing to justify a change of direction or confirm a recommitment

How it works:

Our structured process has three distinct steps:

Step 1 – Understand the current picture

- Review the contract: costs, renewal terms, exit clauses
- Interview users and sponsors: what's working, what's not, what's missing

Step 2 – Explore the alternatives

Two tracks in parallel:

- 1) Challenge Briefing to **new vendors**
 - We produce a vendor-neutral summary of your needs and invite selected suppliers to present their solutions at a Matchmaker Presentation session. A super-quick way to hear what's out in the market and what your alternatives might be.
- 2) **Incumbent vendor** improvement plan
 - We share feedback with your current provider and invite them to respond with improvement actions, roadmap insights, and service enhancements. Sit back and listen to how the current vendor might be able to fix the problem.

Step 3 – Compare, score, decide

- We run a structured scoring exercise with your team
- Then deliver a clear, impartial Stick or Switch Report that outlines the case for each option - backed by facts, feedback, and commercial context.

Want to learn more about the stick or Switch Application Review?

Want to learn more? Check out the Stick or Switch page on the Viewpoint Analysis website and understand how it fits into our Voice of the Customer service area.

<https://www.viewpointanalysis.com/stick-or-switch-review>



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WHO ARE WE?

Viewpoint Analysis is a **Technology Matchmaker** - sitting between IT buyers and sellers - helping enterprise buyers select the right technology FAST, and helping IT vendors understand, win, and retain the accounts that really matter.

Our services sit in three specific areas that mirror the flow of a typical customer lifecycle - before purchase, buying process, and post purchase:

- **Voice of the Buyer**

Helping IT vendors understand their FUTURE customers - including Account and Buyer Group Research, Buyer Group Interviews and Panels, and Loss Analysis.

- **Fast Technology Selection**

Helping businesses to find and select new enterprise technology - including our Technology Matchmaker Service, 30-Day Selection Process, Rapid RFI, Rapid RFP, and more.

- **Voice of the Customer**

Helping to drive continued success post-sale for both parties - including services like Renewal Risk 360, Renewal Mediation, Stick or Switch Application Review, and IT Service Improvement.

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