

VIEWPOINT ANALYSIS

TECHNOLOGY MATCHMAKERS

SERVICES BROCHURE
2026



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Viewpoint Analysis is a unique business. As 'Technology Matchmakers', we sit between IT buyers and sellers - helping IT buyers and technology vendors find their ideal partners and drive long-term success.

We do this through two simple service lines:

- 1) For IT and Business Leaders - focusing on FIND ➔ SELECT ➔ IMPROVE and
- 2) For IT Vendor Sales and Marketing - focusing on UNDERSTAND ➔ ATTRACT ➔ KEEP

FOR IT and BUSINESS LEADERS:

Focused entirely on enterprise technology buyers, this area helps businesses quickly find new technology and make sense of a crowded technology marketplace. Our services in this area span the complete process - right from the 'read-up and research phase' to the final selection process, and to helping to fix failing IT supplier engagements and relationships:

FIND - Find Technology Ideas

Technology Guides

Our free technology guides and content help to make sense of a very crowded technology market. Viewpoint Analysis maintains a complete list of the enterprise technology market with over 4,000 vendors included. We produce regular content to showcase new technology vendors, explain different categories, and highlight the options in specific niches. [Find them here.](#)

Technology Innovation Series

Taking one step beyond the read-up phase is our Technology Innovation Series. Designed for those wanting to learn about a particular interest area that may become a future project, we bring a range of technology vendors, service providers, and experts to present to you and your team. Ideal for CTO, CIO, and business function leaders to discover new ideas that might change the game. [Find more here.](#)

Technology Matchmaker Service

Built for super-quick market assessments for an upcoming or live project. Like an RFI but much quicker, we interview your team, write-up your need, and approach the vendor community - then just sit back and listen to how they can help you at a series of Matchmaker Presentations. [Learn more.](#)



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SELECT - SELECT NEW TECHNOLOGY

Rapid RFI (RRFI) Process

A 'Request for Information' (or RFI) is usually the way the buying team assesses the marketplace and goes from a wide list of different options, to a shortlist of the most appropriate options. Our 'Rapid RFI' or *RRFI* is a super-charged version of a traditional RFI process. We believe that companies can spend too long talking to vendors that aren't a good fit - our aim is to move quickly and find our shortlist in the fewest steps possible. [Learn more](#).

Rapid RFP (RRFP) Process

Our super-quick RFP process, the RRFP (Rapid RFP) helps business leaders to select their preferred technology in a matter of weeks. We lead the process and guide the buying team every step of the way. We write the RRFP document, host all the initial vendor sales qualification calls, host the vendor Q&A calls, and schedule and host the RFP presentations. Bringing our unique insight from hundreds of similar engagements. [Learn more](#).

30-Day Selection Process

The RRFI and RRFP process are quick, but for those that need to move even quicker, we have possibly the fastest technology selection process on the market - the 30-Day Technology Selection - going from a standing-start to a vendor decision in less than one-month. Taking the best parts of the Rapid RFI and Rapid RFP process and condensing them into 30 days - it's a process that works well for both the buying team and the vendors. [Learn more](#).

IMPROVE - IMPROVE TECHNOLOGY & SERVICES

Stick or Switch Application Review (End Customer)

When the service being delivered has hit a low point, the team might consider cutting its losses and finding a new partner. This can be the right approach, but it might also be the case that the grass is not greener on the other side of the fence. The 'Stick or Switch Application/Service Review' is designed specifically for this situation. It sees us run two parallel streams of activity - one working with the vendor to try to address the challenge and discover their plans for fixing the situation, and the other to kick-off a quick market assessment with vendors who might be suitable to replace the incumbent. [Learn more](#).

IT Service Improvement

Sometimes the IT service being delivered is not acceptable to the customer, but there is a desire to stay with the technology partner and to try to fix the situation. This is where the IT Service Improvement package comes in. We act as a mediator to capture the current challenges, and work with the vendor to address the concerns and to try to get the relationship back on track. [Learn more](#)



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FOR TECHNOLOGY VENDORS - SALES AND MARKETING

Our services for technology vendors' sales and marketing teams - matchmaking for the opposite side of the equation, and helping them understand their target account and buyer groups so that they can differentiate messaging to precisely the right people, but also make sure they really understand their brand perception and why they win and lose, and how to keep their most important clients.

UNDERSTAND - Understand Accounts, Buyers, and the Market

Account and Contact Research

Running in-depth account research for ABM and Growth Marketing teams, our 'Account and Contact Research' services provide in-depth bespoke account research, contact research, and team enablement - ensuring the sales and marketing team can really understand their most important accounts and differentiate messaging, to the right contacts. [Learn more.](#)

Market and Sentiment Research

Do you really understand the market, what your prospective buyers need? And do you understand how the market perceives your company, your brand, and your product or service? That's where our Market and Sentiment Research comes in. It includes:

- Voice of the Buyer 360 Research - uncovering sentiment so that your team can improve performance. Interviewing customers, lost opportunities, new wins, partners, and more.
- Market Advisory Boards - building a bespoke board of market advisors to test ideas, review product plans, discuss strategy, and lots more.

[Learn more.](#)

ATTRACT - Attract Customers and Create Market Awareness

Vendor Awareness and Content

Our Vendor Awareness Services are all about promoting your brand and raising its awareness through our Viewpoint Analysis content. From 'Vendor Profiles', to our Product Explainers and our various Opinion Pieces, we aim to help ensure that your prospective customers understand who you are, what you do, and what makes you special. It's a crucial part of what makes us a Technology Matchmaker. [Learn more.](#)

KEEP - Customer Health and Retention

Customer Success Check-up

The Customer Success Check-up is a small packaged service designed to assess the temperature of key customers and their experience with a given product or service. Working with the IT vendor team



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and Customer Success leaders, the check-up service ensures that the Customer Success and Support teams are delivering the expected level of service and that users remain happy. [Learn more](#)

Renewal Risk

Winning new clients and revenue streams is fantastic - but it is no more important than existing clients renewing and expanding their contracts. A major customer loss can have a devastating consequence on a company's P&L. The Renewal Risk 360 service has a dual objective - to equip SaaS vendors with the insights they need to secure renewals, mitigate churn risks, and enhance long-term customer experience, and, as a result, improve customer satisfaction and user experience. A win-win. Find out more [here](#).

Mediation - For Both Parties

One of the most important aspects of our work - mediation. Whatever the relationship issue, whether it relates to service, contract renewals, or a new commercial arrangement, we are here to offer a completely impartial, confidential mediation service. [Learn more](#).



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COMMERCIALS

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 all charged at a fixed cost. We are laser-focused on customer service and helping every step of the way.

Who Are Viewpoint Analysis?

We are Technology Matchmakers...

Established in 2021, Viewpoint Analysis Ltd sits in the middle of IT buyers and sellers - acting as a Technology Matchmaker - helping IT buyers and technology vendors find their ideal partners and drive long-term success.

Based in the UK but working with companies around the world, our services sit in two distinct areas:

- **For IT and Business Leaders:**

- For technology buyers across IT and business functions, we help identify new technology ideas, run rapid technology selection processes, and improve existing underperforming relationships.

- **For Technology Vendor Sales and Marketing Teams:**

- For IT vendors, we help them to understand their accounts, buyers, and market perception; generate awareness; and retain their most important customers.

Contactus@viewpointanalysis.com



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