

Edison Group – Competitive Solutions for Development

Edison Introduction

Edison Group is a custom consultancy, prepared to answer specific challenges in sales, marketing, and development. In today's rapidly changing environment, our custom approach is especially effective.

- As a content provider, we deliver competitive analysis, product and solution analysis, product testing, business value and Total Cost of Ownership (TCO) studies, customer and partner research, customer case studies, partner program support, white papers, sales enablement tools, market analysis, and related marketing content.
- As a content distributor, we use social media channels to target appropriate audiences with actionable messaging that drives intended audiences to pre-determined landing pages.

We work with technology executives to help them educate customers, to understand why customers want a product or solution, and to quantify why theirs is the best and obvious choice.

The objective of both of these activities is to enhance revenues.

How We Help Development Teams

We help development teams who are:

- Concerned they don't know enough about their product, their competitor's product, and the future needs of the market in order to plan product updates and go-to-market strategies.

Edison helps product managers who are responsible for providing the development team and product engineers with in-depth information on:

- The feature set, functionality, and performance of their competitors' products
- Comparing relative feature-to-feature strengths/weaknesses of their own product
- The specific needs of their customers
- Validation for the product roadmap

Goals of Competitive Solutions

- Prioritize the development team's efforts
- Optimize the development investment
- Understand market needs and the competitive landscape
- Plan the ideal features/functionality enhancements that will beat out the competition

Working with Edison Group

Because all of our work is customized, we go through a discovery process during initial project discussions. When you are faced with competitive challenges, the most efficient method of working with Edison and starting this discovery process is for you to send us a summary of your needs that briefly describes:

1. Your goals and what you are looking to accomplish.
2. The type of research and methodology you have in mind.
3. What results and deliverable you want to have developed.
4. A project timeline and budget range that all your requirements need to fit within.

From this, Edison creates a project understanding document that describes the various aspects of the project scope. We then work with you to enhance and refine the scope until it accurately describes your needs and expectations for the project. Once we have a mutual understanding, we create a proposal that includes project timeline and cost.

Research Methods

Edison can incorporate a variety of primary and secondary research methodologies, including but not limited to, interviews or surveys with appropriate vendor personnel, outside analysts, customers, and sales representatives; examination of existing Edison research data, hands-on product testing and benchmarking; review of many sources of publicly available information, product documentation and demos, online resources, client-provided materials, and trade press resources.

Analysis Methods

Depending on the sales tool and what is appropriate and necessary, Edison will review and analyze research data and information, and will develop competitive analysis, analyst insight, recommendations to sales, response to competitive news and events, and actionable sales strategies.

Services and Deliverables

Hands-on Product Testing

Hands-on product testing uses specific hardware and software combinations to deliver information about product performance, scalability, reliability, installation, implementation, and manageability. A final report will be delivered that includes all data and information uncovered during the testing, as well as test objectives and methodology. Reports can be for internal or client facing audiences.

Competitive Benchmark Testing

Competitive benchmark testing illustrates how your product's performance compares to your competition by running objective comparison tests within the context of the defined functionality, performance expectations, and test parameters. Edison has the capabilities to run existing benchmarks and a proprietary process for creating custom benchmarks. The results can be presented as raw data or within a report or white paper.

Competitive Product Matrix

The competitive product matrix is a visual representation with side-by-side comparisons of the features, configurations, functionality, and support options for client's product vs. the competitors' products. Although it is meant for internal purposes, it can be sanitized for use as a "leave-behind" for sales people.

Product Analysis

A detailed examination of your product or your competitor's product, the product analysis offers a detailed evaluation and analysis of a product's features, benefits, pricing and licensing, strengths, and weaknesses. This can be used in making informed product or marketing decisions and helps you avoid wasting resources or investments on ill-considered product development strategies, new market ventures, or acquisitions.

Competitive Analysis Report to Development

The competitive analysis report to development is an internal report that provides engineering with the information necessary to make educated, sound, and strategic changes to future product lines, confirming or refuting internal perceptions about their product's advantages and liabilities, and offering our recommendations for product enhancements that will beat out the competition.

Product Roadmap Validation

A detailed review of a product's roadmap to help development teams by either validating their strategy and plan or offering suggestions for improvement. Research can include: the product, market, competition, and customers' needs. Edison analyzes the feasibility and effectiveness of the product roadmap, so they can successfully plan and implement the product development, emergence strategy, and future roadmap.

Market Tracking Program

This service keeps you apprised of changes and developments in your market. You will receive regular reports from analysts assigned to the task who monitor the marketplace, convey relevant news, analyze its potential impact on your business, and recommend areas deserving further investigation.