

Edison Group – Competitive Solutions for Marketing

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 Marketing Teams

We help marketing teams who are:

- Concerned they don't know enough about their competitors' products, or how they stack up against them, in order to strategically position and promote their product.
- Having difficulty getting their marketing message to their sales force to counter competitor claims.
- Worried about a new competitor or recent loss of market share to an existing competitor.

Edison works closely with product managers and marketing executives to:

- Align business and product goals with market requirements
- Improve product positioning
- Clarify value proposition and message
- Strategically promote product in a competitive market

Goals of Competitive Solutions

- Successfully market and promote a product line
- Understand customer needs, and clarify value proposition to them
- Strategize positioning, differentiate products, develop messaging
- Better understand the market, their competitors, their customers, and their own product.

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.

Deliverable Descriptions

Product Analysis

A detailed examination of your product or your competitor's product, this report 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 time and/or financial investment on ill-considered product development strategies, new market ventures, or acquisitions.

Competitive Analysis Report to Marketing

The competitive analysis report to marketing is an internal document to help our clients better understand their competitors' products, their strengths and weaknesses, how they stack up against them, as well as recommendations for how to strategically position and promote their product, based on this competitive knowledge. A comprehensive and in-depth report comparing the features and functions of the client's product or solution to those of its competition, this report is designed to provide the client with a true, unbiased look at the "nuts and bolts" of their products and their competitors' products.

Competitive White Paper

The white paper is a public report that offers an objective third-party perspective, provides evidence that validates claims, educates customers as to the strengths and benefits of the product and what it can do for them, and promotes to the entire industry that the company and solution is the better choice. This report offers key information prospective clients need to make product selection decisions. Although presented in an impartial format, it shows how a client's product's strengths and unique features contrast with their competitor's product's weaknesses.

TCO Study

The TCO study provides an objective review of the business value, including all credible and meaningful financial impacts, of deploying and implementing your solution rather than your competitor's solution. This report provides a framework that clearly communicates the total cost of ownership, helps your sales force articulate your solution's value proposition, and reduces your sales cycle.

Customer Case Study

The customer case study demonstrates how your solution has delivered value for your customers, including their business challenge, your solution, the results, and technical implementation. The case study calculates the business value and financial benefits your customer has realized by addressing their business issues with your solution, aligning

your marketing and sales, as well as giving your sales force the ability to demonstrate to new prospects how similar companies have benefited by your solution.

TCO Calculator

The TCO calculator is an essential tool used to calculate the total direct and indirect costs, not only the cost of purchase, but other aspects in the further use and maintenance of the technology. It interactively demonstrates to IT decision makers your solution's financial benefits, showing a clear and compellingly business value of your solution that is meaningful and believable to prospects.

Customer/Partner Needs Analysis

Through interviews, surveys, and other research, the needs analysis helps you better understand your customers and partners, their problems, concerns, and product needs. This can help you find untapped opportunities, plan your product roadmap, improve your marketing strategy, enhance your partner program, and increase market share.

Reviewer's Guide

The reviewer's guide addresses trade reviewers to help them quickly grasp your product's key qualities. It describes essential product components, explains specific business benefits associated with them, and highlights the practical applications of the product with example scenarios and "things to try" recommendations about the product's effective use in a real-world setting. Reviewer's Guides also contain informative copy suitable for use by deadline-pressured trade reviewers.

Retainer Based: Compete Flash

A compete flash is a short email that addresses a specific competitive issue. It is emailed daily or weekly to the sales force. The topic for each flash usually comes from a competitor's press release, an industry news item, or a sales rep's question. Edison will analyze the topic, perform any additional research required, and will provide commentary, as well as recommendations and action items, if appropriate. Alternative methods of distribution include podcasts, internal compete blog, and the client's intranet.

Retainer Based: Market Tracking Program

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