

Assets Related - Update

Key	Symbol
Clear Leader	★★★★
Above average functionality or superior	★★★
Average functionality or quality	★★
Minimal functionality or inferior	★
No functionality	X
Not Applicable	N/A

Vendor	Case Studies Promotion	Interactive	Direct to Service/ Solution Forum	Overview Videos	Technical Demos	Trials	Open Tech Docs	Support Forum	Pricing	FAQ	Social Media	Infographics
(Buying Cycle)	E, RV	E, B, RV	E, RV	E	E, B, RV	E, B, RV	E	RV	B	E, B, RV	D, E	D, E, RV
BMC	X	★★ (2 products only)	★★★★ (Fledgling)	★★★★	★★★★	★★ or ★★★	X	★★	★★ (2 products)	★★★★ (Cloud)	★★ or ★★★	★★★★
CA	X	★★	★★	X	✓? Stars (not open)	✓? stars (Nimsoft On Demand)	★★	★★	X	X	★★★★	X
HP	X	★★	X	X	X	X	X	★★★★	★★★★	★★★★	★★ or ★★★	★★★★
IBM	★★★★	★★★★	★★★★	★★	★★★★	★★★★	★★★★	★★★★	★★	★★	★★	★★★★
VMWare	★★★★	★★★★	X	★★★★	X	★★★★	X	★★★★	X	★★	★★★★	★★★★
DynamicOps	X	★★	X	X	X	X	X	★	X	X	X	★★★★
Service Now	X	★★	X	★★★★	★★	X	X	★	X	X	★★★★	★★★★
Zenoss	★★★★	X	X	★★	★★★★	★★	★★	★★★★	X	X	★★★★	★★
Compuware	★★★★	★★	★★	★★	★★	X	★★	★★	X	★★	★★	★★
Nolio	★★	★★	X	★★★★	★★	★★	★★	X	X	X	X	★★
Apptio	★★★★	X	X	X	X	X	★★	X	X	X	★★	★★
Microsoft	★★★★	X	X	★★★★	X	★★★★	★★	★★★★	★★★★	★★★★	★	★★★★

Design Related - Update

Key	Symbol
Clear Leader	★★★★
Above average functionality or superior	★★★
Average functionality or quality	★★
Minimal functionality or inferior	★
No functionality	X
Not Applicable	N/A

Vendor	Overall Usability	Overall Style	Design Cohesiveness	Initial Orientation	Global Drop-down Menu	Navigation	Content Refresh	Technical Thumbnails	C-Level Exec Targeting	ROI and Financial benefits	Personalization	Clear Visitor Next Path and CTAs
(Buying Cycle)	E, B, RV	E, B, RV	E, B, RV	D, E	E	D, E	D, E	E	B, RV	B, RV	D, E, RV	D, E, B, RV
BMC	★ or ★★ (Support section hard to use.)	★★ or ★★★ (front pages modern. Inner pages look older.)	★★ or ★★★ (front pages modern. Inner pages look older.)	★★★	X	★★★	★★	★★★	★	★★ (2 products only)	★★★	★★ or ★★★
CA	★	★	★★★	★★★	★★	★★	★★★	★★	★★	★★	★★★	★
HP	★	★	★	★★★	★★	★	★★	★★★	X	★★	★★★	★★
IBM	★★	★★ or ★★★	★	★★	★★	★★	★★	★★	★★★	★★★	★★★	★★
<u>VMWare</u>	★★★	★★★	★★★★	★★★	★★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★
<u>DynamicOps</u>	★★★	★★★	★★★	★★★	★★★	★★★	★★	★★	X	★★	X	★★★
Service Now	★★★	★★★	★★★	★★★	★★★	★★★	★★	★★★	★★★	★★	★★★	★★★
<u>Zenoss</u>	★★★	★★★	★★★	★★★	★★	X	★★	★★	★★★	X	★★★	★★★
Compuware	★	★★	★★	★★★	★	★★★	★	★★★	X	★★	★	★★
<u>Nolio</u>	★★★	★★★	★★★	★★★	★★★	★★★	★★	★★	X	★★	★★	★★★
<u>Apptio</u>	★★★	★★★	★★★	★★	★★★	★★★	★★★	★★	X	X	★★★	★★
Microsoft	★★	★★★	★★	★★★	★★★	★	★★	★★★	★★★★	★★★	★★★	★★★