

Product Comparison – Template V. 4.0



Company Name: <Enter company name>

Product Name: <Enter product name>

- Date: <Enter date>
- Contact: <Enter your name>
- Department: <Enter department name>
- Location: <Enter location>
- Email: <Enter email address>
- Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

The purpose of this document is to depict a tabular comparison of competing products.

2. The Products

2.1. Section Objective

This section provides background information on the products being compared.

2.2. Product – <Product # X Name>

<Provide a short, general description of the product, its purpose and its functionality.>

2.3. Product – <Product # Y Name>

<Provide a short, general description of the product, its purpose and its functionality.>

3. Product Comparison Table

3.1. Section Objective

This section provides product comparison data in tabular form.

<Comment: Several product comparison table styles are presented. Select the one most appropriate for the given task and audience (internal or external). Please note that capabilities are general categories of ability such as: scalability, security and manageability. You can also use specific product features instead of capabilities.>

3.2. Product Comparison Table – Qualitative Approach

<Comment: This type of table is commonly used to compare products in a rudimentary way. Capabilities for each product are compared and the “winning” product receives a score of 1, while the other receives a 0. Win/loss score is tallied at the bottom of the table. The qualitative approach is mostly used to evaluate features and functionality.>

Capability (or feature)	<Product # X>	Win/Loss Score	<Product # Y>	Win/Loss Score
	<Description.>		<Description.>	
Total				

3.3. Product Comparison Table – Quantitative Approach

<Comment: This type of table is commonly used to finely compare products, especially when there are many capabilities; the products are complex, or very similar. Each capability is assigned a weight designating its relative importance. Scores from 1 to 10 are given each product at the capability level. The total score is tallied at the bottom by summing the results of each weight multiplied by score.>

Capability (or feature)	Weight	<Product # X>	Score	<Product # Y>	Score
		<Description.>		<Description.>	
Total	100%				

3.4. Product Comparison Table – Checklist

<Comment: This type of table is commonly used to compare features as an overview or to verify compliance to standards.>

Capability (or feature)	<Product # X>	<Product # Y>
	√	√

3.5. Product Comparison Table – Descriptive Assessment

<Comment: This type of table is commonly used to compare product capabilities in a simplistic, yet explanatory way. The audience for this type of table is usually the sales force and buyers.>

Capability (or feature)	<Product # X>	<Product # Y>	Why is this capability (or feature) important?
	<Yes/No. Provide details.>	<Yes/No. Provide details.>	

<Example: eCommerce Software Application

Capability (or feature)	App#1	App#2	Why is this capability (or feature) important?
<i>Cross-sell and up-sell</i>	<i>Yes</i>	<i>No</i>	<i>Increased revenue via larger customer order size and greater customer satisfaction, resulting from access to related purchasing choices.</i>
<i>Guided selling</i>	<i>Yes</i>	<i>No</i>	<i>Increased revenue via better customer shopping experience by providing more complete and robust product information across the sell cycle.</i>

Capability (or feature)	App#1	App#2	Why is this capability (or feature) important?
Loyalty programs	Yes	No	Increased revenue via repeat purchases using email marketing, discounts, promotions and rewards.
Backend integration	Yes	No	Reduced costs from appropriate sharing of information with internal systems including procurement, order management, accounting and inventory.
FedEx/UPS integration	Yes	No	Reduced costs and improved accuracy in ordering, shipment handling and invoicing resulting in lower cost of doing business for suppliers and retailers.
External pay processing	Yes	No	Reduced liability, higher reliability with secure interfaces to external credit card payment processors.

>

4. Conclusions

4.1. Section Objective

This section describes the conclusions drawn based on the comparison tables.

4.2. Conclusions

<List each conclusion separately, explain why the conclusion was reached, and detail any supporting data.>

5. Action Plan

5.1. Section Objective

This section describes recommended action based on the drawn conclusions.

5.2. Action Plan Items

List of recommended activities:

<Comment: Reflecting on your product strategy, your action items should help enhance your product so it better fits the needs of the market. Product related action items commonly focus on issues such as: design, customization, innovation, standards, technology and suitability.>

5.2.1. Action Item # n

Conclusion: <Present the conclusion.>

Recommended Action: <Establish the relevant course of action.>

Goals: <Set attainable goals and metrics to measure the action's effect.>

5.3. Action Plan Tracking Table

Action Item #	Date Started	Date Completed	Comments

6. Supporting Data

6.1. **Section Objective**

The section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

6.2. **Assumptions**

<Describe any assumptions made when writing this document.>

6.3. **Research Information**

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

6.4. **Product Diagram/Architecture**

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>