

# Real Story Group Releases New Dynamic Marketplace Quadrant Application

## RealQuadrant™ Enables Enterprise Digital Technology Buyers to Create Highly Customized Short Lists

**13 September, 2016** -- A new online tool from independent analyst firm Real Story Group called RealQuadrant has upended traditional marketplace visualizations with a dynamic scoring system based on product and vendor “fit,” customized for unique customer requirements.

Enterprise technology customers can try RealQuadrant for free at:  
[www.realstorygroup.com/RealQuadrant](http://www.realstorygroup.com/RealQuadrant).

### Beyond Static Marketplace Charts

Major analyst firms have traditionally published static marketplace charts for fee-based syndication by vendor clients. Such charts have manifold shortcomings:

1. They typically cover only a handful of large, global vendors
2. They present a static, one-size-fits-all snapshot, with no customer-specific relevance
3. They tend to underweight functional use cases and broader ecosystems, while overweighting vendor self-positioning

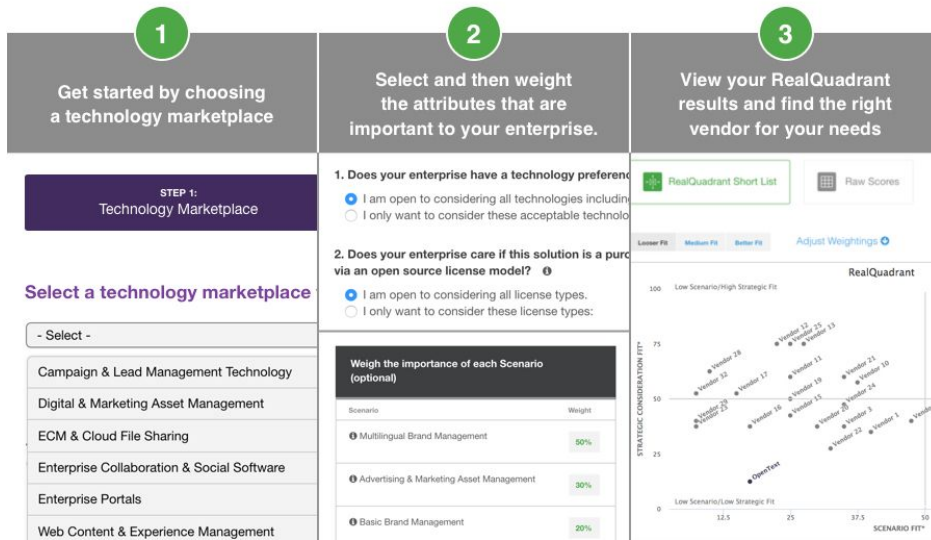
RealQuadrant addresses these shortcomings by covering more vendors, focusing on each customer’s “fit” (rather than generic attributes), and enabling technology buyers to visualize different marketplace segments dynamically while weighting their own requirements.

### How RealQuadrant Works

Enterprise digital workplace and marketing technology buyers customize their own quadrants by choosing a marketplace, and then identifying and weighting actual usage scenarios for the technology. Finally, customers weight ten key “strategic considerations” (such as support, technical modernity, and cost) to generate a custom vendor grid that better reflects their own reality.

# RealQuadrant™ SHORTLIST GENERATOR

Get the right vendor Short List based on your unique requirements.



Customize criteria and scenarios, generate a custom quadrant, and obtain detailed pros and cons for each vendor. Work with us to find the right tools for your business.



Fig: How RealQuadrant works.

Real Story Group enterprise subscribers can output charts and source data, as well as access detailed, hard-hitting vendor evaluations to back up their findings.

## Analyst Quote

“Technology buyers love quadrants, but one-size-fits-all visualizations no longer work for large, complex marketplaces,” says RSG Managing Director, Jarrod Gingras. “RealQuadrant offers a tool to help you make decisions entirely on just what matters to you.”