

PRODUCT OVERVIEW

Anatomy of a Decision™

An Anatomy of a Decision profiles how successful organizations make technology decisions. Drawing from extensive interviews with project decision makers stakeholders, 3Sixty Insights traces how an organization proceeds from initial interest to its final solution selection, and post-implementation analysis to showcase how the solution measured up to initial expectations. 3Sixty Insights analysis draws out key themes related to the profiled organizations to provide guidance that connects executive, financial, IT, and line of business perspectives.

A standard Anatomy of a Decision is three to five pages in length and identifies:

- Critical implementation drivers
- Selection and investment criteria employed
- Factors used to differentiate solutions and vendors
- Implementation challenges that arose and how they were addressed
- Value realized as a result of the investment

Benefits include:

- Detailed profiles of user experience with solution evaluation and selection
- Insight that bridges the perspectives of executive, financial, IT, and line of business stakeholders
- 3Sixty Insights promotion within website, community, and social networks

To learn more contact: Sales@3SixtyInsights.com

A STANDARD ANATOMY OF A DECISION INCLUDES:

- A three to five Page Report
- 3Sixty Insights and analyst commentary
- Perpetual use rights to report and data