IPRO 497-228

HW #2 - Competitive Research Deck

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IPRO

It takes a team!

INTERPROFESSIONAL
PROJECTS PROGRAM

Competitor Software Offerings

1. Survey Monkey
2. Qualtrics
3. Snap Surveys
4. DataCracker
5. QuestionPro
6. KeySurvey

Survey Monkey

Features

- Customization Options
- Group Management Functionality
- Mobile Application
- Built in Templates
- Generates Reports
- Ability to integrate with Other Platforms (has 30 listed partners)

Cost: "Gold" Package $300 annually

Qualtrics

Features

- Customization Options with 100+ Question Types
- Survey Templates
- Offers RESTful API for use with Outside Programs
- Data Analytics and Report Generation
- Easy Integration with Existing Systems

Cost: Freemium subscription model. Request Quote for Research Suite Software

Snap Surveys

Features

- Customization Options
- Survey Templates
- Offers Cloud Based System or Software to Run on In-House Server
- Report Generation/Analytic Tools
- Database Integration

Cost: Price Varies Depending on Customer's Need

DataCracker

Features

- Data Analytics Tool Only
- Predictive Modeling
- Exportable Data to other Applications
- Charts/Format Customization

Cost: "The Lot" Package $780 annually

QuestionPro

Features

- Multiple Versions with Different Pricings
- Real Time Reports
- Templates and Professional Design
- Completely Customizable
- Social Media Integration
- Multimedia Support

Cost: Corporate Package $75 a month

KeySurvey

Features

- Offline Surveys
- API for Integration with Outside Applications
- Mobile Surveys
- Templates and Complete Customization
- Different Hosting Options (Dedicated Server, On-Premise, Software-as-a-Service)

Cost: $1,950 to $5,950 annually

Takeaway

Commonalities

- Plethora of Customization Options
- Powerful Data Analytics and Report Generation
- Multi-Platform
- Outside Application Integration
- Promise Security

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Differences

- Pricing Options
- User Interface
- All-in-One Software vs. Solely Analytics