IPRO 497-228

HW #1

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Competitor Software Offerings

1. Survey Monkey
2. Qualtrics
3. Snap Surveys
4. DataCracker

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

Takeaway

Commonalities

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

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- Powerful Data Analytics and Report Generation
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Differences

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

Takeaway

What does this mean for our software?

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- Must include an arsenal of customization options
- Integration with 3$^{\text{rd}}$ party applications should be available
- Data needs to be secure
- Low cost and multiple pricing options should be included