

# Competitive analysis

User guide

Healthcare Informatics, ICAP Department

# Competitive analysis tool



## Purpose

- Intended to provide relevant information about IntelliSpace Portal and how the software relates to the other major players in the advanced visualization market

## Goals

- Deliver insights about the key AV competitors, covering company positioning, clinical applications, enterprise solutions, and service packages
- Support the sales process
- Provide information to new Philips employees about IntelliSpace Portal

## Tool management


- All users have viewing access and are able to make comments and suggestions
- Selected users have administrator access to review, approve, and incorporate the comments and suggestions

For internal use only

# How to use the tool

For internal use only

# Registration



## Request Access

Please fill in the form below to request access .

2

3

1. Enter the webpage by using the link:  
<https://www.ispsalestools.philips.com/>
2. Place a username and password
3. Press Request Access
4. After receiving the email notification granting the user access go back to the webpage link and select the tool that you want to see



Hello Marcos 

4

Please select the tool you want to access:

Multi-vendor Compatibility Information >	Submit Exam for Multi-vendor Compatibility testing >	PACS-EMR-OTHER Compatibility Information >	Competitive Information >
--	--	--	------------------------------

For internal use only

# Navigation



Competitors

Competitors Edit Approve

Hello Jonny

COMPETITORS

CLINICAL

ENTERPRISE

SERVICES

ATTACHMENTS

	Philips	TeraRecon	Siemens Medical
<b>Solution</b>	IntelliSpace Portal	iNtuition	Syngo.via
<b>Value Proposition</b>	IntelliSpace Portal, is an advanced visualization and analysis solution that allows you to detect, diagnose, follow-up, and communicate, across clinical domains and modalities, with one seamless, connected workflow.	On your PACS, off your PACS, within the surgical suite and beyond, iNtuition ensures your workflow is seamless and your imaging costs are minimized. The key benefits are extensive clinical applications, patented workflow, advanced processing, and unmatched scalability.	Syngo.via, an intelligent integrated imaging software, offers multi-modality reading and fast 3D results to speed up daily routine. It includes the latest innovations and AI-enabled features to take your reading to the next level. In addition, it enables you to extend and customize your reading and reporting capabilities with an open platform.
<b>Market Share</b>	<ul style="list-style-type: none"> <li>ISP worldwide market share around 7 to 11% and takes the 4 place in the ranking AV players list</li> <li>The solution performs well in EEMEA with a local market share of 11%, followed by WE, 8.4%, and NA with 5.8%</li> <li>China region alone accounts for 22% of ISP revenues making it the most relevant emergent market</li> <li>In North America, ISP ranks in 2nd for the Cardiology and Orthopedics, and 3rd for Radiology and Oncology clinical domains</li> </ul>	<ul style="list-style-type: none"> <li>One of the top players with around 5000 customers globally (same amount as ISP)</li> <li>The AV solution ranks in 6 with a WW market share of 4%</li> <li>Weak presence in the EMEA AV market being NA the largest market</li> </ul>	<ul style="list-style-type: none"> <li>Second player in the AV WW market with a market share of 25%</li> <li>In the North America AV market ranks in 3rd place for the Cardiology, Neurology, and Orthopedics clinical domains</li> </ul>
<b>Business Model</b>	<ul style="list-style-type: none"> <li>The model is based on concurrent users plus the number of clinical licenses</li> <li>Modality bundling is an important part of the model to secure tenders with a AV offer model of workstation or server</li> <li>Strong clinical focus with one major SW update per year (from ISP 11 will be 1.5 years)</li> <li>Combination of direct sales force and indirect channels (NA, EMEA, APAC)</li> <li>CAPEX and OPEX service contract options</li> </ul>	<ul style="list-style-type: none"> <li>The model is based on concurrent users plus reading capacity or slices</li> <li>The technology is based on Graphic Processing Unit (GPU)</li> <li>Graphic cards varies from 4GB to 8GB. 4GB represents 6000 slices</li> <li>Pure IT AV provider with modality agnostic approach and collaboration with Agfa for PACS + AV deals</li> <li>Combination of direct sales force (WE, NA) and indirect channels for the rest of the world</li> <li>Deployment, installation, upgrade, support, and service is</li> </ul>	<ul style="list-style-type: none"> <li>The model is based on concurrent users plus the number of clinical licenses</li> <li>The offer model is divided into Basic and Advanced packages, and modality bundling</li> <li>In all offers multi-modality routine reading and pre-fetch is included not link to a license or solution package</li> <li>Combination of direct sales force and distributors channels (NA, EMEA, APAC)</li> </ul>

Competitors

☒ Philips  
☒ TeraRecon  
☒ Siemens Medical  
☐ GE Healthcare  
☐ Canon/Toshiba/Vital  
☐ Agfa Healthcare

Matrix Filters

☒ Solution  
☒ Value Proposition  
☒ Market Share  
☒ Business Model  
☒ Solution Weaknesses  
☒ Solution Strengths  
☒ Competitive Argumentation

A. Username description

B. Tool dashboard

C. Competitors can be selected or unselected accordingly to the user preference and the matrix content will adapt to the selection.

It's possible to have in the same window 3 competitors and if more are added a scroll bar is displayed

Philips column is always frozen to support the matching

D. Matrix filters can be selected or unselected accordingly to the user preference and the matrix content will adapt to the selection.

For internal use only

# Clinical section



**1**

**PHILIPS**

Clinical

**2**

Submit Search

Competitors

Clinical

Modality

Clinical Applications

Matrix Filters

☒ Competitor

☒ Application

☒ Philips matching app

☒ Clinical domain

☒ Modality

☒ 510K

☒ Intend to Use

☒ Features and Capabilities

☒ Application weaknesses

☒ Application strengths

☒ Competitive Argumentation

Reset All Filters

**A**

Competitors

☒ Philips

☐ GE Healthcare

☐ Siemens Medical

☐ TeraRecon

☐ Ayca

☐ Circle CVI

☐ Intrasure - Toshiba

☐ ISCHEMIAVIEW

☐ Medis - Toshiba

☐ Mint - Toshiba

☐ OLEA MEDICAL

☐ PIE

☐ QI IMAGING

☐ QI IMAGING/Ziosoft

☐ Vital - Toshiba

**B**

Clinical

☐ CARD

☐ EMER

☐ NEURO

☐ ORTH

☐ ONCO

☐ VASC

**C**

Modality

☐ CT

☐ MR

☐ MM

☐ NM/MI

☐ PET

☐ US

**D**

Clinical Applications

☒ App with comparison match

☐ App with no comparison match

Select All

Filter

☐ Multi Modality Tumor Tracking qEASL

☐ MM Advanced Vessel Analysis (AVA)

☐ Multi Modality Tumor Tracking (MMTT)

1. Select the section (A, B, C, or D) and the filter options
  - o No specific order has to be put in place
  - o Not all sections have to be selected to have an outcome
  - o Section D allows the user to filter the clinical application list by doing a keyword search
2. Press Submit Search to finalize the query

For internal use only

# Attachment section



COMPETITORS CLINICAL ENTERPRISE SERVICES ATTACHMENTS

Philips -

Clinical

ISP9 - Competitive overview.pdf  
ISP- MRI/Cardiac - Competitive landscape.pdf  
ISP9 - CCA application.pptx  
ISP9 - CT Brain Perfusion application.pptx  
ISP9 - CT Liver application.pptx

Enterprise  
Service

TeraRecon +  
Siemens Medical +  
GE Healthcare +  
Canon/Toshiba/Vital +  
Agfa Healthcare +  
Others +

C View Download  
C View Download  
C View Download  
C View Download  
C View Download

D -  
B +

- A. Select the competitor
- B. Choose the folder section
- C. To view the file select View and it will be displayed in a second window.
- D. To storage the file in your PC press Download

For internal use only

# Adding content in the tool



# Competitors/Clinical/Enterprise/Services - Edit



PHILIPS

Competitors Edit Approve

1 5

Competitors

COMPETITORS CLINICAL ENTERPRISE SERVICES ATTACHMENTS

Competitors

- ☒ Philips
- ☒ TeraRecon
- ☒ Siemens Medical
- ☒ GE Healthcare
- ☒ Canon/Toshiba/Vital
- ☒ Agfa Healthcare

Matrix Filters

- ☒ Solution
- ☒ Value Proposition
- ☒ Market Share
- ☒ Business Model
- ☒ Solution Weaknesses
- ☒ Solution Strengths
- ☒ Competitive Argumentation

	Philips	TeraRecon
<b>Solution</b>	IntelliSpace Portal	iNtuition
<b>Value Proposition</b>	<p>follow-up, and communicate, across clinical domains and modalities, with one seamless, connected workflow.</p> <p>Additional Comments</p>	<p>On your PACS, off your PACS, within the surgical suite and beyond, iNtuition ensures your workflow is seamless and your imaging costs are minimized. The key benefits</p> <p>Additional Comments</p> <p><input type="radio"/> Better than Philips</p> <p><input type="radio"/> Worse than Philips</p> <p><input type="radio"/> 50/50 with Philips</p> <p><input checked="" type="radio"/> None</p>
<b>Market Share</b>	<ul style="list-style-type: none"><li>ISP worldwide market share around 7 to 11% and takes the 4 place in the ranking AV players list</li><li>The solution performs well in EEMEA with a local market share of 11%, followed by WE, 8.4%, and NA with 5.8%</li><li>China region alone accounts for 22% of ISP revenues making it the most relevant emergent market</li><li>In North America, ISP ranks in 2nd for the Cardiology and Orthopedics, and 3rd for Radiology and Oncology clinical domains</li></ul>	<ul style="list-style-type: none"><li>One of the top players with around 5000 customers globally (same amount as ISP)</li><li>The AV solution ranks in 6 with a WW market share of 4.4%</li><li>Weak presence in the EMEA AV market being NA the largest market</li></ul>

1. Press the Edit option
2. Double click on the box to change the content
3. If needed add a comment
4. Select save to storage the altered content
5. For the user with administrator profile select Approve to check the content changes

For internal use only

# Competitors/Clinical/Enterprise/Services - Approve



PHILIPS  
Competitors

Competitors

COMPETITORS

Pending Changes **3**

sort by  Delete 0 item Approve 0 item Save


	New	Current	Value Proposition, Philips
<b>1</b>	<div>IntelliSpace Portal. is an advanced visualization and analysis solution that allows you to detect, diagnose, follow-up, and communicate, across clinical domains and modalities, with one</div>	<div>IntelliSpace Portal. Is an advanced visualization and analysis solution that allows you to detect, diagnose, follow-up, and communicate, across clinical domains and modalities, with one</div>	<div>Author: Marcos Date Edited: Dec, 5 2018 14:42</div> <div>Additional Comment</div> <div><b>2</b></div>

1. Select the new file
2. If needed add a comment
3. Depending on the action choose Delete or Approve

For internal use only

# Attachments - Edit





Attachments

Attachments Edit Approve

Hello Marcos

1 8

Edit Attachments

+ Add New

Competitor	Type	Name	Additional Comment	Add/Replace File	
3 TeraRecon	4 Clinical		7	5 Browse	Save Cancel
Agfa	Clinical	Philips vs Agfa - HI KnowledgeBook.pdf		Browse	Save Delete
Agfa	Enterprise	Agfa_Augmented_Intelligence_The_Next_Frontier_white		Browse	Save Delete
Cannon	Clinical	Philips vs VITAL - Module Comparison.pdf		Browse	Save Delete

Upload Box

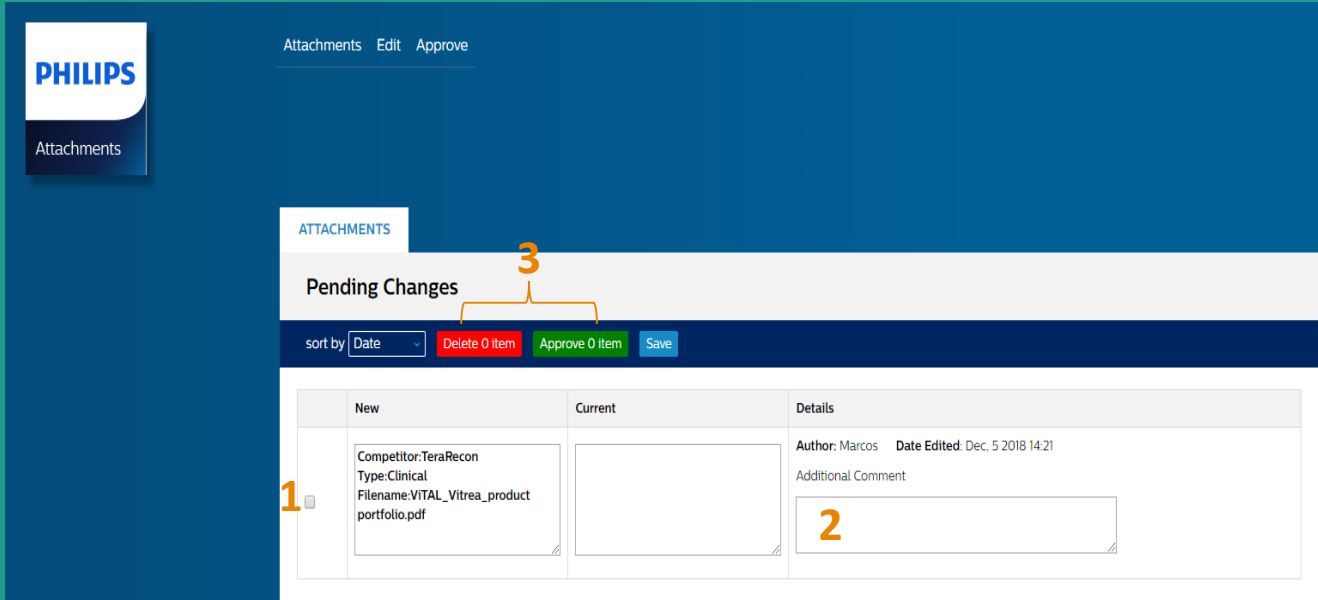
Name	Size	Status
VITAL_Vitreia_product portfo...	0.0KB\4.9MB	

Cancel Upload

For internal use only

1. Press the Edit option
2. Select Add New to introduce a new file
3. Choose the competitor
4. Pick the section type
5. Browse the file
6. Select Upload and wait for the green check
7. If needed add a comment
8. For the user with administrator profile select Approve to check the content changes

# Attachments - Approve



Attachments Edit Approve

PHILIPS

Attachments

ATTACHMENTS

Pending Changes

sort by Date Delete 0 item Approve 0 item Save

	New	Current	Details
1	<div>Competitor:TeraRecon Type:Clinical Filename:VITAL_Vitrea_product portfolio.pdf</div>		<div>Author: Marcos Date Edited: Dec, 5 2018 14:21</div> <div>Additional Comment</div> <div>2</div>

1. Select the new file
2. If needed add a comment
3. Depending on the action choose Delete or Approve