**Competitive Analysis Template**

This document provides a template to conduct a competitive analysis.

A competitive analysis is a process of identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service.

Here’s a competitive analysis using **real companies** in the **enterprise-level technology** space, specifically focusing on **cloud computing, enterprise software (ERP), and data analytics**. We’ll look at **Amazon Web Services (AWS)**, **Google Cloud**, **Salesforce**, and **Oracle** as competitors for **Microsoft Azure.**

|  | Amazon Web Services | Google Cloud | Salesforce | Oracle |
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| Overview/Description | A subsidiary of Amazon, AWS is a cloud services platform offering a wide range of infrastructure services, including computing power, storage, and databases for enterprises worldwide. Known for scalability, security, and broad service offerings | Google Cloud offers cloud computing, storage, and machine learning services. Known for its data analytics capabilities, AI/ML tools, and strong integration with Google’s enterprise tools. | A leading provider of cloud-based CRM software. Salesforce’s platform also offers business applications for marketing, sales, customer service, and analytics. | Oracle is a major player in cloud computing, offering cloud infrastructure, applications, and enterprise resource planning (ERP) solutions. Known for its strong enterprise software solutions and databases. |
| Product/Service Offering | Compute, Storage, Databases, AI/ML, IoT, DevOps, Cloud Networking | Compute, Storage, Databases (BigQuery), AI/ML, Data Analytics | CRM, Sales Cloud, Marketing Cloud, Service Cloud, Analytics | Cloud Applications (ERP, SCM, HCM), Cloud Infrastructure, Databases |
| Key Features | Scalability, global reach, security, wide array of managed services and integrations | Leading data analytics tools, AI/ML services, strong integration with Google Workspace | Highly customizable CRM, marketing automation, customer service tools, analytics | Robust ERP, supply chain management, cloud databases, AI-driven analytics |
| Target Market | Large enterprises, tech companies, startups, government organizations, and any business needing scalable, flexible cloud services. | Tech-driven companies, data analytics-focused businesses, startups, and enterprises looking to leverage AI/ML for business transformation. | Sales, marketing, and customer service teams across industries, primarily mid- to large-sized businesses. | Large enterprises needing ERP solutions, databases, and business applications. Particularly strong in finance, manufacturing, and large-scale enterprise environments. |
| Pricing | Pay-as-you-go, Reserved, and Spot Instances pricing. Flexible pricing depending on service usage (compute, storage, data transfer, etc.). | Pay-as-you-go with sustained usage discounts and committed-use discounts. Pricing is based on compute, storage, and data services | Subscription-based pricing based on the number of users and features. Tiers for various cloud solutions (Sales Cloud, Service Cloud, etc.). | Subscription-based pricing, depending on the cloud applications used (ERP, databases, etc.). Flexible pricing for large enterprises with custom needs |
| USPs (Unique Selling Propositions) | - Vast and diverse service offerings in cloud infrastructure.  - Global infrastructure with data centers around the world.  - Flexibility, scalability, and integration with a wide range of tools. | - Leading data analytics and machine learning services (BigQuery, TensorFlow).  - Seamless integration with Google Workspace for productivity and collaboration.  - Strong reputation in AI and big data processing. | - Market leader in cloud-based CRM.  - Highly customizable CRM platform with robust marketing automation and analytics.  - A complete suite for sales, marketing, and customer service teams. | - Comprehensive enterprise software suite, including ERP, HR, and supply chain management.  - Strong focus on security, compliance, and integration with existing business systems.  - Advanced cloud database solutions and enterprise analytics. |
| Geographic Reach | Global | Global | Global | Global |
| Marketing Strategy | - Content marketing, educational webinars, and partnerships.  - Heavy use of case studies and success stories across various industries.  - Sponsorship of major cloud and tech conferences | - Targeting data-driven companies with a focus on AI/ML and big data.  - Partnerships with data scientists and developers.  - Offering free trials and credits to encourage testing | - Content marketing (e.g., webinars, blogs, white papers) aimed at sales and marketing professionals.  - Case studies and success stories.  - Strong digital advertising and presence in the enterprise CRM space | - Focus on enterprise sales teams, with direct outreach to large enterprises.  - Webinars and events showcasing Oracle’s ERP and cloud applications.  - Sponsorship of enterprise-focused conferences and exhibitions. |