

Industry Research Template

Group
Members

Background

You are economic buyers for tech in your organization

You have been tasked to choose among the top players/vendors/offerings in that space and provide your recommendation as experts in the space

Platforms and Tools come with licensing and capex costs, they live for some time, so think of tech debt and future proofing your enterprise architecture as you rationalize your decisions in a systematic manner

Explain how you went about the due diligence to make a choice

Platform/Framework - Introduction

Why is it needed?

What challenges does it solve?

What do people use it in its absence or is it an integral part of a Data/AI company?

What are the key attributes of such a tech offering?

Key Players in the space (a page for each)

When did they come to being?

What is their special sauce or specific promise?

SWOT analysis

- Pro-con each player on the same on the same set of key attributes that were identified in the beginning to be useful to your organization
- Roadmap considerations
- Market share of each

Your final recommendation

What did you settle on & why?

Any future considerations?

References