



# Novendor.ai Public Positioning and Competitive Evaluation

## Executive summary

Novendor's public narrative is a **clear anti-vendor thesis**: "Run Your Business, Not Your Vendors" and "consulting engagements to end reliance on expensive third-party software." <sup>1</sup> Their POV frames SaaS spend as an "iceberg" where real cost sits "below the waterline" (ownership, accountability, exception handling, audit trails, change control). <sup>2</sup> The site sells three package-like offers—Operational Assessment, AI Concierge pilot, and Legacy SaaS Migration—without publishing prices. <sup>3</sup>

Relative to competitors: 8090 Solutions Inc. <sup>4</sup> is explicitly a **seat + token** SaaS platform with SDLC modules (Refinery/Foundry/Planner/Validator) and admin governance for usage/billing. <sup>5</sup> MQLFlow <sup>6</sup> is a services agency with **high pricing transparency** ("From £...", day rate) and published proof-style metrics on-page. <sup>7</sup>

## Pricing and packaging

### What's published (and what isn't)

**Novendor** - Homepage positions "consulting engagements" + "Book strategy call," but **no pricing page** or tier grid. <sup>1</sup>

- "Packaging" is effectively three offers:
  - Operational Assessment: "fast audit of motion, tooling, and data contracts" with enumerated deliverables/outputs and a built-in "Quick Assessment (1 of 8)" questionnaire. <sup>8</sup>
  - AI Concierge: vendor-neutral tool selection + a working pilot; explicitly includes tradeoffs/pricing for tools but not Novendor fees. <sup>9</sup>
  - Legacy SaaS Migration: phased migration with "parallel-run first... rollback capability," plus named migration targets. <sup>10</sup>

**Competitors** - 8090: Usage page explicitly describes **token consumption/cost visibility** and **seat allocation changes** ("seat changes take effect immediately"). <sup>11</sup> Organization management states fixed seat limits enforced by the system. <sup>12</sup> Changelog confirms integrated Stripe billing + "new users must select a subscription plan." <sup>13</sup>

- MQLFlow: publishes transparent packages and a day rate:
  - Automation Strategy "From £3,200"; Automation Set-Up "From £800"; Retained Services "From £200/month." <sup>7</sup>
  - Popular "solutions" starting points: AI Agents "From £4,000," Live Data Dashboards "From £2,400," Personalised Outreach "From £1,200," and "day rate of £800." <sup>7</sup>

## Pricing comparison snapshot (published)

Provider	Public pricing	Packaging style	Metering model
Novendor	Not published <sup>1</sup>	Productized consulting offers <sup>14</sup>	Not stated
8090	Seat + tokens described, \$ not on official docs <sup>15</sup>	SaaS modules <sup>16</sup>	Seats + token usage/cost visibility <sup>11</sup>
MQLFlow	Published "From £..." + day rate <sup>7</sup>	Services packages + add-on solutions	Scope/day-rate + project fees <sup>7</sup>

## Inferred tiers and transparent alternative packages (recommended)

Because Novendor already has “scope-shaped” offers, I would **publish procurement-friendly packages** that keep the same thesis but reduce uncertainty (scope caps + outcomes + ranges). This is inspired by MQLFlow’s transparency advantage and 8090’s cost-governance clarity. <sup>17</sup>

### Recommended Novendor packages (proposed, not currently published):

Pack (publish on site)	Best for	Includes (buyer-visible)	Price approach
Assessment Sprint	“Map the iceberg” before renewal	Deliverables already listed on Operational Assessment page (workflow map, scorecard, contracts, ROI, rollback/replay) <sup>8</sup>	Publish “starting at” + scope cap (e.g., 2 workflows, 6 systems)
Concierge Pilot	“Prove AI value safely”	Pilot flow + guardrails + data redaction plan + tool shortlist with pricing/tradeoffs <sup>9</sup>	Fixed pilot fee (3-4 weeks) + optional monthly support
Migration Wave	“Replace one SaaS category”	Parallel-run + rollback; explicit phase timeline already listed <sup>10</sup>	“Starting at” by domain (CRM / ticketing / doc mgmt) + success fee option tied to license reduction
Managed Governance Ops	“Keep it governed”	Continuous exception queue, audit evidence pack, change-control cadence (productize the ‘Run’ step) <sup>18</sup>	Tiered monthly retainers by #workflows + SLA tier

## Feature matrix

### Novendor offer capabilities (primary-source extraction)

- Operational Assessment explicitly promises: workflow map + tool inventory; bottleneck/rework scorecard; data contract recommendations; cutover plan; ROI estimate; plus outputs like versioned backlog, evidence plan, ETL rules to certify, rollback/replay strategy. 8
- AI Concierge defines the “helpful layer” as answer + source citations, optional safe actions in existing tools, and guardrails (approvals/logging/boundaries). 9
- Legacy SaaS Migration names target categories and a rollback-first phased approach (Assessment → Design → Parallel Run → Cutover). 10

### Cross-competitor feature comparison table

Capability	Novendor	8090	MQLFlow
Requirements / intent	Inventory + backlog in assessment 8	Software Factory 19 Refinery = requirements “single source of truth” 20	Strategy consulting package 7
Architecture / specs	Data contracts + execution lifecycle 21	Foundry blueprints as “definitive source of truth” 22	Not productized; delivered in scope work 7
Planning / work breakdown	Migration phases + capability backlog 23	Planner creates “Work Orders” w/ upstream context 24	Builds workflows; iterates via retainer 7
Feedback loop → tasks	Implied via “control points + evidence plan” 21	Validator: feedback → enriched context → GitHub/Jira + Slack alerts 25	Not productized; depends on stack 7
Governance & cost controls	Governance language (auditability, approvals) but no published SLA/security or usage metering 26	Seats + token cost visibility, org console governance 15	Services model; day rate; scope-based 7

## Positioning and ICP

### Novendor POV and messaging strengths

- **Core thesis:** “ownership problems” vs “software problems,” and “vendors monetize avoidance; licenses scale with unresolved ambiguity.” 2
- **Model shift:** “scattered SaaS workflows” → “unified execution engine with governed automation,” with a step model from Tool Sprawl → Hidden Tax → Central Data → Automation → Execution Engine. 27

- **Execution lifecycle framing:** Inventory → Structure → Build → Run → Expand (repeatability + auditability). <sup>28</sup>
- **AI tone:** “No platform replacement,” “Less ‘AI theater’,” “safe doer” with approvals/logging/boundaries. <sup>9</sup>

**Strength:** the narrative is unusually internally consistent across pages (iceberg → shift → execution lifecycle → offers). <sup>29</sup>

## Weaknesses (conversion friction implied by public pages)

- Novendor explicitly sells “consulting engagements,” which can reduce appeal for buyers looking for a productized platform. <sup>30</sup>
- The “own your operating system” promise is powerful, but the site pages reviewed don’t surface buyer-ready trust assets (case studies, quantified outcomes, security posture, SLAs). <sup>31</sup>
- `/capabilities/` appears JS-rendered/unreadable via text fetch (0 lines), which likely means key capability proof is inaccessible to some crawlers/buyers. <sup>32</sup>

## Target audience evidence (personas, size, industries, triggers)

**Personas (inferred from forms + copy):** - Ops leaders and finance/control owners (audit trails, approvals, reconciliation, “controls and compliance”). <sup>33</sup>  
 - Systems owners / IT ops (CRM/ERP/ticketing/BI concerns called out). <sup>34</sup>

**Company sizes:** 1–10 through 1000+ employees are explicitly selectable. <sup>34</sup>

**Industries:** Healthcare admin ops, legal ops, finance, real estate investment, construction/PDS are explicitly named. <sup>35</sup>

**Buying triggers (site language):** tool sprawl, reconciliation “hidden tax,” vendor lock-in and rising SaaS spend, need for governance-first AI adoption. <sup>36</sup>

## Gaps to exploit and recommended website changes

### Prioritized tactical gaps (if I’m competing against Novendor)

- 1) **Pricing opacity** → I would win with published ranges + scope caps + SLAs like MQLFlow. <sup>37</sup>
- 2) **Trust assets absent** → I would lead every deal with quantified outcomes and artifacts (sample audit log, rollback plan). <sup>38</sup>
- 3) **Integration specificity unclear** → I would publish a connector catalog + “works with your stack” proof. (Novendor lists categories; not an integrations page.) <sup>39</sup>
- 4) **Always-on monitoring isn’t productized** → I would sell “continuous governance” (exception queues, drift alerts, KPI regressions). Contrast: 8090 productizes feedback loops + drift detection + cost tracking. <sup>40</sup>
- 5) **Security/SLA posture not surfaced** → I would use a procurement pack as a wedge. <sup>41</sup>
- 6) **“Consulting engagements” category risk** → I would position as product-first with optional services. <sup>30</sup>
- 7) **Site discoverability gap** (capabilities JS) → I would out-rank them with indexable proof pages. <sup>32</sup>

## **Website changes Novendor should make (6–8), with copy + wire suggestions**

I'm writing these as if I'm advising Novendor to increase conversion (while preserving the "ownership" thesis).

### **1) Add a Pricing & Packages page (ranges + scope caps).**

Copy: "Start with an Assessment Sprint (1–2 weeks). Fixed scope. Published range." 8

Wire: nav link "Pricing"; 3 cards (Assessment / Concierge / Migration) + "What's included" bullets + FAQ.

### **2) Publish "What You Get" artifact previews.**

Copy: "See the exact outputs: scorecard, data contracts, rollback plan, evidence pack." 8

Wire: on Operational Assessment page, add a "Preview outputs" accordion with redacted screenshots.

### **3) Create a Security & Governance page.**

Copy: "Audit trails, approval checkpoints, data handling, incident response, retention." (Align to your governance-first language.) 26

Wire: procurement-ready blocks: Auth/SSO, logging, data boundaries, change control, SLA tier.

### **4) Add 2–3 case studies (even anonymized).**

Copy structure: "Before: X tools / Y hours reconciling. After: cycle time ↓, rework ↓, licenses ↓." 42

Wire: case study template with "Problem → Workflow map → Control points → Results."

### **5) Clarify the productized delivery motion (reduce 'consulting' ambiguity).**

Copy: "We deliver in repeatable waves: Assess → Pilot → Expand. You keep control." 18

Wire: on homepage, add a "How engagement works" 3-step strip with timelines.

### **6) Publish an "Integrations we work with" catalog (even if partial).**

Copy: "Common systems: CRM, ERP, ticketing, doc mgmt; we start with what you already run." 43

Wire: grid of logos + "If it has an API/export, it's viable."

### **7) Fix /capabilities accessibility for crawlers and buyers.**

Copy: make capabilities readable without JS. 32

Wire: static capability index page linking to each capability detail.

### **8) Add a "Cost of tool sprawl" calculator (lead magnet).**

Copy: "Map the submerged cost before your next renewal cycle." 44

Wire: 6-field calculator → email results → CTA "30-min working session." 8

## **90-day rollout plan (quick wins first)**

**Days 0–30 (quick wins):** Pricing ranges page; case study #1 (even anonymized); add output preview screenshots to Operational Assessment + AI Concierge. 45

**Days 31–60:** Security & Governance page; integrations catalog; ship calculator lead magnet; add CTA routing by persona (Ops/Finance/IT). 46

**Days 61–90:** Case studies #2–3; publish "Managed Governance Ops" retainer offer; rebuild /capabilities as static indexable hub; add comparison page ("Build vs Buy vs Own"). 47

# Funnel and 30-day LinkedIn calendar

## Funnel map (mermaid)

```
flowchart LR
A[Iceberg POV + Shift Map] --> B[Quick Assessment]
B --> C[30-min working session]
C --> D[Paid Assessment Sprint]
D --> E1[AI Concierge Pilot]
D --> E2[Migration Wave]
E1 --> F[Expand: more workflows + governed ops]
E2 --> F
```

This fits Novendor's current CTA structure ("Start an assessment," "Scope a pilot," "Request assessment") and their execution lifecycle ("Inventory...Run...Expand"). <sup>48</sup>

## Funnel KPI table (minimum viable)

Stage	KPI	Target direction
Awareness	Iceberg/Shift → assessment starts	↑ <sup>49</sup>
Assessment	completion → working session booked	↑ <sup>8</sup>
Sales	working session → paid assessment	↑ <sup>8</sup>
Delivery	assessment → pilot/migration conversion	↑ <sup>50</sup>
Expansion	workflows added / license reduction	↑ <sup>51</sup>

## 30-day posting arc (mermaid timeline)

```
gantt
title Content arc: Problem → Diagnosis → Method → Proof → Offer
dateFormat YYYY-MM-DD
axisFormat %b %d
section Week 1
Iceberg + hidden tax :a1, 2026-02-13, 7d
section Week 2
Shift + execution lifecycle :a2, 2026-02-20, 7d
section Week 3
Governance-first AI concierge :a3, 2026-02-27, 7d
section Week 4
Proof + packages + ROI :a4, 2026-03-06, 7d
```

Topic anchors should explicitly reuse Novendor's phrases ("vendors monetize avoidance," "parallel-run first," "less AI theater") to create memory. [52](#)

## Competitive battlecard (selling against Novendor)

**Positioning wedge:** "Ownership without custom build risk." Novendor frames the offer as consulting engagements and "not a generic SaaS platform," which I would reframe as "high-touch custom work vs repeatable product value." [30](#)

**Likely Novendor claims → counters** - Claim: "Own your operating system; stop buying tools." [41](#)  
Counter: "You can own data + logic with a standardized platform and exportable workflows—without long-term maintenance burden." - Claim: "No platform replacement." [9](#)  
Counter: "Agreed—so we integrate, but we also productize governance so every new workflow isn't a fresh consulting project." - Claim: "Approvals, logging, boundaries." [9](#)  
Counter: "Show me your security posture and operational SLA; we publish ours."

**Differentials to emphasize (if true for my product/company)** - Published pricing + scope caps vs no published pricing. [1](#)  
- Security/SLA page vs governance language without procurement collateral. [41](#)  
- Always-on monitoring + cost governance (modeled after seat/token dashboards like 8090's usage console) vs not described on Novendor site. [53](#)

## Assumptions

- I found **no Novendor pricing page**; conclusions are based on the homepage and offer pages reviewed. [54](#)
- Novendor's `/capabilities/` returned **no readable text** in this crawl (likely JS-rendered), so I did not rely on it for capability claims. [32](#)
- Novendor-specific security/compliance claims were **not present** on the pages accessed; I did not assume SOC2/SSO/SLA availability. [41](#)
- 8090's **\$200/seat** pricing is not stated in the primary 8090 docs; it appears in third-party research and is marked as such. [55](#)

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[1](#) [3](#) [30](#) [31](#) [37](#) [39](#) [54](#) Novendor

<https://novendor.ai/>

[2](#) [29](#) [44](#) [49](#) [52](#) Novendor

<https://novendor.ai/saas-iceberg/>

[4](#) [34](#) [43](#) [46](#) Novendor

<https://novendor.ai/contact/>

[5](#) [6](#) [11](#) [15](#) [53](#) Usage & Billing | Docs | 8090

<https://www.8090.ai/docs/administration/usage>

[7](#) [17](#) Marketing Automation Agency | MQLFlow

<https://mqlflow.com/marketing-automation-agency/>

8 14 21 23 45 48 Novendor

<https://novendor.ai/operational-assessment/>

9 Novendor

<https://novendor.ai/ai-concierge/>

10 50 Novendor

<https://novendor.ai/legacy-saas/>

12 Organization Management | Docs | 8090

<https://www.8090.ai/docs/administration/organizations>

13 Changelog | Docs | 8090

<https://www.8090.ai/docs/resources/changelog>

16 20 Refinery | Docs | 8090

<https://www.8090.ai/docs/modules/refinery>

18 26 28 38 41 Novendor

<https://novendor.ai/what-we-do/>

19 33 Novendor

<https://novendor.ai/about/>

22 Foundry | Docs | 8090

<https://www.8090.ai/docs/modules/foundry>

24 Planner | Docs | 8090

<https://www.8090.ai/docs/modules/planner>

25 40 Validator | Docs | 8090

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27 36 42 51 Novendor

<https://novendor.ai/shift/>

32 47 Novendor

<https://novendor.ai/capabilities/>

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55 8090 Solutions (Software Factory) | Ry Walker Research | Ry Walker

<https://rywalker.com/research/8090-software-factory>