

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." ¹ Their POV frames SaaS spend as an "iceberg" where real cost sits "below the waterline" (ownership, accountability, exception handling, audit trails, change control). ² The site sells three package-like offers—Operational Assessment, AI Concierge pilot, and Legacy SaaS Migration—without publishing prices. ³

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

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. ¹

- "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. ⁸

- AI Concierge: vendor-neutral tool selection + a working pilot; explicitly includes tradeoffs/pricing *for tools* but not Novendor fees. ⁹

- Legacy SaaS Migration: phased migration with "parallel-run first... rollback capability," plus named migration targets. ¹⁰

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

- MQLFlow: publishes transparent packages and a day rate: - Automation Strategy "From £3,200"; Automation Set-Up "From £800"; Retained Services "From £200/month." ⁷

- 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." ⁷

Pricing comparison snapshot (published)

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

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. ¹⁷

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) ⁸	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 ⁹	Fixed pilot fee (3–4 weeks) + optional monthly support
Migration Wave	"Replace one SaaS category"	Parallel-run + rollback; explicit phase timeline already listed ¹⁰	"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) ¹⁸	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). ²⁸
- **AI tone:** “No platform replacement,” “Less ‘AI theater’,” “safe doer” with approvals/logging/ boundaries. ⁹

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

Weaknesses (conversion friction implied by public pages)

- Novendor explicitly sells “consulting engagements,” which can reduce appeal for buyers looking for a productized platform. ³⁰
- 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). ³¹
- `/capabilities/` appears JS-rendered/unreadable via text fetch (0 lines), which likely means key capability proof is inaccessible to some crawlers/buyers. ³²

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”). ³³

- Systems owners / IT ops (CRM/ERP/ticketing/BI concerns called out). ³⁴

Company sizes: 1–10 through 1000+ employees are explicitly selectable. ³⁴

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

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

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. ³⁷
- 2) **Trust assets absent** → I would lead every deal with quantified outcomes and artifacts (sample audit log, rollback plan). ³⁸
- 3) **Integration specificity unclear** → I would publish a connector catalog + “works with your stack” proof. (Novendor lists categories; not an integrations page.) ³⁹
- 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. ⁴⁰
- 5) **Security/SLA posture not surfaced** → I would use a procurement pack as a wedge. ⁴¹
- 6) **“Consulting engagements” category risk** → I would position as product-first with optional services. ³⁰
- 7) **Site discoverability gap** (capabilities JS) → I would out-rank them with indexable proof pages. ³²

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)

```
graph 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"). ⁴⁸

Funnel KPI table (minimum viable)

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

30-day posting arc (mermaid timeline)

```
graph LR
    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

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**

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

27 36 42 51 **Novendor**

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

32 47 **Novendor**

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

35 **Novendor**

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

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

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