Feature comparison | Target has several features gaps which have been scoped out but not prioritized due to a lack of current customer demand

PRODUCT & TECH

Legend: Available (in-house) · Available (3rd party) · Not available · Remains unclear   **/ NON-EXHAUSTIVE**

Value chain	Feature	Technical sophistication	Target & Competitors			
Development	Rich text formatting and multimedia embedding	Medium	In-house	In-house	In-house	3rd party
	Adaptive testing algorithms	Medium/ High	Not available	In-house	In-house	In-house
	Test item banking	Low	In-house	In-house	In-house	In-house
	Collaborative authoring tools	Medium	In-house	In-house	In-house	In-house
	Content authoring and editing	Medium	In-house	In-house	In-house	In-house
	Metadata tagging	Low	In-house	In-house	In-house	In-house
	Linear-based testing support	Low	In-house	In-house	In-house	In-house
Publishing	Encrypted content delivery	Low	In-house	In-house	In-house	In-house
	Role-based access controls for administrators	Medium	In-house	In-house	In-house	In-house
	Version control and revision history	Medium	In-house	In-house	In-house	In-house
	Integration with 3rd party test driver	Medium	In-house	In-house	In-house	In-house
Scheduling	Automated calendar invites	Medium	Not available	In-house	In-house	In-house
	Self-service scheduling/ rescheduling	Medium/ High	In-house	In-house	In-house	In-house
	Advanced proctor capacity planning	High	Not available	In-house	In-house	In-house
	Dynamic proctor scheduling	High	3rd party	In-house	In-house	In-house
Check-in	Live chat/ instant messaging	Medium	3rd party	3rd party	In-house	3rd party
	System/ hardware compatibility check	Medium/ High	In-house	In-house	In-house	In-house
	Facial recognition	High	3rd party	3rd party	3rd party	In-house
	Biometric verification	High	In-house	3rd party	Remains unclear	In-house
	Real-time verification by live human	Low	In-house	In-house	In-house	In-house
	Blacklist	Medium/ High	Not available	In-house	In-house	In-house
	Whitelist	Medium/ High	In-house	In-house	In-house	In-house
	360 video capture of test environment	Medium	In-house	In-house	In-house	In-house
	Browser lock-down	High	In-house	In-house	In-house	In-house
	Device lock-down	High	In-house	In-house	In-house	In-house
	Time-sensitive secure links	Medium	In-house	In-house	In-house	In-house
	Multi-factor authentication	Low/ Medium	3rd party	In-house	In-house	In-house
	Secure document upload	Low	Not available	In-house	In-house	In-house
	Photo capture of test environment	Low	Remains unclear	Not available	In-house	In-house

Source: Customer interviews (N=28), Competitor interviews (N = 24), Lit. search

Feature comparison | Target may consider addressing these gaps as part of its efforts to expand its remote test offering into new industry vertical and test types

PRODUCT & TECH

Legend: | Available (in-house) | Available (3rd party) | Not available | Remains unclear | / NON-EXHAUSTIVE

Value chain	Feature	Technical sophistication	Target & Competitors			
Exam admin	Proctor controls	Medium	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Live video feed	Medium/ High	Available (3rd party)	Available (3rd party)	Available (3rd party)	Available (in-house)
	System health monitoring	Medium	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Photo capture of candidate (e.g., snapshot every ~10secs)	Medium	Available (in-house)	Not available	Available (in-house)	Available (in-house)
	Technical support integration	Low	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
Exam monitoring	Time stamped video logs	Medium	Available (3rd party)	Available (3rd party)	Available (in-house)	Available (in-house)
	AI anomaly detection (retrospective)	High	Available (3rd party)	Not available	Available (3rd party)	Available (in-house)
	AI anomaly detection (real-time)	High	Available (3rd party)	Available (in-house)	Available (3rd party)	Available (in-house)
	Rule-based engine for test security	Medium	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Advanced security techniques (e.g., web scraping, honey pot answer dumps, etc.)	High	Available (in-house)	Available (in-house)	Remains unclear	Available (in-house)
	Screen, keystrokes capture/ recording	Medium/ High	Available (in-house)	Not available	Available (in-house)	Available (in-house)
	Encrypted storage for exam recordings	Low	Available (3rd party)	Available (in-house)	Available (in-house)	Available (in-house)
	Exportable test security data	Low	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
Results processing	Manual grading tools for subjective question types	Medium	Available (in-house)	Available (in-house)	Available (3rd party)	Available (in-house)
	Automated scoring for basic question types	Low/ Medium	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Data validation and integrity checks	Medium	Not available	Available (in-house)	Available (in-house)	Available (in-house)
Reporting and analytics	Item-level performance analytics	Medium	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Potential liability tracking (e.g., discrimination, psychometrics, tech issues, exposure, etc.)	High	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Individual candidate scoring reports	Low	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)
	Aggregated performance analytics	Medium	Available (in-house)	Available (in-house)	Available (in-house)	Remains unclear
	Comparative analytics	Medium	Available (in-house)	Available (in-house)	Available (in-house)	Remains unclear
	Candidate feedback surveys	Low	Available (in-house)	Available (in-house)	Available (in-house)	Available (in-house)

Source: Customer interviews (N=28), Competitor interviews (N = 24), Lit. search