



Software **Reviews**  
Head-to-Head

**IT Service Management**

**cherwell**

**servicenow**

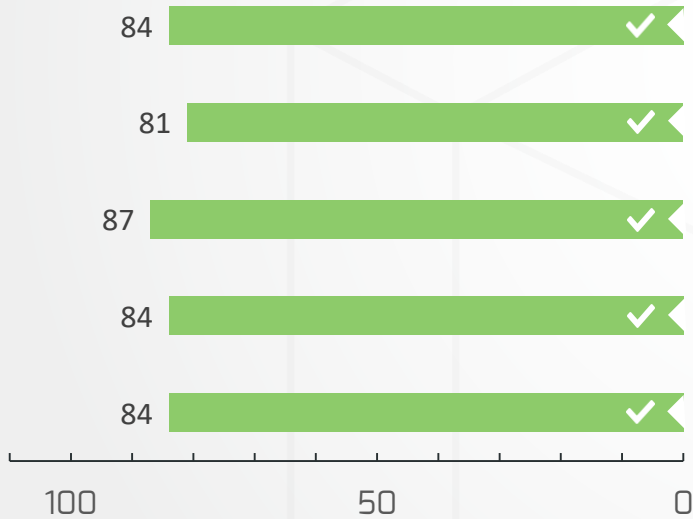
**vs.**

# OVERVIEW

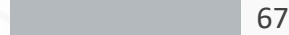
This page provides a high level summary of product performance within the Business Intelligence category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair). Use this data to get a sense of the field, and to see how the products you're considering stack up.



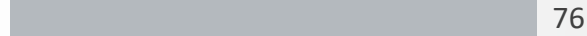
vs.



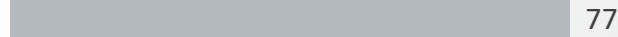
NET EMOTIONAL FOOTPRINT



QUALITY OF FEATURES



EASE OF IT ADMINISTRATION



BREADTH OF FEATURES



BUSINESS VALUE CREATED

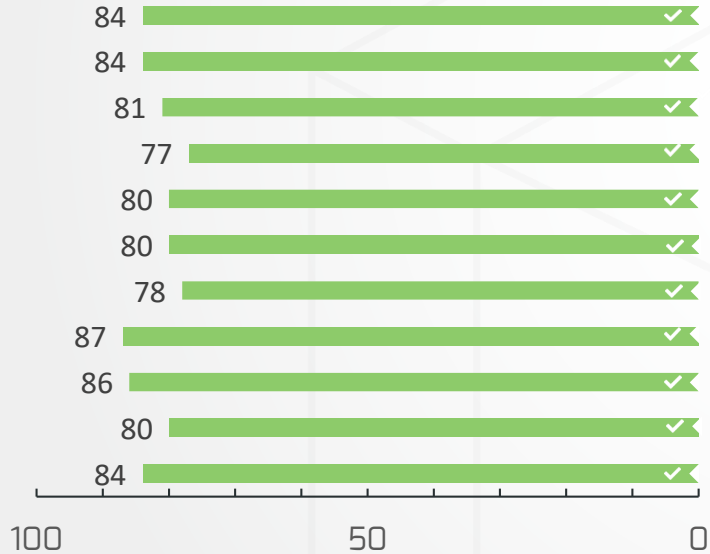


# VENDOR CAPABILITY SUMMARY

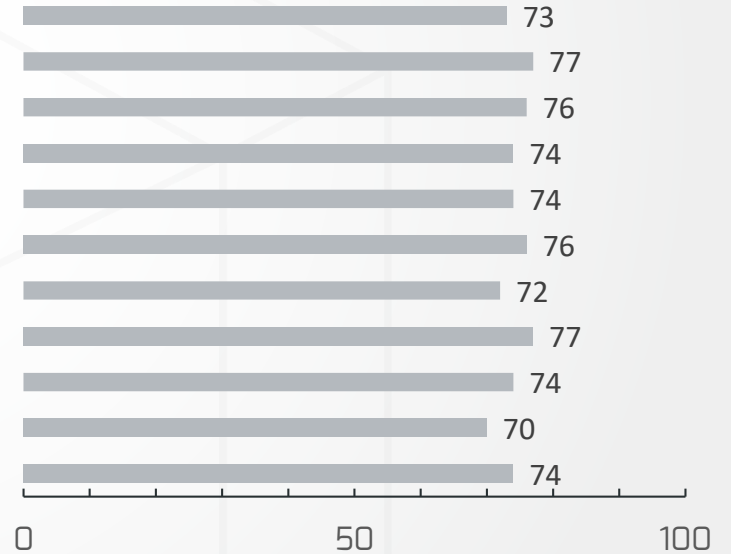
This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.



vs.



- BUSINESS VALUE CREATED
- BREADTH OF FEATURES
- QUALITY OF FEATURES
- PRODUCT STRATEGY
- USABILITY & INUITIVENESS
- VENDOR SUPPORT
- EASE OF DATA INTEGRATION
- EASE OF IT ADMINISTRATION
- EASE OF CUSTOMIZATION
- AVAIL. & QUALITY OF TRAINING
- EASE OF IMPLEMENTATION

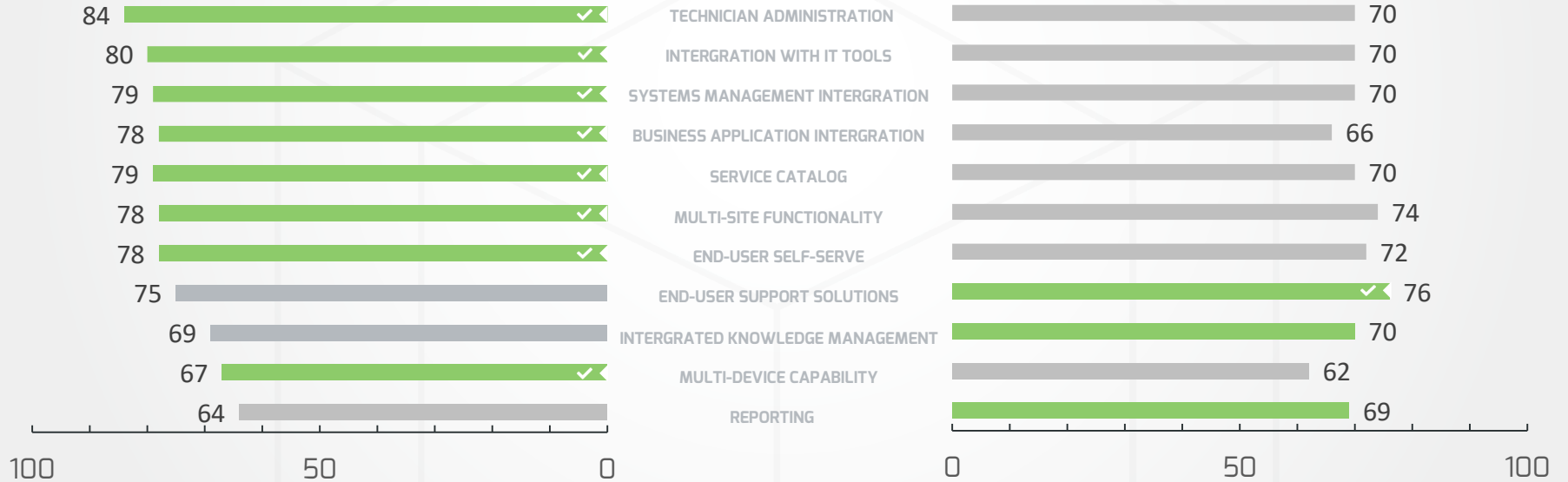


# PRODUCT FEATURES SUMMARY

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.



vs.

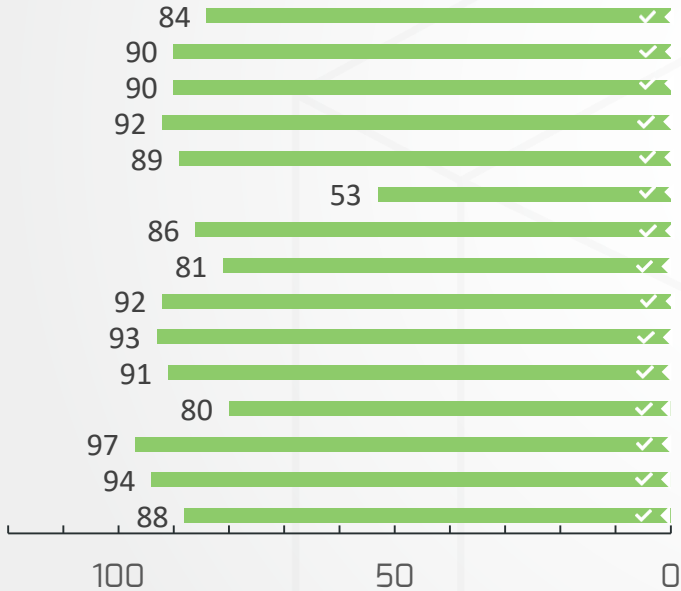


# EMOTIONAL FOOTPRINT SUMMARY

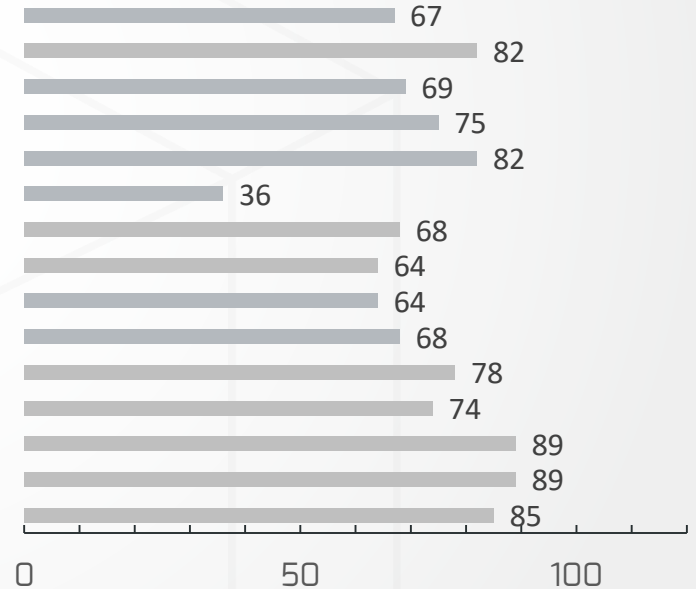
The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product.



vs.



- ALTRUISTIC
- INTEGRITY
- FAIR
- TRUSTWORTHY
- CLIENT-FRIENDLY POLICIES
- UNDER PROMISED
- CLIENT'S INTEREST FIRST
- NEGOTIATION GENEROSITY
- FRIENDLY NEGOTIATION
- TRANSPARENT NEGOTIATION
- UNIQUE FEATURES
- SECURITY PROTECTS
- RELIABLE
- ENABLES PRODUCTIVITY
- PERFORMANCE ENHANCING

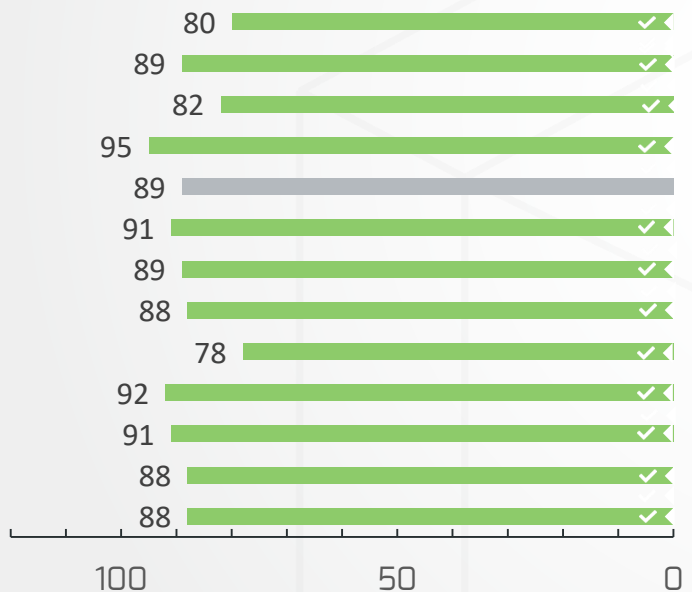


# EMOTIONAL FOOTPRINT SUMMARY

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product.



vs.



- SAVES TIME
- CARING
- EFFICIENT
- RESPECTFUL
- INSPIRING
- INCLUDES PRODUCT ENHANCEMENTS
- HELPS INNOVATE
- APPRECIATES INCUMBENT STATUS
- EFFECTIVE
- CONTINUALLY IMPROVING
- NET RELATIONSHIP FOOTPRINT
- IMPORTANCE TO PROFESSIONAL SUCCESS
- STRENGTH OF EMOTIONAL CONNECTION

