



Vendor Sponsorship Guide

Supporting Community Analysis

Why sponsor WhatMatrix?

All sponsorships are reinvested in to the development of this community platform. As such your sponsorship will support agnostic community analysis and endorse an open trust model for IT analysis & reviews.

Vendors featured on WhatMatrix don't shy away from independent analysis. They believe in their products, our evaluation proves why and we help to promote their success.

We thank you for your consideration! See more [here](#).

What can a WhatMatrix sponsorship do for you?

Enabling a sponsorship tier immediately enhances your listing to:

- **Promote MORE Content** (get a vendor page on WhatMatrix, show your assets, use cases, logos)
- **Capture Leads and Interest** (with “ask a question”, subscription popups and lead forms)
- **Highlight you to MORE visitors** with Guaranteed Visibility and Social Media from WhatMatrix
- **Full Commercial License** (use rankings, logos and copies of our report for your marketing campaigns)

There's more: “Secret link” to avoid the competition, “follow” backlinks to your site, guest byline articles etc. ... see all [here](#).

“Whether you are launching a new product or want to promote existing market leadership, our listings accelerate product visibility and provide unbiased community perspective that our users highly value.”

Ephraim Baron – Category Owner, CMP



What does a sponsorship not do?

- Sponsorships can not be used to “buy” **inclusion / publication** on WhatMatrix
 - > All listings are subject to the successful evaluation of market relevance and capabilities
- Sponsorships can not be used to influence WhatMatrix’s product **analysis and ratings**
 - > All WhatMatrix evaluators are vendor-independent, contribute in their spare time without monetary reward
 - > All proceeds from sponsorships are re-invested in the development of the community platform

“Base listings are free and sponsorships are isolated from the evaluation process to avoid conflict of interest and adhere to CommTrust guidelines”

Jane Rimmer – WhatMatrix Community Board



What does it mean to be listed on WhatMatrix? (Vendor inclusions)

Our community reserves the right to reject the inclusion / publication of a product submitted to WhatMatrix if the evaluation shows lack of market relevance, lack of maturity or lack of evidence for claimed capabilities. Acceptance on WhatMatrix is strictly subject to a successful (independent) evaluation. WhatMatrix operates under the guidelines set by [CommTrust](#).



Trust Logo

Products that have been accepted and evaluated on WhatMatrix under CommTrust guidelines are awarded the Community Trust logo.

Vendors can download the logo from their profile and present it for their product under the documented guidelines.

*There is no “pay-to-play”, we don’t onboard for “quantity”, we have and will reject submissions.
Passing our evaluation and getting listed on WhatMatrix is a genuine endorsement in its own right. ”*

(Herman Rutten – Category Consultant)



Sponsorship Tiers

Features	Contact Only ¹	<u>Essentials</u>	<u>Silver</u>	<u>Gold</u> limited availability ²
Cost	free	fee	fee	fee
<u>Usage Report</u> (analytics)	<u>basic</u>	✓	✓	✓
<u>Show MORE</u> (full vendor page)	X	✓	✓	✓
<u>Leads & Subscriptions</u>	X	<u>on-demand</u> (see all leads)	✓	✓
<u>Social Media</u>	X	X	<u>basic</u>	✓
<u>Commercial License</u> (marketing reuse)	X	X	X	✓
<u>Extended Report</u> ³ (Landscape Analysis)	X	X	X	✓
<u>Visibility Guarantee!</u> ₃	X	X	X	✓

¹ Requires valid email to be provided by vendor

² Max 2 per comparison

³ Can be purchased a la carte

Essentials, the “Must Have” capability - what do you get?

Never miss an opportunity: View All Leads & Be Contactable

Get your vendor page on WhatMatrix - show more of your product!

Get analytics and direct traffic to your site!

all for only \$99!

All benefits of “Free” +

- ✓ On-demand Lead Capture with the “Ask a Question” button
 - View ALL leads
- ✓ Your vendor page on WhatMatrix (full functionality):
 - Showcase your product
 - Promote product assets with links
 - Promote Use cases with links
- ✓ Your logo on our home page (linked)
- ✓ Backlinks and Guest Byline Articles
 - Enables (1) “follow” link to an external lead generation page of your choice (DataSheet icon)
- ✓ Monthly usage reports - or log in to your profile to select custom-dates for your analytics

¹ On-Demand lead generation: You have visibility of all leads sent to you (via email notifications) - access (email) is not included in this tier. It's a great no-risk way to trial lead-generation, request full access for any record you are interested in (typically for a fee or tier upgrade).

Silver – what do you get?

Multiple capture options, social media support, more visibility!

All leads included at no extra cost – with assurance!

All benefits of “Essentials” +

- ✓ Full Lead Capture
 - ✓ “Ask a Question” service
 - ✓ Subscription popup for email collection
 - ✓ Access to all lead details from your vendor login
 - ✓ All leads included at no extra cost
- ✓ Avoid the competition – share your “secret link” (this will ALWAYS show your product in the comparison)
- ✓ Guest byline article with “dofollow-links”
- ✓ Social Media (basic)

The WhatMatrix Lead Assurance: Minimum of 3 leads generated per subscription period

If less than 3 subscriptions / leads were submitted by the end of your subscription period we will extend your sponsorship period for FREE! ¹

¹ Example 1: By the end of your 3 months subscription less than 9 leads were submitted: Get 1 month Silver for free.

Example 2: By the end of your 12 months subscription less than 36 leads were submitted: Get 4 months Silver for free.

Gold – what do you get?

The ultimate way to promote your leadership - or - get a (new) product on the map!

'Guaranteed Visibility' showing your product to every visitor, full commercial license for your marketing campaign, social media from WhatMatrix, powerful report options

All benefits of "Silver" +

- ✓ Guaranteed Visibility
 - ✓ Preloads YOUR product in the comparison – regardless of your position!
- ✓ Social Media
 - ✓ Twitter campaign and stats
 - ✓ Google Ads campaign and stats
- ✓ Extended report inclusion (annual landscape report)
 - ✓ Custom reprint included! (competitive vendor profiles removed, local language)
 - ✓ + 1 page with your content (additional vendor/product information)
- ✓ Commercial Reuse (license)
 - ✓ Includes reference and reuse of comparison data, reports, leaderboard, logos etc.
 - ✓ quotes from WhatMatrix contributors will be provided on request

¹ Guaranteed Visibility: ensures that the comparison defaults to your listing

² Subject to agreement of the individual contributor

Free Listing with vendor contact – what do you get?

The default listing type, free, but without any enhancements

Free visibility for you product, get the community trust logo, get usage insight for your listing

- Free evaluation and publication of your product on WhatMatrix, free inclusion in landscape reports
- Access to your CommTrust Logo (vendor account)
- Enable monthly usage statistics for your listing (basic analytics)

What's needed from the vendor?

- Vendor email address (to enable notifications and access)

All benefits at a glance



Listing Tiers	Feature	Free (Contact only)	Essentials	Silver	Gold
	Cost	Free	\$	\$	\$
	Evaluation and Publication	✓	✓	✓	✓
Reports	Report Inclusion	Unmanaged	Managed	Standard	Extended
	Vendor Profile (in report)	standard	standard	standard	+ 1 page
	Vendor Custom Reprint	x	x	x	Included
	Custom Quote (for PR)	x	x	x	Included
Lead Generation	Leads	x	On-demand	All Leads Included	All Leads Included
	Ask a question	x	On-demand	✓	✓
	Lead Gen Form (custom popup)	x	x	✓	✓
	“Your Leads” Page (see and manage all leads)	x	access but no contact info	✓	✓
Analytics	Basic Usage Report (monthly usage stats)	✓	✓	✓	✓
	Custom Reports (any dates)	x	✓	✓	✓
Show More (Site Presence)	Vendor Page	x	✓	✓	✓
	Featured Vendor (your logo on our homepage)	x	✓	✓	✓
	Show Product Information (overview)	x	✓	✓	✓
	Show product Video	x	✓	✓	✓
	Show Data Sheet (external link)	x	✓	✓	✓
	Promote your Use cases	x	✓ (3)	✓ (3)	✓ (3)
	Promote your Assets (trials, whitepapers etc)	x	✓ (3)	✓ (3)	✓ (3)
	Extended Analysis	x	✓	✓	✓
Social Media	Casual (retweets from WhatMatrix handle)	x	x	✓	✓
	Twitter / Google Ad Campaigns	x	x	x	Campaigns
	guest byline articles (with do-follow link)	x	x	✓ (2/year)	✓ (4/year)
Competitive Advantage	‘Secret Link’	x	x	✓	✓
	Guaranteed* Visibility	x	x	x	✓
License	Commercial Reuse	x	x	x	✓ (reviews, reports, comparison data, logos)

What is ...

Guaranteed Visibility: Become the **default** product in your comparison¹ Gold

Ensure EVERY visitor sees your product!

Without

Guaranteed Visibility:
random selection of products

comparison

Your
Competitor

Your
Competitor

Your
Competitor

WITH

Guaranteed Visibility
Your product is **always IDEFAULT**

comparison

Always
You!

Without it the default view for each comparison is randomly generated. When enabled your product is programmed to be the default view for every visitor to your comparison.

Custom Reprints ([Landscape Reports](#)) Gold

Get a co-branded copy or updated report

- Removed competitive vendor profiles!
- Show additional product information/logo
- Licensed use for all your marketing activities
- 1 reprint included at NO additional cost (including non-English versions)

Note: Vendor Reprints must include scores for all vendors to maintain impartial results

Social Media Campaigns Gold

Let us promote you

Gold vendors will get dedicated Social Media campaigns with agreed budget on at least 2 channels

- Estimates for impressions and clicks will be provided
- Statistics will be provided

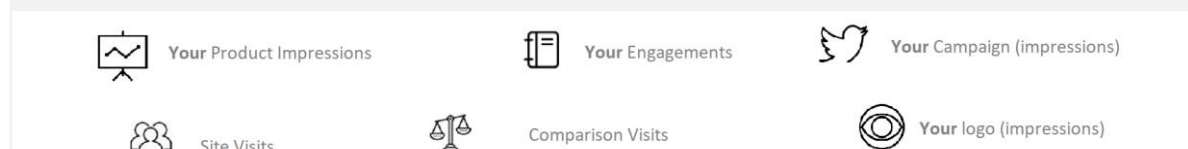
Usage Report

NEW

Track & justify your Enhanced Listing

See usage statistics directly from your [user profile](#)!

- Basic: Enable automatic reports sent to you on a monthly basis without logging in
- Generate custom usage reports with custom date ranges



Site Presence / Dedicated Vendor Page

Maximise site presence and engagements

Get a [dedicated page](#) that shows your product information and contact points

- Show additional product information (Enhanced “Free”: video + contact)
- Enable downloads of assets and trials
- List contacts, services and help

Total # of assets you can upload to WhatMatrix:

1 product video, 3 x generic assets (any format), 1 datasheet, 1 subscription-popup asset

Your logo on our home page

We show your logo (and category name) on our home page

Engagement Points

- Users can click to go directly to your vendor page on WhatMatrix

Collect subscription & leads

Leads

All leads passed on to you at no extra cost! (except for “on-demand”

- On-demand allows vendor to see all leads and request access “on-demand” (fee)
- Use the subscription popup on our site to collect interest
- All leads generate email alerts and can be viewed in real-time from your login

Secret Link

Avoid the competition

Avoid the competition!

- Get a secret URL that ALWAYS loads YOUR product in your comparison
- Include it in marketing material, websites and newsletters

Report Enablement Package – what do you get?

- Extended Report
 - Include a full additional “vendor profile” page in the report to highlight unique or new capabilities
- Vendor Custom Reprint
 - Get a custom reprint after the report release that is personalized to you
 - competitive “vendor profile” sections are removed
 - Custom cover
 - High-res pdf’s including international translations
- Custom Quote (PR)
 - Get a custom quote from the category owner or community board to complement your press release or marketing campaign

Sponsorships Quick guide

What listing is right for you?

Free - The default listing type, free but without any enhancements

- No additional product info, no leads, vendors are unable to engage with potential prospects
- Basic statistics (if vendor provides valid email)

Essentials - The “must have” enhancement for every listing - for only \$99/mo!

- Promote more of your product (vendor page, assets, logo)
- See all enquiries and engage with prospects, collect client interest on-demand and direct them to your site
- Get usage statistics

Silver – Full lead generation and competitive advantage

All of the above plus

- Full lead generation + assurance
- Secret link and byline articles

Gold – The ultimate help to promote a top spot or get your new product “on the map”

All of the above plus

- Guaranteed Visibility
- Commercial license
- Extended reports
- Social Media from WhatMatrix

Al la Carte Options (please enquire):

- Custom Report Reprints
- Commercial License

About WhatMatrix

The product analysis platform that brings together vendors (free listings), consumers (free access) and community experts (contribution network).

WhatMatrix is the only free “product review” site that provides product analysis based on **real** and transparent analysis.

See more [here](#)

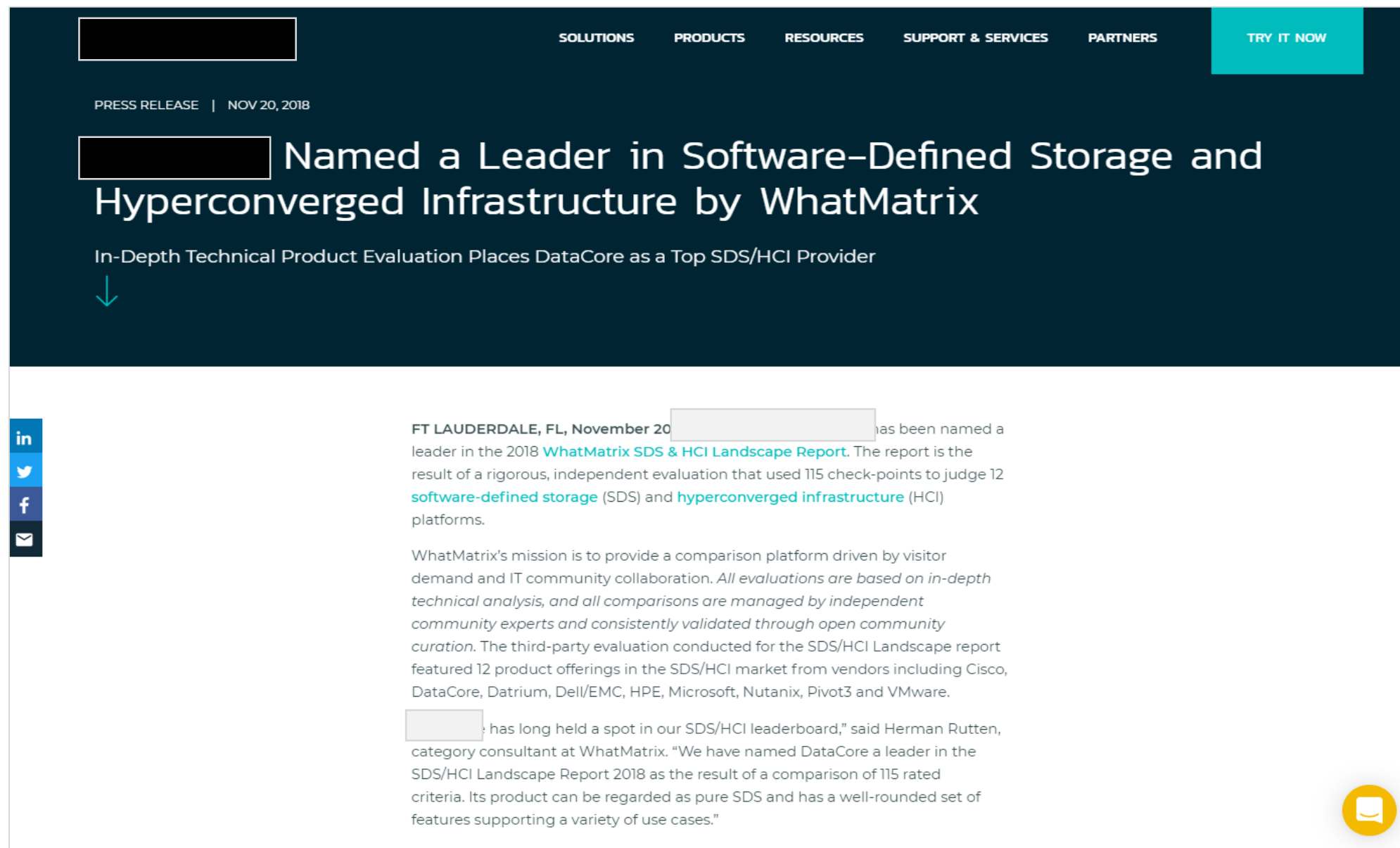
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Campaign Ideas

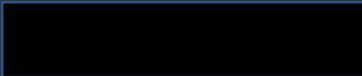
What can you do with your listing or a top spot on WhatMatrix?


Promote overall (or use-case-based) leadership!

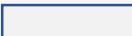


The screenshot shows a press release page for DataCore. The header is dark blue with a navigation menu containing 'SOLUTIONS', 'PRODUCTS', 'RESOURCES', 'SUPPORT & SERVICES', and 'PARTNERS'. A teal 'TRY IT NOW' button is in the top right. Below the header, the text 'PRESS RELEASE | NOV 20, 2018' is visible. The main headline reads: 'DataCore Named a Leader in Software-Defined Storage and Hyperconverged Infrastructure by WhatMatrix'. A sub-headline states: 'In-Depth Technical Product Evaluation Places DataCore as a Top SDS/HCI Provider'. A teal arrow points downwards. On the left side, there are social media icons for LinkedIn, Twitter, Facebook, and Email. The main content area has a white background and contains the following text: 'FT LAUDERDALE, FL, November 20 [redacted] has been named a leader in the 2018 [WhatMatrix SDS & HCI Landscape Report](#). The report is the result of a rigorous, independent evaluation that used 115 check-points to judge 12 [software-defined storage](#) (SDS) and [hyperconverged infrastructure](#) (HCI) platforms. WhatMatrix's mission is to provide a comparison platform driven by visitor demand and IT community collaboration. *All evaluations are based on in-depth technical analysis, and all comparisons are managed by independent community experts and consistently validated through open community curation.* The third-party evaluation conducted for the SDS/HCI Landscape report featured 12 product offerings in the SDS/HCI market from vendors including Cisco, DataCore, Datrium, Dell/EMC, HPE, Microsoft, Nutanix, Pivot3 and VMware. [redacted] has long held a spot in our SDS/HCI leaderboard," said Herman Rutten, category consultant at WhatMatrix. "We have named DataCore a leader in the SDS/HCI Landscape Report 2018 as the result of a comparison of 115 rated criteria. Its product can be regarded as pure SDS and has a well-rounded set of features supporting a variety of use cases."

Promote your inclusion and technical endorsement on WhatMatrix




PRODUCTS SOLUTIONS COMPANY VISION RESOURCES CONTACT 

 News

straight into top 3 CMPs on WhatMatrix.com

by **Ian Lee**, on Apr 14, 2016 9:44:38 AM

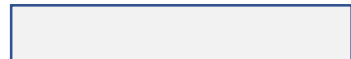
The WhatMatrix logo, which includes a grid of squares and the text 'WhatMatrix' and 'FREE IT Comparisons'.

WhatMatrix.com has welcomed Embotics to their Cloud Management Platform evaluation category.

vCommander 5.6.3 was added to their technical comparison and after evaluating its capabilities it went straight into the "top 3" of the category, reflecting the increasing capabilities of Embotics.

For more details of the evaluation, and why WhatMatrix said "*One of the (differentiating) key value propositions of vCommander is the ease-of-use and simplicity of the initial set-up compared to some of its competitors.*" see the [WhatMatrix blog](#).

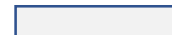
The full matrix and comparisons are available [here](#).



Subscribe to the Embotics news feed to receive press releases and other news updates directly to your inbox.

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Blog

WhatMatrix Adds Cloud Management Platform Comparison

Posted by Ephraim Baron

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(reprinted from WhatMatrix blog <https://www.whatmatrix.com/blog/?p=2157>)

How Cloud Computing is Transforming IT

I've spent more than 20 years in IT operations. In that time, computing technology has changed dramatically. However, some things have remained relatively constant. IT operations sits at a nexus of negativity. From a business perspective, operations is overhead and its value is difficult to quantify/justify. From a developer perspective, operational standards are needlessly strict and limiting. From a user/requester perspective, IT is a maddening black box where requests go to die.

It's no wonder that enterprises are embracing cloud computing with its promise of capacity-on-demand service and pay-as-you-go consumption.

Cloud is a compelling alternative to traditional IT. Customers no longer have to accept 'no' for an answer. If they don't like what IT is telling them, they pull out a credit card and get what they want, when they want it. More to the point, cloud computing is transforming the focus of IT discussions from technology to business. As the enterprise world moves to embrace cloud computing, they follow a logical progression:

- Does cloud have any benefits for my business?
- How can I use cloud for strategic advantage?
- How do I shift to a cloud-first approach?

If One is Good, More are Better

Recent Posts

- Software Announces Revolutionary CloudGoat Product
- On Cloud Management Platforms and Interchangeable Parts
- Reflections on CLIQr's Acquisition by Cisco
- WhatMatrix Adds Cloud Management Platform Comparison
- Confessions of a Cloud Skeptic

Posts by Topic

- IT Challenges (16)
- Feature (15)
- Upgrade (13)
- Cloud Management (12)
- Release Notes (10)
- [see all](#)

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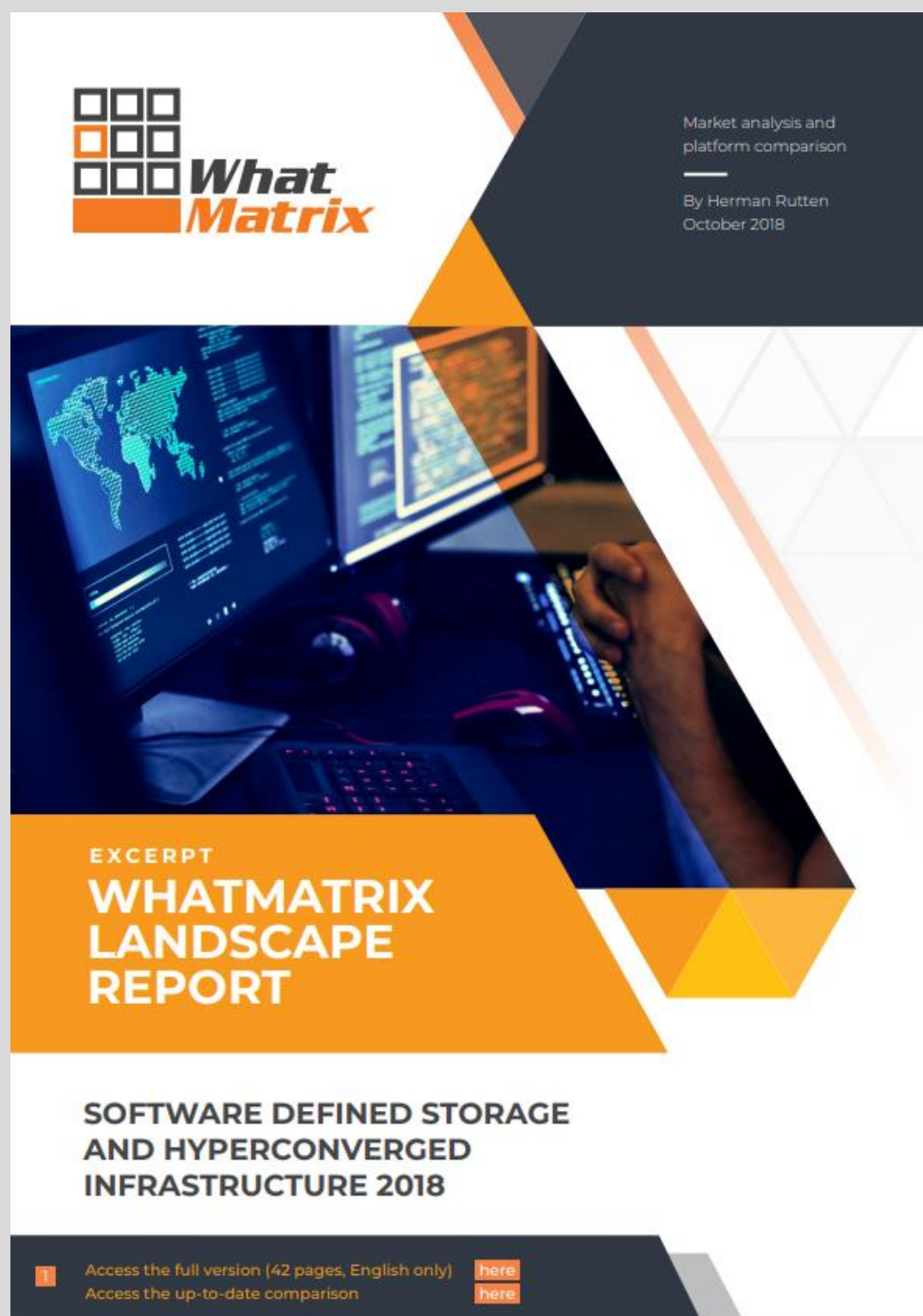
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Attract clients with custom reports!

Use the report as marketing and sales collateral!

Leverage it at trade show events as technical proof point!



- We will remove competitive details! (sorry, rankings can not be influenced)
- Show additional product information! (your extended vendor section)
- Get you own custom reprints including translations!