



Solution Snapshot
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Introduction

This 'snapshot' is intended to provide a view into certain key areas regarding the market analysis and related queries being conducted for (withheld). The information presented is in 'raw information' form, analysis is not completed as of this writing and some information may be subject to change in the next few weeks.

The RADE process that DG is executing has followed the quantitative/qualitative path wherein DG first has researched quantitative market information available via industry sources and following the CPM sections and question orientations. Additionally, DG has conducted quantitative research directly with its direct and/or indirect customers. Relevant portions of the quantitative research have been surfaced already via the CPM's, supplemental documents and team interactions. The qualitative portion of the process has been underway as part of the ongoing analysis. The qualitative portion and related analysis include the verification, validation and/or modification of the quantitative research by direct customer feedback on the same and is represented by the information in this snapshot.

Thus, the process to date has been to research from industry sources, qualify the research from direct customer feedback and adjust the findings and recommendations accordingly including DG expertise. In this process the inputs, considerations and prioritizations of (company name withheld) have been integrated.

For the purposes of this research and analysis, industry sources include published studies (Gartner, etc.) comprising approximately 10%, technology leaders with whom DG has direct relationships (IBM, Symantec, etc.) comprising approximately 30% and the balance from related groups, forums and SME's with whom DG has direct relationships (VC's, professional service partners, integration providers, resellers, industry vertical software and service providers and SME's).

Customer feedback is provided via a select group of companies that are comprised of customers from the DG network where DG personnel are directly and/or indirectly involved and in a position of making inquiries and gathering helpful information that qualifies, validates and/or adds to the research and analysis.

The selected customers for this research and analysis were advised that DG is conducting research for a customer interested in providing a technology solution for digital content and data protection and security. (Withheld) has not been identified as the DG customer nor has (solution name withheld) (features nor functions) been identified as the technology solution.

About this document

The information contained in this Snapshot is current as of 18 Nov 2016.

Specific information contained herein are subject to further analysis per the RADE process.

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Note: This sample document contains information and recommendations derived from DG's signature system of processes and analysis.

DG provides service-oriented strategic guidance and operational capabilities at a number of levels, engaging with our clients to use data, analytics, and proven technology to define, develop, and achieve strategic business objectives. Our practice positions clients for success by revealing the present state of their business and solutions within given markets, identifying paths and risks, and providing tactical resources for accelerated success.

For additional information on how our services can benefit your business, please contact DG.