Final Presentation

Software Evaluation Group

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Module Overview

- Identify, organize & evaluate SW systems
- Analyze and create a rating system
- Present the overview and SWOT analysis of software
- Develop a template of a super SW with the best aspects
- Assist Mappware in identifying target markets
Evaluation Process

Start

Analyze target market

Marketing aspect

Product aspect

Customer Service aspect

Stop
Target Market: Medium-sized closely-held enterprise, Fortune 1000 companies, non-profit organizations, small companies

Rating Basis: SMS Version 1.0
Mappware

- Target Market: Medium-sized closely-held enterprise, Fortune 1000 companies, non-profit organizations, small companies
- Rating Basis: Mappware Demo
ithink

- Target Market: Business related fields (i.e. profit or non-profit organization)
- Rating Basis: i-think Version 7.0a
StrategyMap

- Target Market: Medium-sized to large corporate companies
- Rating Basis: Website Information, Telephone Interview
iDashes

- Target Market: Corporate, Consultants, (Small Businesses)
- Rating Basis: Online Presentation, Online Demo
Virtual CEO

- Target Market: Large corporate companies, non-profit, government agencies, consultants
- Rating Basis: Online Presentation, Online Demo
Elevator

- Target Market: CEOs, Executive teams of Global 1000, Large Middle Market Companies
- Rating Basis: Website Information, Interview and demo
Activestrategy

- Target Market: Finance, Telecommunication, Government, Manufacturing Companies.
- Rating Basis: Website Information, Online presentation
* Criteria list was used to evaluate SW. Only applied criteria were selected and used to calculate mean values.
Visuality vs. Simplicity

- Virtual CEO
- Idashem
- ActiveStrategy
- SMS
- Bevator
- StrategyMap
- Mappware
- I-Think
Versatility of Strategy vs. Role-base
Tutorial vs. Glossary
Marketing vs. Customer Service
### SWOT Analysis

<table>
<thead>
<tr>
<th>Name</th>
<th>Strength</th>
<th>Weakness</th>
<th>Opportunity</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS</td>
<td>Glossary</td>
<td>Graphics</td>
<td>Nature of the software, target market</td>
<td>Lack of customer service</td>
</tr>
<tr>
<td>Mappware</td>
<td>Warranty</td>
<td>Glossary &amp; tutorial</td>
<td>Well-developed role-base</td>
<td>Undefined target market, paranoia</td>
</tr>
<tr>
<td>ithink</td>
<td>Visualization</td>
<td>Sophisticated &amp; time consuming</td>
<td>Target market</td>
<td>Not focusing on market trends, branding</td>
</tr>
<tr>
<td>StrategyMap</td>
<td>Flexible</td>
<td>Lack of demo</td>
<td>Adaptability</td>
<td>Lack of identity</td>
</tr>
<tr>
<td>iDashes</td>
<td>Visualization</td>
<td>High system requirements</td>
<td>Applicability of strategy</td>
<td>Graphically overwhelming</td>
</tr>
<tr>
<td>Virtual CEO</td>
<td>Easy to use</td>
<td>Not role based</td>
<td>Promotion and advertising</td>
<td>Spread-out target market</td>
</tr>
<tr>
<td>Elevator</td>
<td>Role-Based</td>
<td>No Update version</td>
<td>Nature of Software</td>
<td>Not Application Service Provider</td>
</tr>
<tr>
<td>Active Strategy</td>
<td>Good branding</td>
<td>Customer service</td>
<td>Marketing</td>
<td>Lack of customer service</td>
</tr>
</tbody>
</table>
Template of Super SW

- **Market Aspect**
  - Esthetics - Virtual CEO
  - Branding – Active Strategy
  - Promotion – Virtual CEO
  - Online Demo – iDashes

- **Customer Service**
  - Service Bundle – Active Strategy
  - Warranty – Mappware

- **Technical Aspect**
  - Applicability of strategy map - iDashes
  - Simplicity – Virtual CEO
  - Multiple users – Active Strategy
  - Glossary – SMS (content), ithink (layout)
  - Update version – SMS
  - Visualization – iDashes