

# Competitive Product

## Corporate Facts

- Ownership –
- Revenue
- Size –
- Partners –
- Cloud Partners –
- Global, HQ –
- Recent History –
- Major customers –
- News

## Product Snapshot

### What It Is

Description

### Functionality

- 

### Deployment Options

x

### Support and Services

x

### Key Verticals

x

### Key integrations

x

### Website

x

## Target Audience (same as us)

- 

## Price Comparison

- 

## Discovery Questions

-

# Competitive Product

## Competitor Positioning

### Key Strengths

- Claimed market position / USPs

### Why We Lose

### Claims Against Us

### Key Value Drivers

## Landmines (Attack)

### Key Weaknesses

- Why We Win

### Resources [\(add links\)](#)

## Protection (Defend)

Q: ?

A: .

Q:?

A. .

Q:?

A. .

Recent Wins –

### Reviews

Gartner Peer Insights –

G2 -

## Recommended Strategy

Summary statement