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## Case

## Study

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### Contact Information

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# Product Comparison Offers Software Provider Insights into Strengths and Weaknesses of Solution

**Client:** A leading software provider.

**Business Issue:** The client desired an assessment of one of its digital photography software programs in comparison to competitors' offerings. The company sought to identify the strengths and shortcomings of its solution based on this comparison.

**The Solution:** InfoTrends purchased eight software programs from competitors and examined and evaluated each software package using a standard protocol. Evaluation involved printing one or more test photos. In conducting these reviews, InfoTrends was able to identify:

- The best products for beginner/non-technical digital photographers for photo printing
- Each product's capabilities for photo viewing, management, and editing
- The program with the most comprehensive feature set
- The solution with the highest perceived value
- The software that offered the best device integration

The reviews also answered several questions for the client, including:

- What are potential areas for improvement?
- What options could be included to increase ease-of-use?
- What features are most valuable to consumers?
- What are the drawbacks of the product?

# CASE STUDY

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*"InfoTrends is extremely responsive when we require information and insight. They understand our ever-changing industry and continually provide knowledgeable third-party feedback on our strategic planning and new product direction."*

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**The Results:** InfoTrends presented the client with a document that contained a head-to head comparison of user satisfaction with the download process, viewing/organization tools, editing tools, and printing tools. It also provided a qualitative analysis of the strengths and weaknesses of each product, as well as recommendations for the client.

The reviews helped the client better understand the benefits of its software package in relation to the other offerings on the market, as well as the glitches that were worthy of improvement. Due to the ease-of-use comparison, the company was also able to re-define its target market in terms of the technical capabilities of the consumer.

## **Getting Started**

For more information about InfoTrends' project capabilities and how we can help you, please contact Matt O'Keefe at 781-616-2100 x115 or by e-mail at [matt\\_okeefe@infotrends.com](mailto:matt_okeefe@infotrends.com).



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