

Vendor Segmentation and Evaluation for Online Banking Applications

Case Study

A well-known and highly respected online banking services provider was asked by its user group's steering committee to research four ancillary services to extend the reach of their online banking application. The provider engaged Graber Associates to research the market and deliver recommendations for each segment.



The project

Graber Associates identified and researched 39 vendors across the imaging, ACH origination, e-lockbox, and treasury services segments. Our goal was to identify three from each category that would provide the best fit for potential partnerships based upon criteria determined by the client: technology, target market, market presence, and organizational strength.

We first reviewed these criteria with the client to better understand the nature of their selection and the importance they gave to the process. We then researched each space and identified the vendors that would not make the cut, given the client's criteria. Why these vendors were not chosen as finalists in the respective categories was included in our final report. The three top candidates that survived the cuts received an evaluation on each of the four criteria.

Output

We derived a summary evaluation for every finalist vendor chosen in each of the four market segments. The totals of each vendor's positioning vis-à-vis the four criteria, which were weighted equally, determined the final rankings.

We created a deck of 27 slides outlining the challenges facing the vendor, definitions of the four areas researched, the three recommended vendors (*see below*), and a profile of each of the three candidates as back-up.

Market Space One – Strengths & Challenges			
Vendor A	Vendor B	Vendor C	Evaluation Criteria
●	●	●	Technology
●	●	●	Target Market
●	●	●	Market Presence
●	●	●	Financial Strength
●	●	●	Evaluation Summary

Our Services

Graber Associates offers a full slate of services and programs that help you reach your important constituencies:

Public Relations

- Message development
- Press and analyst relations
- News release programs
- Editorial placements
- Media and analyst briefings
- Client/Partner newsletter
- Company backgrounders

Marketing

- Messaging and positioning
- Trade show planning & support
- Announcement plans and strategy
- Press and analyst tours
- White papers
- Sales guides and slip sheets
- Speakers' bureau services and speechwriting
- Customer/partner newsletters

Research

- Customer satisfaction surveys
- Cash management analysis
- Market research
- Bank or vendor RFP's
- Marketing plans
- Implementation plans
- Marketplace analysis
- New market perspectives
- Competitive assessments



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Result

This slide deck, with minimal changes, was presented to the user group steering committee at their annual meeting. Our presentation of the results to the client was the basis for the client's presentation to the user group.

About Graber Associates LLC

Founded in 2002, Graber Associates develops and implements public relations and marketing communications programs that generate revenue for businesses. We also provide research that allows our clients to make better-informed decisions. Although we specialize in financial services and technology, our services and experience cover a wide range of vertical markets and industries.

We work hand-in-glove with you to develop public relations initiatives and execute marketing campaigns that help you succeed.

For More Information

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