METHODOLOGY

Heavy Reading’s resources were used to identify as many vendors as possible. Websites were trawled to obtain initial product information from online brochures, data sheets and even installation manuals. Vendors were then contacted and asked to participate. Those responding positively were interviewed about the key points of their products, the markets they served, and their strategy (each interview lasted about an hour).

After the vendor interviews were completed, a large set of important product features and metrics was put into a series of tables. These empty tables were then sent to the vendors to complete.

When the vendor-completed tables were returned they were checked for self-consistency, and against data sheets. Any peculiarities or confusion was discussed with the vendor concerned.