

Consulting case study

Support product roadmap strategy by testing features against best-in-class

Background

EMIS is a vendor of information products and platforms providing company, industry and country analysis on emerging markets.

Its platforms offer a wide range of features and functions designed to support financial and business analysts, investors, risk management professionals, procurement teams and other user groups with everything from basic research to in-depth analysis and benchmarking of financial risks.

To prepare for its annual product development summit, EMIS turned to Jinfo to provide expert testing and analysis of specific features and functions of EMIS against competitor offerings and best-in-class offerings for a number of dimensions including search, product architecture, and breadth/depth of content.

Jinfo's 20+ years of experience reviewing products, interpreting feature requests, analysing market and targeting future needs made us an ideal partner for this project.

Jinfo conducted in-depth, targeted feature testing and prepared a report with recommendations on features to develop in the next roadmap. Our analyst presented the findings on the first day of EMIS's product development summit and facilitated discussion on enhancing the planning process with these results.

Project impact

Jinfo's unbiased analysis and skilled facilitation set the tone for a successful summit. The report's comparisons enabled the team to work out customer-centric priorities for feature development.

EMIS product owners used the report to create detailed roadmaps for the coming year and used it as a main reference point during monthly status calls.

Get a taste of the value

Let Jinfo conduct a quick comparison on one key feature of your product against three competitor products. We'll explain the customer's view of "best practice" for that feature, and rate each member of the peer group against that standard. [Start the conversation »](#)

Jinfo Methodology

1. Review internal insight on vendors/products to be covered in the study
2. Select analyst to conduct expert research
3. Interviews to better understand deliverables
4. Analyst product demo
5. Initial product testing to understand study variables
6. Recommend peer group
7. Outline of proposed deliverable to client for review
8. Final peer group selection
9. In-depth testing of product and peer group
10. Report to client for review
11. Meeting to review findings
12. Recommend format for presentation and discussions for summit
13. Revise report based on feedback
14. Finalise presentation
15. Summit presentation and facilitation
16. Report finalised.

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