

Peer to Peer Review Sites: What You Need to Know and Do



Vinay Bhagat
CEO

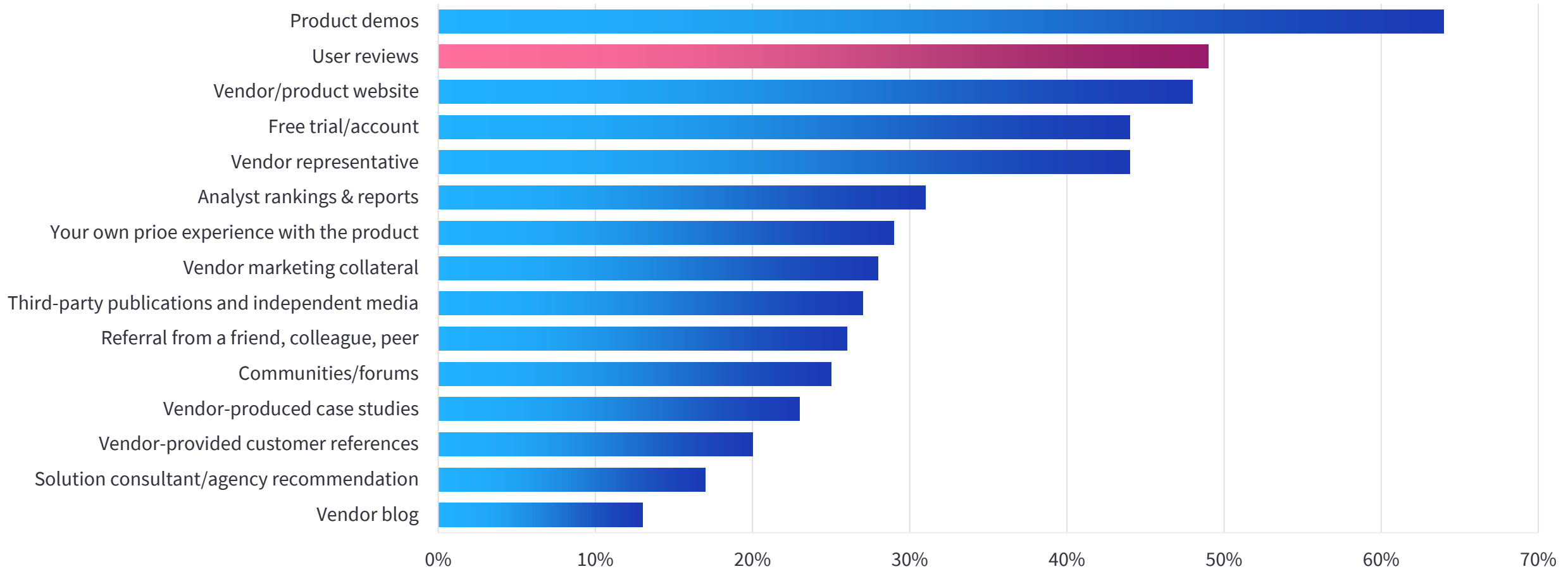
@vinaybhagat #TruthSells



The Role of AR is to Influence the Influencers

The New Influencers Are Your Customers

Most Frequently Used Information Sources by B2B Buyers



The Macro Environment

7 out of 10 people worry about #fakenews

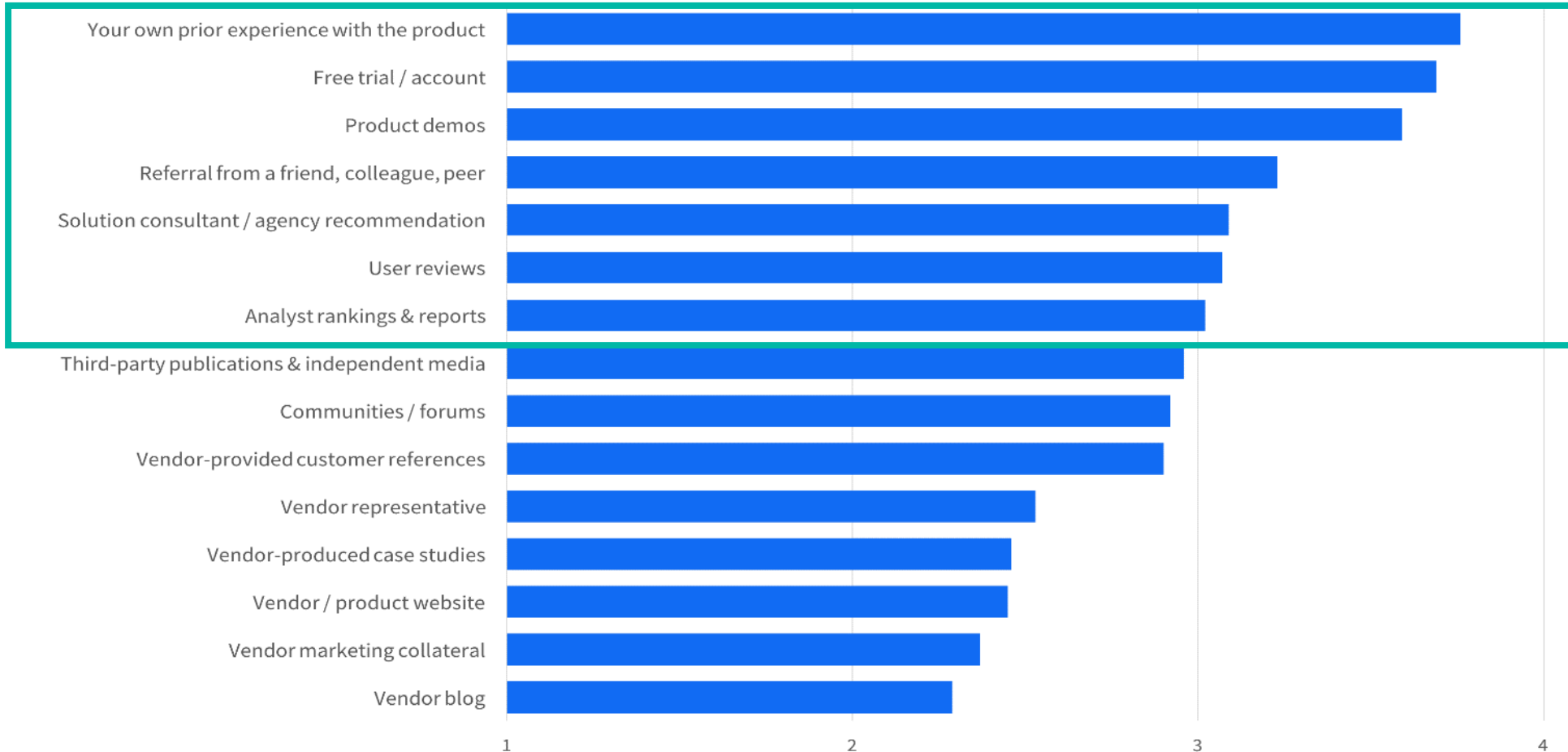
59% say “I am not sure what is true and what is not”

42% “not sure which companies and brands to trust”

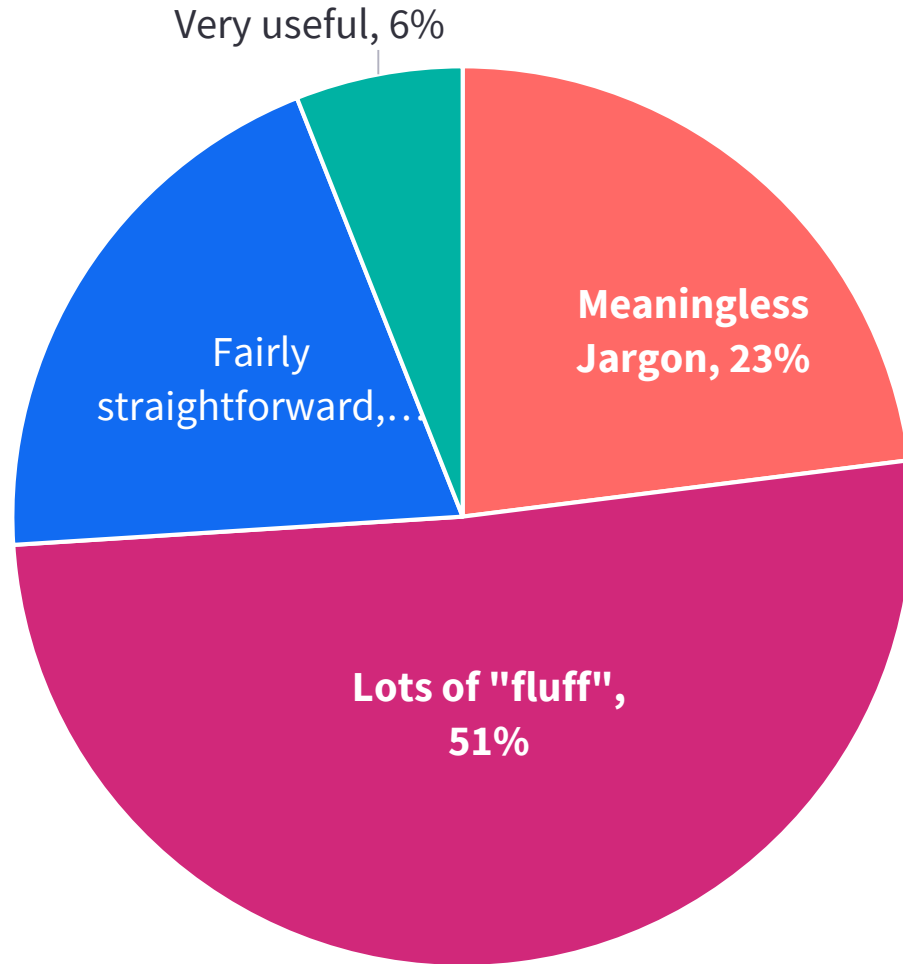
Trust in business
declined 20%

What Do They Trust?

Most Trusted Sources by B2B Buyers



74% Don't Find Your Content Useful



“They overuse words that have no basis in any factual information, ‘industry standard,’ ‘best in class,’ ‘award winning’

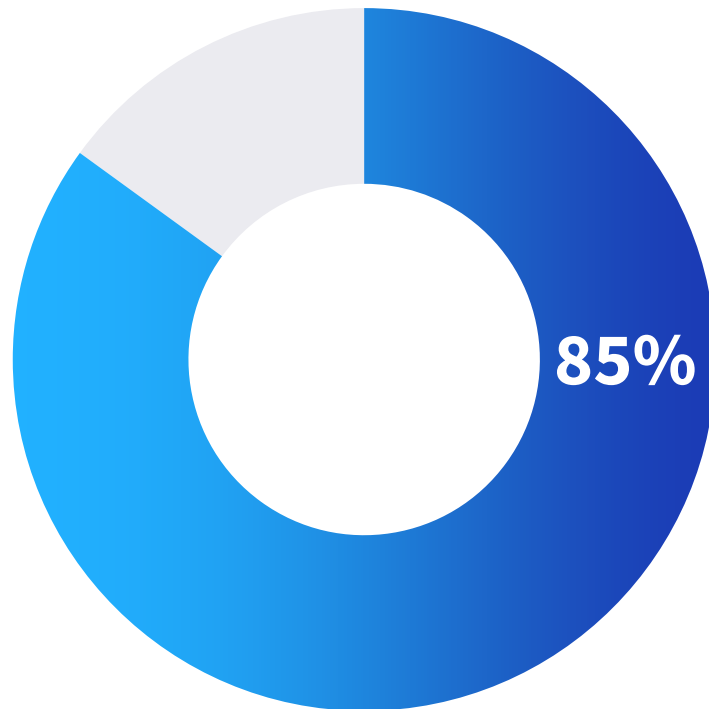
“It’s word salad with no clear benefit or value proposition.”

“It’s like their marketing team got drunk with a buzzword dictionary and had a baby”

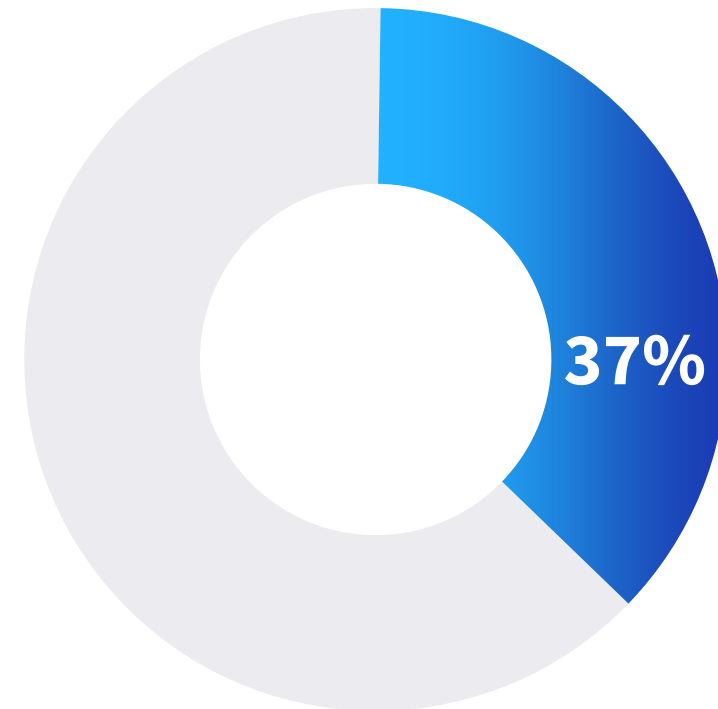
Language software vendors use to describe their product?

Intent May be Good, but Missing the Mark

Vendors who aim to be forthcoming about product limitations



Buyers who found their vendor forthcoming about product limitations



This is Our Moment of Truth

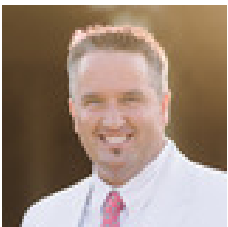


In a world made cynical by #fakenews...#TruthSells

Don't Fear The Truth

“I don't want hyperbole. **I don't want marketing or sales speak.** I want the good, the bad, and most importantly the ugly. The most valuable reviews for me and the ones that include **a healthy dose of cons to balance the pros.**

I can read about the pros for days on the vendor's website. I need to understand if the **cons are large enough to dismiss the solution from consideration**, not relevant to **my use case**, or small enough to not be a problem.”



Chris Salles

Director, Learning

Audible, Inc. Retail, 10,001+ employees

Your Story, Their Words

Details buyers want with an average of 400 words/review



JANUARY 20, 2017

IBM Cloud Video (including Ustream) Review: "Industry Standard for Streaming"

Zachary Smith
Marketing and Advertising, 10,001+ employees



Score 9 out of 10



[Review Source](#)

Software Version

Streaming Manager (Ustream Pro Broadcast)

Modules Used

Ustream eCDN (IBM Cloud Video Enterprise Content Delivery Network)

Overall Satisfaction with IBM Cloud Video (including Ustream)

Implementation

Implementation is easy as for a service such as this. Sign up for an account with your Admin. The admin account can build out a list of channels to stream content to, add users to be able to manage channels. Streaming to channels is the same as most all RTMP encoders: get the endpoint URL and the streaming key.

Usability

So easy a kid can do it! No, really! The application is intuitive and simple enough that users with no experience can fully utilize the functions of the Ustream service and platform. It's so simple that it has immediately become the standard for our online web streaming experiences.

Use Cases and Deployment Scope

My company is primarily using utilizing Ustream as our primary CDN for all our live webcasts. Content live from around the world and this platform works well (if not best) anywhere. The platform is extremely reliable and we are a huge fan at the multi bit rate streams that seem to work on any bandwidth connection.

Pros and Cons

- + Multi Bitrate streaming is my favorite feature. Encoders can be configured to send RTMP at a variety of resolutions/bitrates to Ustream or send a single resolution stream and Ustream will handle all the heavy processing on their end. The end result is a great quality stream on low-bandwidth connections and high-bandwidth on any desktop or mobile device.
- + Multiple channels can be configured within the UI that can be accessed online through a Browser. This is a great way to keep your content organized.
- + Multiple user functionality and collaboration is built into the Pro level of Ustream and I recommend using this if you are working with a team or multiple managers and technicians.
- Some of the online UI needs to be updated. When creating a high volume of channels, it becomes convoluted to navigate through all channels in the small sidebar. Long titles will run off the sidebar and be able to be unread.
- No swapping out videos and keeping views.
- Some of the Pro features should be free.

IBM Cloud Video Business Outcomes

Our business has had a long history of successful live streams to the web watched by millions worldwide; chances are you've watched one! Successful streams have been broadcast from Europe, America, Australia, Asia, South America, and in multiple languages. Whenever there is any issue, there is great customer support available by phone and Ustream will make arrangements to have technician on stand-by for particularly large events. We will continue to use the platform for all future web streams.

Alternatives Considered

Because Ustream has become such a popular service, there are many more that have followed after it. You can find a variety of similar options that might have more customization or a lower price tag. However, the scalability and reputation this platform has achieved will keep my company coming back for more.

Likelihood to Recommend

Ustream is best for public facing content and content that will be shared with large audiences. There are limited features for customizing your content other than streaming and hosting the then streamed videos online for future playback. This makes particular use-cases for internal streaming and collaboration impossible to achieve until more features are added.

Custom Questions tell your unique narrative

"We end up with a huge breadth of highly valuable content."

"I love how the questions provide some guidance, but also allow customers the freedom to choose their own words to describe their experience."

"Our TrustRadius reviews have actually served as a catalyst for getting our product/offering management, customer success and marketing teams working closer together."



Stacy Nawrocki
Director of Product Marketing,
IBM Cloud Video at IBM

Comparing Sites - *Reviews of same product*



Review: "IBM SPSS data analysis tool for objective decision making."
JESUS EDUARDO MEZA RAMIREZ
Analista
Constructora Conkor, C.A.

Operational Impact
The use of IBM SPSS tools has been very important for objective decision making because it has made it possible to analyze complex data [and we] have been able to identify potential elements for the growth of the company. These strategies have brought positive change in the economic indicators of the company because it has been more efficient in the use of time, more efficient in the fulfillment of tasks and activities, and to be more coherent in personnel changes and distribution of the company.

Business Impact
The application of the techniques of IBM SPSS has brought a commercial impact considering that it is used for the analysis of data of complex situations. The tool for decision making is very favorable considering the accuracy and reliability of the results.

Alternatives Considered
• RStudio
Select IBM SPSS because it is a program that is easier to use than RStudio [which] requires the application of much more work hours to master and make the most of each of the tools it offers.

Other Software Used
Winke, Skype for Business, Tableau Desktop, WordPress

Likelihood to Recommend
I would say that it is an ideal integral program for the application of descriptive and inferential statistical methods and for the systematization, analysis, evaluation and organization of data for decision making.

Pros and Cons

- + Application of descriptive statistics
- + Application of inferential statistics company is every day more optimal
- + It offers a spreadsheet for data and understanding the behavior of the
- + It facilitates the analysis of complex offering results of high precision
- + It provides the possibility of impact columns and rows, removing large database, and many specific optimization making.
- I do not like graphics tools, I think of other similar programs in order
- Other aspects that I do not like to understand and interpret according to improve the presentation of the because it has to confuse because and confusing.
- I have used graphics tools to show can improve their presentation.

Showing 458 SPSS Statistics reviews

★★★★★ August 1, 2018
"My go to for research analysis"

What do you like best?
You can run all sorts of research data analyses on this program without needing to write any codes.

What do you dislike?
It's hard to figure out which analysis to use at times just by navigating through the program. There is no guide. You need basic research analysis knowledge.

What business problems are you solving with the product? What benefits have you realized?
Quick and easy research analysis. Even for complicated analysis.

Share 0 comments · Add Comment · Report a Concern · Help/Feedback

- Short form content ~80 words
- Stock questions
- Ads / chatbots

Reviewer Profile
Director, Analytics & Insights
Industry: Services
Role: Data and Analytics
Firm Size: <50M USD
Implementation Strategy: Worked with just the vendor

"Excellent And Robust Solutions That Can Be Easily Scaled, And Achieve Excellent ROI."
Last Updated: September 7, 2018

★★★★★ Overall User Rating
Product(s): IBM SPSS Modeler, IBM SPSS Statistics

Lessons Learned
Please rate your overall experience
Create a headline summary of your experience
Excellent and robust solutions that

Please provide comments on your experience
IBM's analytics tools deliver consistent change, IBM has the solution(s) in ease of use and the UI for modeler. For more advanced analytics IBM has deployment.

What do you like most about the product?
Can handle all of my teams analytics

What do you dislike most about the product?
Occasionally I may require a technical statistics; however, it is available in

Evaluation & Contracting
Why did you purchase this product or service?
• Other...
So that we can offer our clients the insights from machine and deep learning. AI

What other vendors were considered?
• SAS

What were the key factors that drove your decision?
• Breadth of services
• Overall cost
• Pre-existing relationships
• Product functionality and performance
• Strong customer focus

Overall rating of evaluation and contract negotiation with the vendor

Integration & Deployment
What was your implementation strategy?
Worked with just the vendor

How long did your deployment take?
0 - 3 months (<3)

Overall rating of integration and deployment

Service & Support
Overall rating of service and support

Product Capabilities
Overall rating of product capabilities

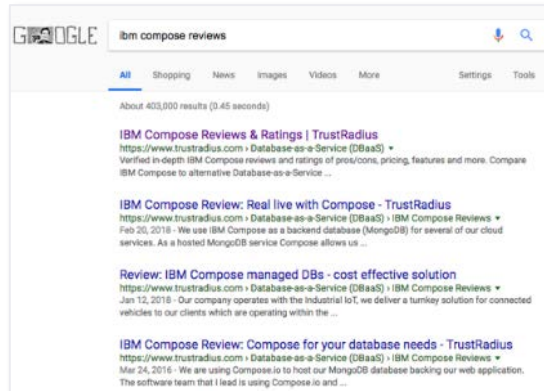
- Stock questions
- 100% anonymous
- Do it Yourself

- Long form content 400+ words
- Shape narrative with custom questions
- 70%+ identifiable (non-anonymous)
- Robust services and platform

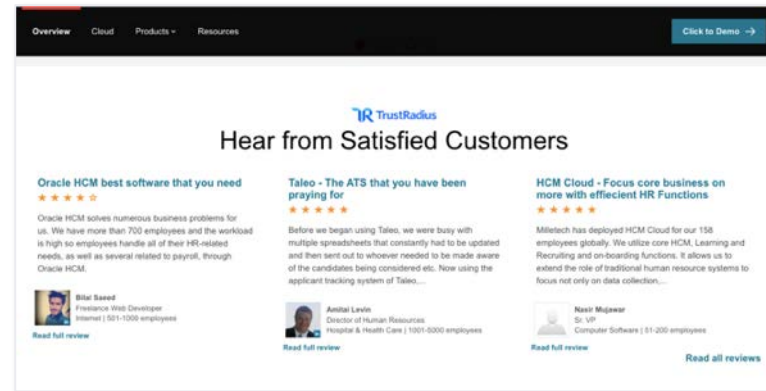


Infuse Across the Buyer's Journey

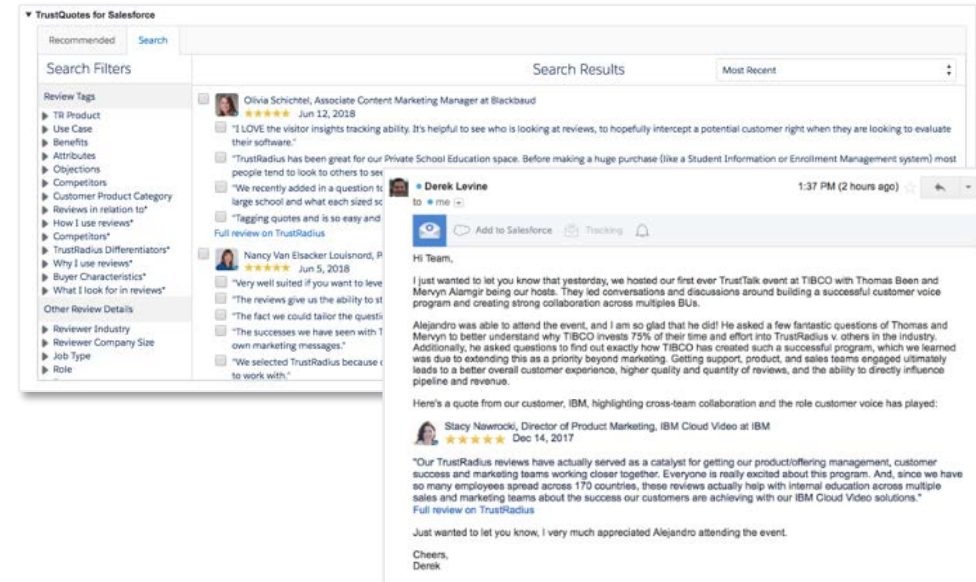
Search



Web



Sales



Social



Content Assets

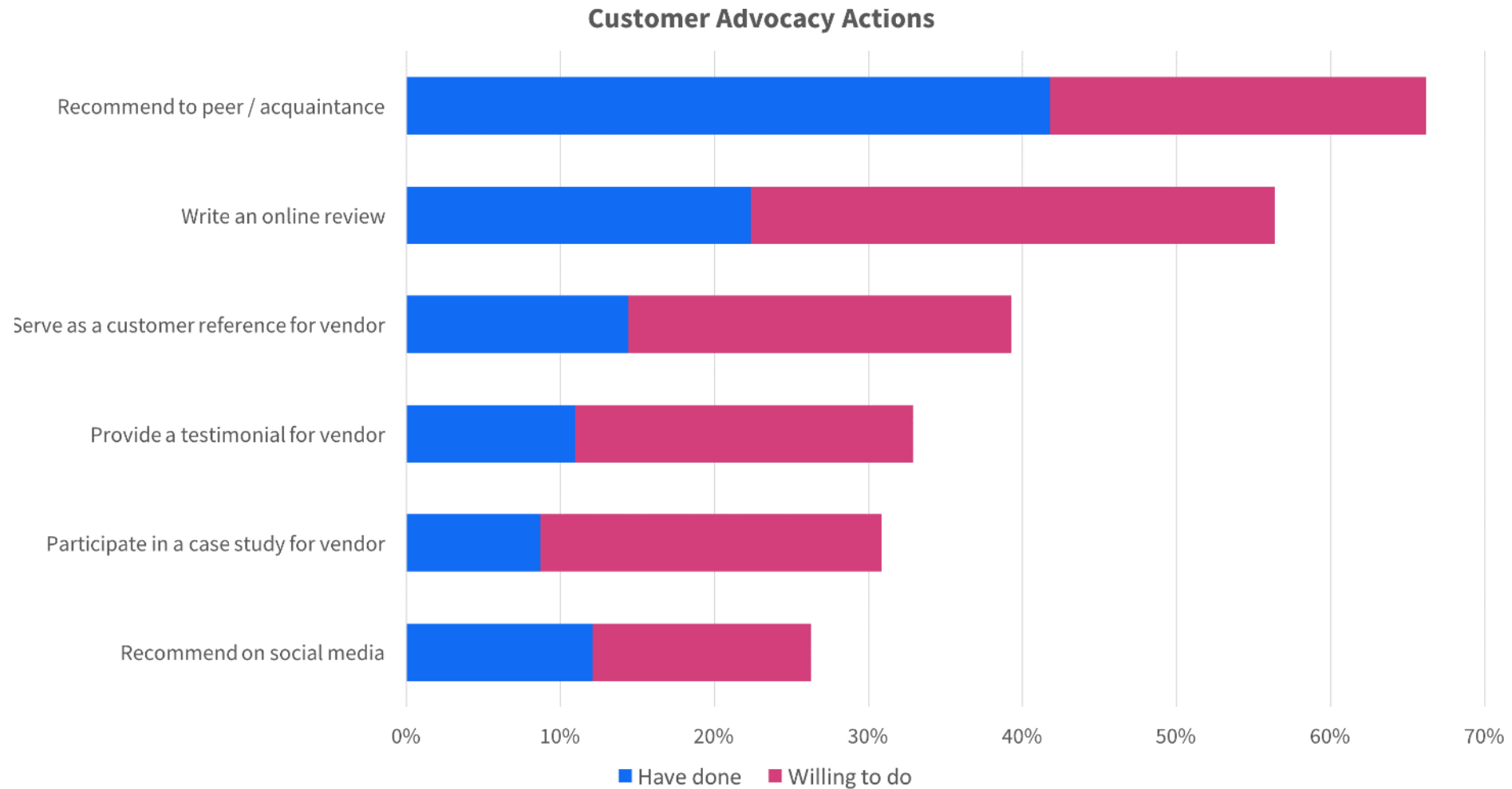


"TrustQuotes have helped to **provide a 39% lift in conversion rate** on our paid search lead generation landing pages"



Rick Salmon
PPC Manager
ConnectWise

Untapped Advocacy Potential



Review Acquisition At Scale

Willow,

SAP and Performance Analytics are working with TrustRadius to publish independent ratings and reviews of SAP Business Planning and Consolidation and would like you to participate, starting with a quick click below. TrustRadius is like TripAdvisor or GlassDoor, but with a focus on business software.

How likely are you to recommend SAP Business Planning and Consolidation to a friend or colleague?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely likely

When you click to rate SAP Business Planning and Consolidation, you'll be prompted to save your rating via LinkedIn, then have the option of completing a full review.

Complete a full review by the end of the month and TrustRadius will send you a \$25 Amazon gift card**

Your eligibility does not depend on your opinion of SAP Business Planning and Consolidation. You may publish your review anonymously.

**Must publish a review of SAP Business Planning and Consolidation on TrustRadius by the end of the month. Must have used this product within the past six months. Gift cards available in USD, GBP, CAD, Euros, NZD, and AUD.

Thank you for rating SAP products!

SAP has partnered with TrustRadius to collect your feedback on SAP Lumira, SAP Analytics Cloud, SAP BusinessObjects BI Platform, and SAP Business Planning and Consolidation. Rate any or all of these products to receive a \$5 Starbucks gift card**. You must save your ratings to be eligible for a thank you gift card from SAP.

How likely are you to recommend SAP Lumira to a colleague?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely likely

How likely are you to recommend SAP Analytics Cloud to a colleague?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely likely

How likely are you to recommend SAP BusinessObjects BI Platform to a colleague?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely likely

How likely are you to recommend SAP Business Planning and Consolidation to a colleague?

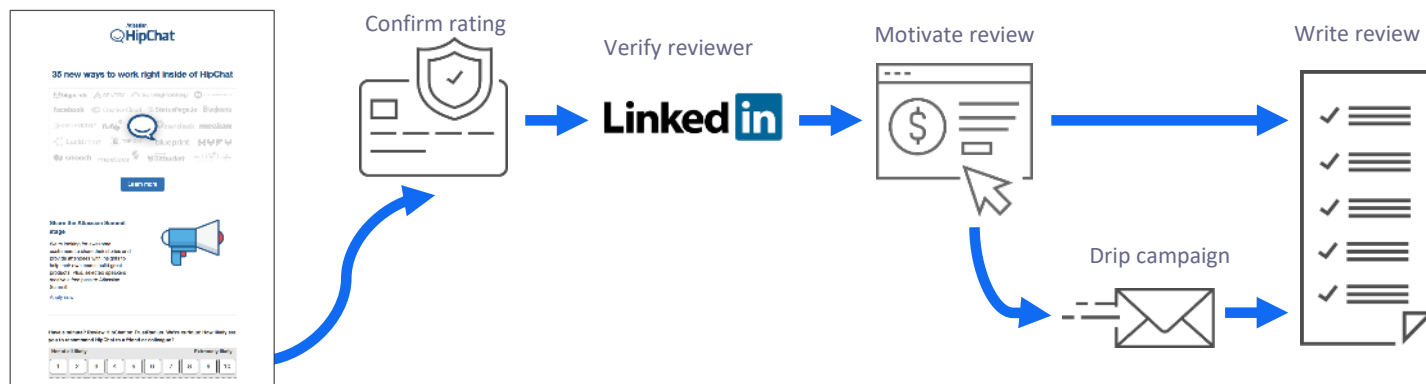
Not at all likely 1 2 3 4 5 6 7 8 9 10 Extremely likely

**Current SAP customers eligible only. Must rate either SAP Lumira, SAP Analytics Cloud, SAP BusinessObjects BI Platform and SAP Business Planning and Consolidation on TrustRadius using a LinkedIn-verified account. Starbucks gift card valid only in USD and distributed by SAP. Limit one thank-you gift card per attendee. Gift card eligibility does not depend on the options you express.

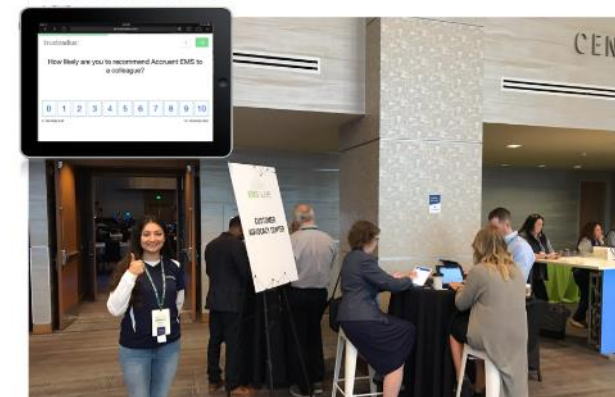
"The program allowed us to **quickly and easily aggregate reviews** from our customer base. I believe the **largest problem these offerings solved was bandwidth**...being able to offload these campaigns and programs was very helpful and our team was able to continue working on corporate initiatives."



Michelle Corrales
Marketing Manager
Zix Corporation



EMS Live 2018



600+ attendees
600+ engaged
250+ surveyed
20+ ratings published
100+ reviews published

Measuring Influence & Intent

Visitor Insights ⓘ

Reset

DATE RANGE

08/16/2018 - 11/13/2018

COMPANY NAME

INDUSTRY

Filter By Industry










COMPANY SIZE

Filter By Company Size

LOCATION

Filter By Location



Company	Size	Location	Last Visit	Visits
 International Business Machines Corp. Computer Related Services, Nec	25,000+	Armonk, NY US	11/01/2018	4
 Oracle Corporation Prepackaged Software	25,000+	Redwood City, CA US	10/22/2018	6
 Accenture PLC Management Consulting Services	25,000+	Dublin, Dublin Region IE	10/03/2018	2
 Deloitte Touche Tohmatsu Limited Management Consulting Services	25,000+	New York, NY US	08/30/2018	2
 Cisco Systems, Inc. Communications Equipment, Nec	25,000+	San Jose, CA US	08/23/2018	4
 Facebook, Inc. Computers, Peripherals, And Software	25,000+	Menlo Park, CA US	09/17/2018	1
 MGM Resorts International Hotels And Motels	25,000+	Las Vegas, NV US	09/12/2018	1
 Johnson & Johnson Drugs, Proprietarys, And Sundries	25,000+	New Brunswick, NJ US	08/28/2018	1
 American Express Company Personal Credit Institutions	25,000+	New York, NY US	10/17/2018	1

Deal / Customer Level Insights

Comparisons are a leading indicator of which vendor is “winning” the sale



Page Visited	Visits to Page
datadog-vs-hp-openview-vs-sciencelogic	1
datadog-vs-icinga-vs-sciencelogic	1
datadog-vs-nagios-vs-sciencelogic	1
datadog-vs-opsview-monitor-vs-sciencelogic	1
datadog-vs-sciencelogic	5
datadog-vs-sciencelogic-vs-solarwinds-server-application-monitor	1
nagios-vs-sciencelogic	1
sciencelogic-vs-splunk-enterprise	1



Page Visited	Visits to Page
dynatrace-application-monitoring-vs-sciencelogic	1
nagios-vs-sciencelogic	1
oracle-enterprise-manager-vs-sciencelogic	2
sciencelogic-vs-site24x7	2
sciencelogic/reviews	7
sciencelogic-2017-02-17-14-50-31	1

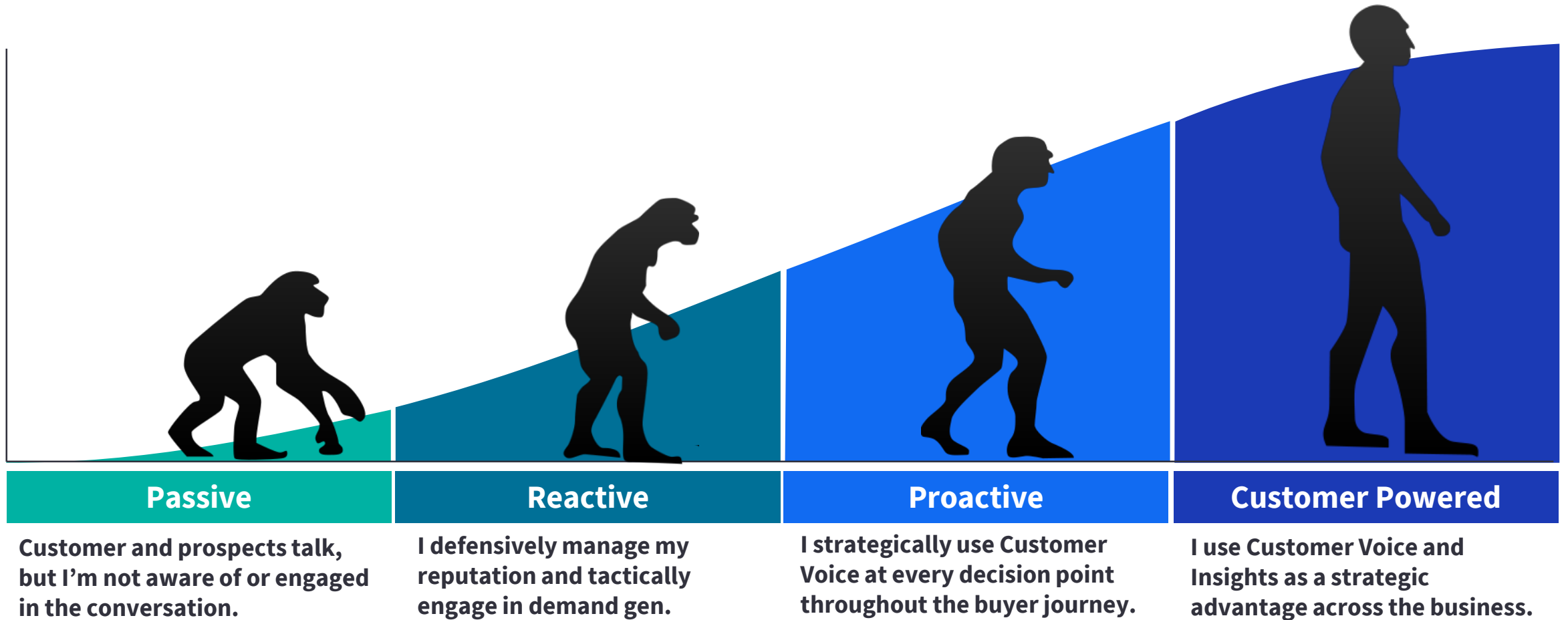


Page Visited	Visits to Page
nagios-vs-sciencelogic	1
netflow-analyzer-vs-sciencelogic	1
sciencelogic-vs-solarwinds-server-application-monitor	1
sciencelogic-vs-splunk-enterprise	2
sciencelogic-vs-system-center-operations-manager	1
sciencelogic/competitors	2
sciencelogic-2017-02-17-14-50-31	3
sciencelogic-2018-08-01-09-58-01	1



Page Visited	Visits to Page
sciencelogic-vs-solarwinds-server-application-monitor	2
sciencelogic-vs-splunk-enterprise	1
sciencelogic/competitors	1
sciencelogic/reviews	1

Customer Reviews Maturity Curve



Review ARInsights

<http://go.trustradius.com/forum2018>



How likely are you to recommend ARchitect to a friend or colleague?

Not likely 1 2 3 4 5 6 7 8 9 10 Very likely

Start My Review

You will be prompted to sign in with LinkedIn™ to continue your review ([Why?](#))



Limited-Time Offer

Receive a \$25 Amazon gift card via email as our thank you when your TrustRadius review of ARchitect is published.



Megan Headley
Research Director
TrustRadius

Welcome!

I'm Megan Headley, Research Director here at TrustRadius.

The TrustRadius research team will be in touch if there are any follow-up questions about your ARchitect review.

If you have any questions about the review authoring process, you can reach me at:
meganh@trustradius.com
Thanks again,

Megan