

## Rich Media Key Questions to Ask Providers

### Company

1. How long have you been in this business?
2. How many customers have you sold? How many have left your company, and why?
3. What peripheral or supporting services do you offer?

### Products/Services

1. Is your solution offered as perpetual licensed software or on-demand multi-tenant solution?
  - If perpetual license:**
    - a. What are the hosting requirements?
    - b. What should I expect regarding upgrades (both timing and pain)?
    - c. Do you provide customization/implementation services?
    - d. Can outside third parties provide customization/implementation?
  - If SAAS/ASP:**
    - a. Do all tiers include maintenance and support?
    - b. How often are new features introduced?
    - c. What do I do if I need a feature you don't have or plan to have soon?
2. What optional services do you provide as part of your solution?
3. How long to implement a basic solution? A sophisticated one?
4. What ROI should I expect from implementing your solution?
5. What type of training do you provide to use your solution?
6. What skills does my organization (or hired third party) need to implement your solution?
7. What technical support services are available?
  - a. Are there human beings I can reach during reasonable hours (chat or phone) or do I have to wait over 24 hours for an email response or callback?
  - b. Is your support team located in the US? What is your SLA for support issues?
8. Do you have a support knowledge base, community forum, or applications that are shared by customers?
9. Which third party product technology eCommerce platform providers have you worked with in the past?

### Features

1. What key features are included in your solution?
  - a. What features are currently missing? What is on your roadmap?
  - b. What features does management love? Shoppers love?
2. What is your product's competitive advantage over other packages? Why?
  - a. Price? Features? Ease of use? Flexibility? Don't say "all of the above".
3. Please describe your capabilities in the following areas: Product zoom and rotating images, product configuration wizards, flash/flex, shopping assistants, other.
  - a. What tools does your solution include to help me build and integrate these?
4. With which browsers and OS is your solution compatible?
5. What information do you need from my team for them to use your tool (image resolution, data, etc.)?
6. How does your platform integrate with eCommerce, CMS, analytics and back-office systems?
  - a. Please list the applications for which you have standard integrations already built.
  - b. Please list the applications where you have built custom integrations.
7. Do you have a management console? Is it web-based, application-based, other?
  - a. Does it include tools to manage and modify images, catalogs, etc?
  - b. Does it include reporting and a dashboard?
    - i. Please describe your reporting capabilities and how your solution can report against usage of rich media elements vs. online ordering metrics.
    - ii. Please provide a list of standard reports.
  - c. What else can I do with it?

### Pricing

1. What is the license fee (if perpetual license)?
2. What are the pricing schedules and what features do they include (if SAAS/ASP)?
3. How do you charge for annual support? What about maintenance?
4. Are there any hidden fees (e.g., implementation, transaction costs, revenue sharing)?

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