
Conclusion of Competitive Analysis

Executive Summary

There are two types of web sites: **start-up** and **established**. There are distinguishing features for these two web sites. Start-up web sites have very few web site elements and weak messaging. Established sites use many elements and incorporate strong messaging. Invio needs to position its company's web site among the established web sites, in order to compete strongly in the marketplace.

Eighteen competitors and potential competitors were identified. An analysis was performed by looking at their current web sites. From this we made a list of elements that show these two ways of implementing a web site. (See List of Competitors Below)

Agile Storage- agilestorage.com, App IQ - appiq.com, Arkivio - arkivio.com, BMC- bmc.com, Bocada -bocada.com (Stealth), **Brocade** -brocade.com, **Compaq** -compaq.com, Creekspath -creekspath.com, EMC -emc.com, Hitachi hitachi.com, Ibrix ibrix.com (stealth), InterSAN -internet.net, **Lucent- lucent.com**, Kuokoa - kuokoa.com (Stealth), McData mcdata.com, Rhapsody Networks - rhapsodynetworks.com, TrueSAN - truesan.com, **Veritas** - veritas.com

Analysis

Start-up and established web sites each have the following:

Start-up

1. 4-7 web site elements
2. Messaging stating they did not have a product, and were recently founded.
3. Lack of rich content, eg. whitepapers

The start-up sites are:

Agile Storage- agilestorage.com, App IQ - appiq.com, Arkivio - arkivio.com, BMC- bmc.com, Bocada -bocada.com (Stealth), Creekspath -creekspath.com, EMC -emc.com, Hitachi hitachi.com, Ibrix ibrix.com (stealth), InterSAN - internet.net, Kuokoa - kuokoa.com (Stealth), McData mcdata.com, Rhapsody Networks - rhapsodynetworks.com, TrueSAN - truesan.com

Established

1. 15-23 web site elements
2. Rich content
3. Products
4. Discussion of Products
5. Awareness of target audience

The established sites are:

Brocade -brocade.com, Compaq -compaq.com, Lucent- lucent.com, and Veritas - veritas.com

Recommendation

1. Avoid start-up look in web site
2. Messaging of products needs to convey they are an already existing and established product; not upcoming.
3. Rich content to support position as a leader in the SAN industry.