

Increase Awareness. Get Discovered. Get Shortlisted.

Having an online presence is important, but you must go beyond just having a website. How can you build awareness so your customers will find you? How can you get shortlisted more often?

One of the most effective ways to raise visibility is by building a trustworthy online reputation. Our Tools Advisor solution is a comprehensive directory of IT Service and Asset Management solutions, including analysis and advice, specifically designed for your prospects who are interested in finding solutions for their shortlist. We deliver a single source of information to help you engage with our 70,000 readers worldwide.

We understand how important it is for customers to have a holistic representation of the ITSM and ITAM vendors available to them. They want to know that your solution meets their needs from a feature and functionality perspective, but even more, they want to hear the raving reviews from your long-time customers and industry analysts.

Get listed on Tools Advisor and:

- Engage prospects earlier in their buying decision
- Get shortlisted more often
- Increase brand awareness
- Build customer trust
- Increase your market driven opportunities

According to a survey by Dimensional Research, 90% of consumers look to online reviews to make their buying decisions.

Guess What?

Those consumers are also the decision makers in your prospect's organizations.

Customer Reviews

Business are turning to online platforms to help them make their IT business decisions. When it comes to most decisions, especially those that cost money, user reviews are vital to informed decision making. Tools Advisor welcomes customers to review your solutions and offers optional vendor response when you need it.

Enhanced listing features

As the founders of Tools Advisor, The ITAM Review and The ITSM Review, Enterprise Opinions has a prodigious worldwide readership. Reach these potential customers with specialised features only available on on enhanced listings.

Vendor Resources

Potential customers want to learn about your business and your industry expertise. Include your most powerful resources in your Tools Advisor listing, such as white papers, case studies, brochures and videos to help further educate your future customers.

Spotlight Article

An article showcasing the company and the tool, profiling any recent updates and vendor news.

Analyst Reviews

Buyers rely on independent reviews from industry experts. This helps build trust with your prospective customers, further influencing their purchase decision. The ITSM and ITAM Review will review your solution and provide an unbiased assessment paper or powerful video that will appear in your organization's listing.

Business Links & Staff Information

One stop access to all essential business information will help prospects make informed decisions and qualified leads can contact you immediately. Include bios, profiles of key staff members and links to your website or lead generation forms.

Podcasts

Podcasts and web chats with the vendor (and customers) about the product, industry news and any new features.

Vendor Event Content

Enterprise Opinions attendance at key vendor events providing social media coverage and articles as well as SME and thought leadership content.

Vendor Newsletter Content

Providing quarterly updates for the vendor newsletter, incorporating industry news, “hot topics” and thought leadership.

Available Tiers

	Free	Bronze	Silver [^]	Gold [^]
Vendor Listing	✓	✓	✓	✓
Customer Reviews with Vendor Response*	✓	✓	✓	✓
Vendor Resources		✓	✓	✓
Spotlight Article(s)		1	2	4
Analyst Review**			✓	✓
Business Links & Staff Information			✓	✓
Biannual Podcasts				✓
Vendor Event Content				✓
Vendor Newsletter Content				✓

*Vendor response not available on Free Listing **With optional video upgrade [^]Upgrade available for additional analyst reviews

Enterprise Opinions is a global research and advisory organization specializing in IT Service and Asset Management technology. As the founders of the ITAM Review and the ITSM Review, Enterprise Opinions has a prodigious worldwide readership. The organization is privately owned and provides industry news, impartial product reviews, resources and networking opportunities to worldwide vendors, partners, consultants and end users.