

Online Banking Market Analysis

Do you know whether your online banking solution is really competitive in your market?

Your vendor tells you the solution is “world class”, but is it really? Is it properly configured to take full advantage of its capabilities and show off your products in the best light? How does it measure up against internet application usability best practices? Pearrari consultants apply a standard methodology to your site and the sites of your top competitors to give you a defensible and definitive answer to these important questions. We provide a report telling you how your offering measures up and specifically what you can do to improve your market position the most against the evaluated competitors.

Pearrari's Online Banking Market Analysis will give you an actionable assessment of your standing on the following items so you can prioritize and plan any needed improvements to support your strategy. These components are assessed for your solution and for each of the selected competitors to the extent ethically possible. General and specific information known about the competing solution may be included in the report even if it is not directly visible from examination. If you want to add components to the assessment, consult with your Pearrari sales person.

- Discoverability of the online banking solution
- Attractiveness of the online banking solution
- Completeness of the online banking application
- Usability of the online banking solution
- Key weaknesses in the solution
- Recommended ways to resolve identified weaknesses (your solution only)
- Contract terms (your solution only)

Clients who purchase a Pearrari Online Banking Market Analysis are protected for five years against a competitor including them in a different Pearrari Online Banking Market Analysis.¹

While no portion of the Pearrari Online Banking Market Analysis Report may be copied, transmitted, or otherwise shared with outside entities, partners or affiliates (including your software vendor), we do strongly encourage you to energetically engage your vendor on any and all solution weaknesses that require their involvement to resolve.

¹ Details about a paying client will not be released as part of another market analysis. The data may be used in aggregate for other publications. The client will not be identified without prior written consent. Protected period is five years from the market analysis invoice date. Late or non-payment voids this protection.