



ACCELERATED IDENTITY MARKET RESEARCH

A Playbook for Delivering Actionable Market Research & AOA

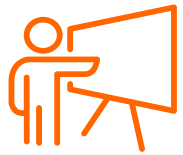
The Benefits of Accelerated Market Research



Accelerated Market Research delivers several valuable benefits that empower organizations to successfully fulfill their critical mission goals:

- + **Simplifies the process** of identifying viable solutions and technologies
- + **Filters out the marketing noise** to reveal truly compatible vendors
- + **Saves valuable time**, allowing you to focus on mission critical services
- + **Keeps you up-to-date** with market trends, technology, and standards
- + **Delivers empirical assessments** and recommendations free of influence or bias

Our 5-Step Research Process



1

Requirements Review

We conduct an in-depth examination of your specific mission parameters, including timeline, available resources, and regulatory constraints.



2

Vendor Identification

Based on the results of our requirements review, we scan the marketplace to identify potentially viable solutions and technologies.



3

Evaluation & Assessment

We evaluate compatible vendors, deploying a variety of custom assessment tools like questionnaires, email templates, and scoring models.



4

Analysis of Alternatives

We narrow down the list of viable options, then conduct a final deep-dive comparison of a select few solutions.



5

Market Updates

Our team reconnects with vendors periodically to ensure we have the most up-to date information about their services and technologies.

Step 1: Requirements Review

During requirements review, we meet with **stakeholders, users, and customers** to get a clear understanding of their needs. The information gathered sets the direction of our research and filters out solutions that don't meet critical needs. Clients can **choose one or more of the following formats** for requirements review:



Brainstorming: Involves bringing stakeholders together to discuss project objectives and suggest potential needs. The group's mission is to create a broad set of opinions, ideas, definitions, or to explore possibilities about a requirement set.



Document Analysis: Usually performed to elicit information pertaining to an existing process or structure. This method may be necessary to employ when a subject matter expert is no longer with the organization or not available for elicitation.



Focus Group: A small collection of stakeholders shares ideas and thoughts with the help of a moderator. Can be conducted in person or online, at any phase of the project life cycle. The results are generally qualitative, not quantitative.



Interface Analysis: Observes how systems interact with users and other systems. Frequently used with projects that involve IT components. Can be conducted with both internal and external systems and users. Requirements are traced to specific functions carried out by the system or hardware involved in the process.

Step 2: Vendor Identification

Armed with a strong understanding of your needs, Easy Dynamics conducts an **initial screen of vendors and technology** to find a broad spectrum of potential matches. As candidates are identified, they are added to the Stakeholder Directory for follow-up. **Screening resources include:**



Commercial & Open Source Research: Publicly-available information, both free and subscription-based. Examples include Gartner, Forrester Research, Crunchbase, Pitchbook, CB Insights, vendor websites, tech reviews, and use cases.



Forums & Coalitions: Credited groups that collaborate on similar challenges. Examples include the Federal CIO Council ICAM Subcommittee, Better Identity Coalition, NIST Zero Trust Working Group, OpenID Foundation, and FIDO Alliance.



Conferences: Professional events that explore topics related to the product, industry, or organization in question. Examples include FedID, Gartner IAM Summit, Identiverse, and Black Hat.



Approved Products Lists: Compilations of products vetted by federal or other authoritative sources. Examples include FedRAMP marketplace, GSA schedule APLs, FIDO certified devices, and Kantara certifications.

Step 3: Evaluation & Assessment

Once potential vendors have been identified, Easy Dynamics conducts an **in-depth evaluation and assessment** of their product or service capabilities. This involves direct communication with the vendor to ascertain their capabilities, discuss use cases, and understand their product/company maturity.

We use **questionnaires, demos, and one-on-one meetings** to gather information which we check against our maturity model and other client-specific scoring requests, such as alignment with NIST standards. Then we present and discuss our findings with client stakeholders.



Step 4: Analysis of Alternatives

The goal of Accelerated Market Research is to **narrow down the field** to a few select vendors or technology solutions. At this stage, Easy Dynamics conducts a thorough, in-depth Analysis of Alternatives – an **apples-to-apples comparison** of products to help clients compare and forecast **cost, compliance, scalability, and more**.

Easy Dynamics recognizes that research and analysis does not always lead to an immediate decision. Our Accelerated Market Research is an **ongoing process** that is not tied to procurement or solution design.

Customizable AOA Template Elements

- ✓ Cost Forecast
- ✓ Requirements Comparison
- ✓ Compliance Analysis
- ✓ Qualitative Comparison
- ✓ Scalability
- ✓ Overall Product/Technology Recommendation
- ✓ Other Client Needs (by request)






Step 5: Market Updates

The IT landscape is constantly evolving. To ensure our research and product evaluations remain relevant, Easy Dynamics conducts quarterly check-ins with selected vendors regarding changes and trends. If there are significant changes, **we conduct the vendor evaluation again** and inform our clients of the updates.

We also routinely assess the regulatory and policy landscape to keep our requirements list up-to-date and **ensure our clients are aware of emerging policy.**

Roles & Responsibilities

Identifying **key roles and responsibilities** allows Easy Dynamics to work and communicate effectively with all stakeholders.

Role / Description *		Request Market Research	Outreach & Communications	Demos	Updates to Market Research & Artifacts	Vendor/Stakeholder Management	Client Requirements & Approvals
Executive Team Receives results of Market Research May drive research requests		C	--	I	I	--	C
Client Oversees Project Team Owner of Market Research outcomes		A	C	C	I	I	A
Market Research Lead Drives research strategy, development & action		I	A	A	A	A	R
Workstream Team Supports Market Research tasks Provides SME on product		I	R	R	R	R	R
Vendor Point of Contact Lead contact for vendor communications		--	C	R	C	--	I

* Role descriptions can be tailored according to client needs.





R = Responsible A = Accountable C = Consulted I = Informed

Client Role  Easy Dynamics/Vendor Role 

Available Templates

Template Name	Template Purpose / Description	Customizable?
Requirements Traceability Matrix	Captures high-level requirements (FedRAMP certification, ability to integrate with SOAR solution, etc.) to direct the product/technology search	YES
Vendor Questionnaire	List of technical questions to be filled out by the vendor to support the evaluation against requirements	YES
Email Communications	Speeds and standardizes the communications process between Easy Dynamics, the client, and vendors	YES
Meeting Minutes	Ensures accuracy of information captured during client meetings, product deep dives, and demos	YES
Stakeholder Directory (including Vendor Backlog)	Captures people and teams involved in the market research/AOA effort, both on the client side as well as vendors to ensure everyone stays informed	YES
RACI Matrix	Captures roles and responsibilities to streamline the decision-making process	YES
Analysis of Alternatives	Outlines in-depth criteria to compare two or more products/technology to facilitate strategic decision-making	YES
Scoring Models	Clients can select what criteria they would like to use for evaluating products/ technology, including: Maturity Model, NIST SP 800-63 compliance, and Privacy Assessment	YES

Summary

Process Step 	Inputs 	Tools & Activities 	Outputs 
Requirements Review	Client Needs	Requirements Elicitation	Requirements Traceability Matrix Schedule of Delivery Stakeholder Directory Updates
Vendor Identification	Requirements Traceability Matrix	Market Scan	List of Potential Vendors Stakeholder Directory Updates
Evaluation & Assessment	List of Potential Vendors	Vendor Questionnaire Product Deep Dive/Demo Scoring Models	Vendor Evaluation Vendor Short List
Analysis of Alternatives	Vendor Evaluation Vendor Short List	Requirements Traceability Matrix In-depth Analysis Cost Forecasting	Analysis of Alternatives
Market Updates	Stakeholder Directory	Periodic Updates	Vendor Evaluation Updates Stakeholder Directory Updates

Contact Us

Piروز Javan
Chief Technology Officer

+1 571.278.2454
pjavan@easydynamics.com

JJ Harkema
VP Solutions & Partnerships

+1 202.304.0769
jharkema@easydynamics.com



2000 Corporate Ridge, Suite 240
McLean, VA 22102

+1 202.558.7275

www.easydynamics.com