Faced with a dizzying array of vendors in today's technology marketplace, agencies are looking to simplify and accelerate the selection process.

How many times has a vendor tried to sell your organization their services or technology, claiming it's perfect for your mission – only to find out later that they don't have the key technology in production, haven't tested the service, or can't scale to your needs? It's a safe bet that if you're in the market for a technology solution, you've experienced this frustrating situation before. Sifting through marketing language, scheduling vendor meetings, checking and re-checking regulations, researching new technologies...and of course, endlessly comparing solutions against your mission requirements.

Rinse, repeat. Sound familiar?

With the steady rise of cloud computing, organizations have begun outsourcing ever more technology and services (think SaaS, PaaS, and IaaS). Systems are now commonly comprised of multiple components, making it virtually impossible to find a one-size-fits-all solution that satisfies every unique mission requirement. Unfortunately, searching for compatible options in today's rapidly-exploding marketplace requires a heavy commitment of time and labor. And in the face of growing competition, vendors are increasingly persistent in their efforts to meet with decision-makers, regardless of their viability - potentially wasting even more valuable time and adding confusion to the mix.

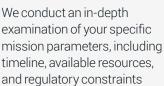
Fortunately, Easy Dynamics has developed an effective solution to these all-toocommon problems: Accelerated Identity Market Research.

# Vendor Selection Made Simple

Because our team has the relevant skills and industry experience, we're able to effectively sort through the marketing noise and narrow your options to a select few viable candidates – ones that actually possess the capabilities

# **OUR 5-STEP MARKET RESEARCH PROCESS**

### **Requirements Review**



#### **Vendor Identification**

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

#### **Evaluation & Assessment**

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

#### **Analysis of Alternatives**

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

#### **Market Updates**

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



















you need. Our five-step market research process begins with your agency's requirements, followed by an accelerated identification of vendors capable of meeting those requirements. Our subsequent evaluation and assessment reduces that long list to a targeted short list, tailored to your agency's mission requirements and deep (NIST) standard expertise. Our Analysis of Alternatives (AoA) provides a manageable selection of viable vendor options, dramatically increasing vendor selection confidence. Once selection is complete, our team periodically checks in with vendors to make sure we provide you with an up-to-date view on market and vendor capabilities.

As identity-related threats, market capabilities, and federal guidance continue to evolve, our **Accelerated Identity Market Research** keeps you one step ahead with faster, easier, more confident vendor selection.

## The Benefits of Accelerated Identity Market Research

- + Simplifies the process of identifying viable solutions and technologies
- + Filters out the marketing noise to reveal truly compatible vendors
- + Leverages existing templates to rapidly assess NIST compliance
- + Keeps you current with market trends, technology, and standards
- Delivers purely empirical assessments and recommendations, independent of vendor influence or personal bias

#### **CONTACT US**

JJ Harkema VP Solutions & Partnerships jharkema@easydynamics.com

Adam Mouw Chief Growth Officer amouw@easydynamics.com

#### **OUR FEDERAL CLIENTS**

Department of Education

Department of Homeland Security

Department of Treasury

Defense Information
Systems Agency

Internal Revenue Service

Department of Agriculture

General Services Administration

#### **OUR CAPABILITIES**

Identity, Credential, and
Access Management

Cybersecurity

Velum Cloud™ Delivery

Strategy & Design

Security Engineering

Privacy

Information Sharing

Automation & Resiliency





©2025 Easy Dynamics 2000 Corporate Ridge Suite 240 McLean, VA 22102 +1 202.558.7275

info@easydynamics.com

