**EASY DYNAMICS℠**

# ACCELERATED IDENTITY MARKET RESEARCH

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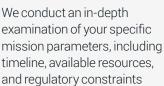
Fortunately, Easy Dynamics has developed an effective solution to these all-too-common problems: **Accelerated Identity Market Research.**

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

### 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-to-date 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

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## FEDERAL EXPERIENCE

Department of Agriculture

Department of Homeland Security

Defense Information Systems Agency

Defense Logistics Agency

Naval Special Warfare Command

Federal Law Enforcement Training Center

National Institute of Standards and Technology

Cybersecurity and Infrastructure Security Agency

Internal Revenue Service

General Services Administration

Department of the Treasury

Health & Human Services

Social Security Administration

Department of Education

## CORE CYBERSECURITY CAPABILITIES

ICAM

Cloud Modernization

Risk Management

Automation & Resiliency



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