



# ACCELERATED IDENTITY MARKET RESEARCH

Faced with a dizzying array of vendors in today's technology marketplace, organizations are looking for ways 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 and more: Sifting through mounds of 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 you need. Our five-step market research process begins with your agency's requirements,

## THE EASY DYNAMICS 5-STEP 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



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
- + Saves valuable time, allowing you to focus on mission critical services
- + Helps you current with market trends, technology, and standards
- + Delivers purely empirical assessments and recommendations, independent of vendor influence or personal bias

### CONTACT OUR EXPERTS

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Why choose Easy Dynamics? Because we're leading the way with our next-gen technology solutions.

Easy Dynamics is an east coast company with a west coast attitude, driven by a unique blend of talent, innovation, and engineering excellence. Since 2006, we've been at the forefront of developing technology-driven initiatives within the federal government, leveraging our expertise to advance its varied missions with maximum agility and value.

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### 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 Risk & Management
- Cybersecurity
- Policy & Standards
- Solution Architecture & Deployments
- Federation
- Authentication
- Privacy & User Content
- Authorization



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