OLIVE

Technology Selection Data Report

DECODING **700+ OLIVE RFPS** TO HELP ORGANIZATIONS MAKE UNBIASED DATA BACKED **IT DECISIONS**

Q2 2024

Introduction

Making informed decisions about IT solutions is crucial. However, the current process often leaves buyers lost in a maze of biased information and incomplete data.

Businesses are under pressure to adopt new technologies quickly, but the urgency often leads to costly mistakes. Here's why the current system is failing:

1. **Lack of Depth:** The "get me the best" approach often results in superficial evaluations that don't address the full scope of business needs.
2. **Lengthy Processes:** Traditional approaches can take years from start to implementation, leaving businesses with outdated solutions.
3. **High Costs:** Outsourcing to IT consultants can be expensive and may not result in significant time savings or better outcomes.
4. **Biased Reviews:** Market comparison websites are often influenced by vendors paying for higher rankings or initiating biased reviews.

Olive understands these challenges and offers a solution to streamline the IT buying process. Our platform helps companies source software 3x faster. Through the management of this process, we have access to unique data and insights on how your peers are making major IT decisions.

By examining data from **700+ real RFIs and RFPs completed by your peers**, this report offers unbiased insights to inform your IT decisions.

Unlike review, analyst or trend data, our data is based on real company solution evaluations with specific criteria, ensuring accuracy and relevance. This report provides objective data to navigate the complex modern vendor landscape.

By coupling our reports with the powerful tools in the Olive platform, you can choose the right solutions for your business faster and with confidence.

Another highlight from this quarter? Olive now has a 14-day free trial. To celebrate we're offering readers of this report a free onboarding session for you and your software selection team when you create a new Olive account. **Just click here to get started.**

And if you're already using Olive, I'd love to hear your thoughts! Email me at chris@olive.com.

Chris Heard
Olive CoFounder and CEO

Key Takeaways and Highlights

Key Insights, ERP, HCM, CRM, LMS, and POS Trends.

ERP, HCM, CRM, LMS, and POS are the most researched categories across Olive customers.

Some big players in each category have high market presence, but low selection rate. This shows that marketing can't always buy the business!

AI is a commonly hyped feature today, however, it ranks low on actual requirements that are being included in RFPs. That being said, it is the fastest growing search term in 2024.

The top two requirement themes are data and reporting. People are acutely aware that they are sitting on a gold mine of data, they are pushing all of their tech vendors to give them clear and actionable insights from this data.

After data and reporting, integration and configuration are key. This shows that companies are struggling with connecting all of their disparate systems and demanding that vendors provide integrations out of the box.

Top Requirement Search Terms

What are the most searched requirements of new tech?

Evaluating over **300,000, datapoints from over 700 RFPs**, terms like "data" and "reporting" emerge as pivotal pillars in organizational requirements, reflecting the growing emphasis on data-driven decision-making and comprehensive reporting capabilities.

Meanwhile, terms like "integration" and "mobile" highlight the demand for seamless connectivity and mobile accessibility in today's digital landscape.
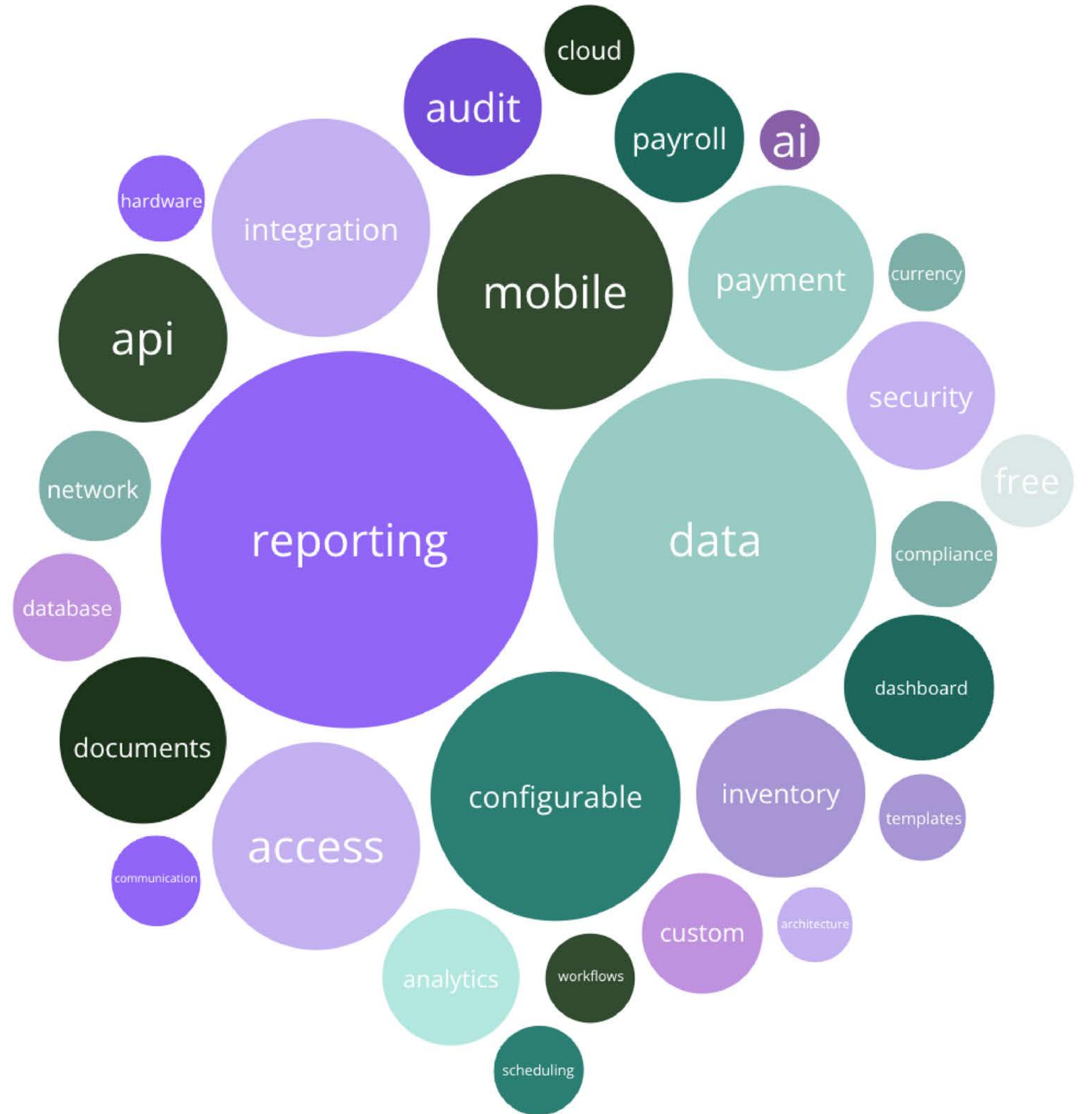
Technology Selection Data Reports

Our method for evaluating technology and software vendor effectiveness

By analyzing over 300,000 data points across more than 700 RFPs in the software industry, we produce unique insights into which vendors are most frequently included compared to how often they are shortlisted to a final two. Here we present data from ERP, HCM, CRM, POS and LMS Vendor catehorys.

In software procurement, pricing negotiations often serve as the final decision-making factor in evaluations. Our inclusion rate serves as a barometer for market presence, while shortlisted vendors have undergone rigorous evaluation to achieve final two status. This provides a strong indicator of whether these vendors can stand up to scrutiny.

Olive Vendor Selection reports are straightforward, comparing who is perceived as the best software provider versus who actually delivers.

With this data, we aim to bring truth and transparency to the traditionally opaque IT research industry, helping buyers make unbiased IT Decisions.
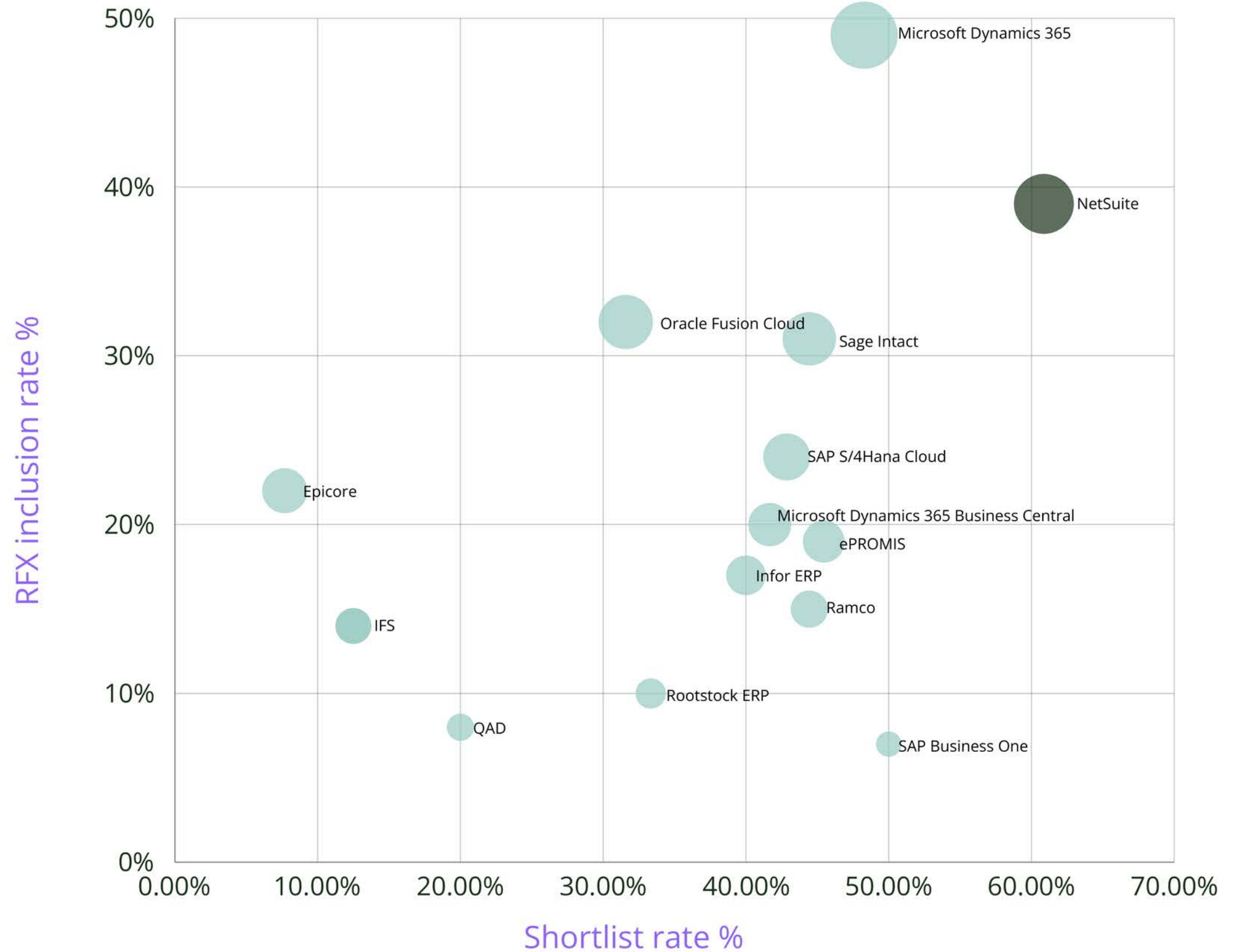
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Insights from 59 ERP RFPs

Enterprise Resource Planning
RFX inclusion rate % VS Shortlist rate %

As you navigate the process of choosing the best ERP solution for your organization, understanding the available options is crucial.

Our data analysis provides a comprehensive overview of various ERP solutions, examining their inclusion percentage in RFPs against their shortlist rate to the final two.

By exploring these metrics, you gain valuable insights into each solution's performance and acceptance. Solutions with higher shortlist percentages consistently meet evaluators' criteria, making them suitable for consideration.

Additionally, the percentage inclusion metric reflects broader industry adoption and acceptance of each ERP solution.
Higher inclusion rates signify not only functionality but also a deep understanding of diverse business environments.

RFX inclusion rate % (y-axis)
Shortlist rate % (x-axis)

Data points:
- Microsoft Dynamics 365
- NetSuite
- Oracle Fusion Cloud
- Sage Intact
- SAP S/4Hana Cloud
- Epicore
- Microsoft Dynamics 365 Business Central
- ePROMIS
- Infor ERP
- Ramco
- IFS
- Rootstock ERP
- QAD
- SAP Business One

High shortlist percentages indicate how well the solution met buyer requirements, while greater inclusion rates signify industry acceptance and adaptability.

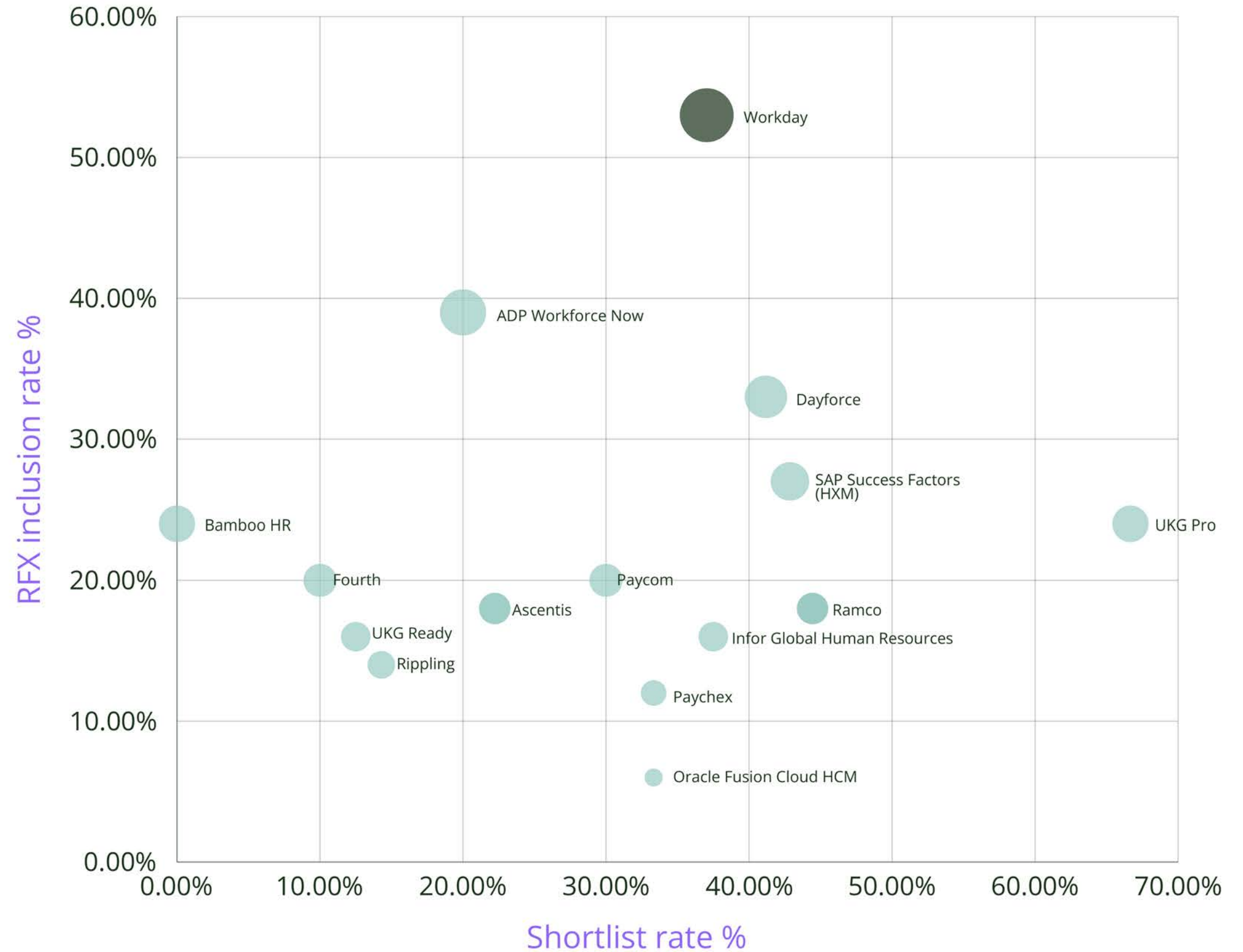# Insights from 51 HCM RFPs

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Human Capital Management
RFX inclusion rate % VS Shortlist rate %

As you search for the right HCM solution for your organization, understanding the landscape of available options is crucial.

Our data analysis provides a comprehensive overview of various HCM solutions, examining their shortlist percentages and inclusion rates in evaluations.

By exploring these metrics, you gain valuable insights into each solution's performance and acceptance. Solutions with higher shortlist percentages consistently meet stringent criteria, making them suitable for consideration in your organization's operations.

In addition, the inclusion rate metric reflects industry adoption and acceptance. Solutions with higher inclusion rates understand diverse business environments well.

High shortlist percentages indicate how well the solution met buyer requirements, while greater inclusion rates signify industry acceptance and adaptability.
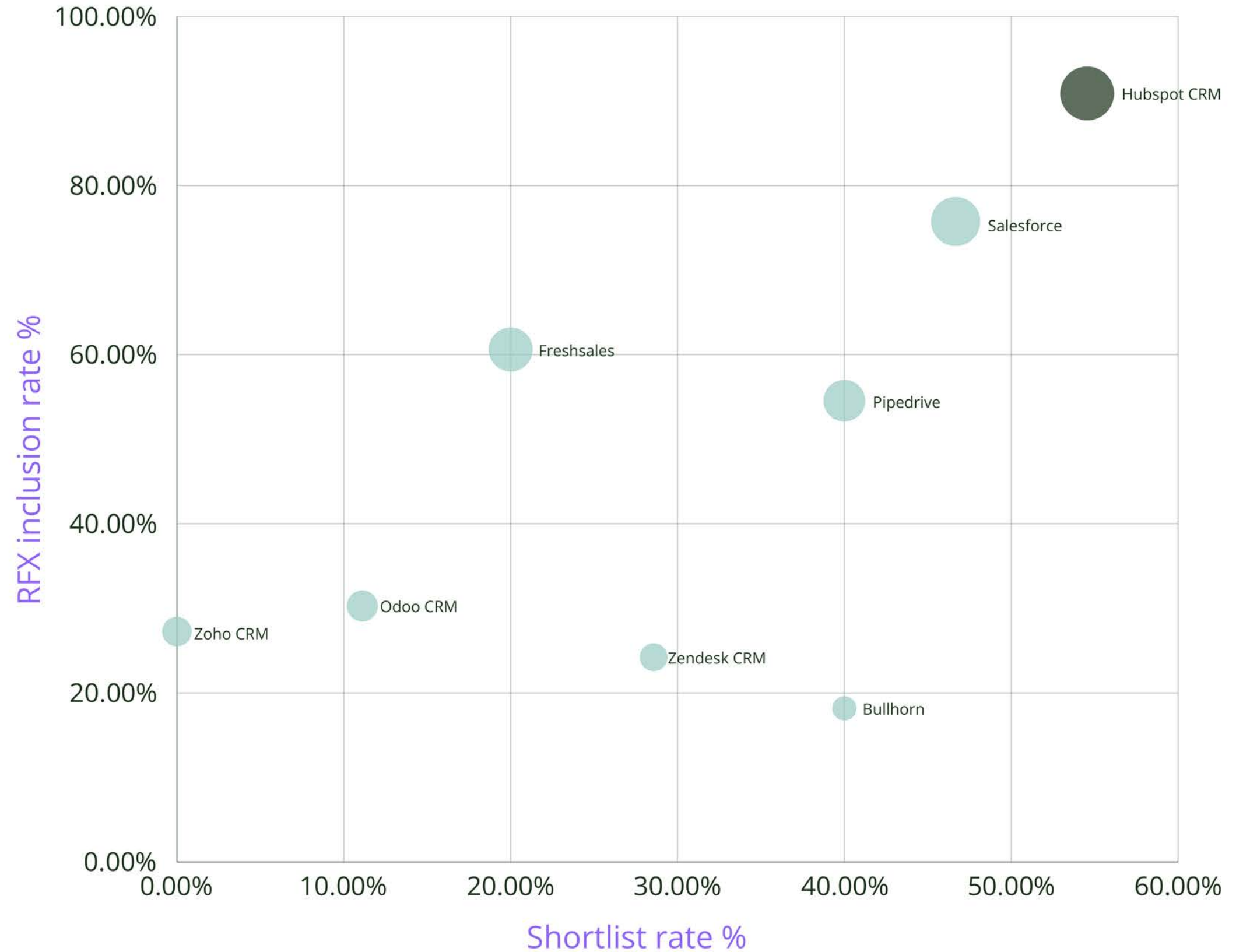
Insights from 33 CRM RFPs

Customer Relationship Management
RFX inclusion rate % VS Shortlist rate %

When choosing a CRM solution for your organization, understanding the available options is crucial.

Our data analysis provides an overview of various CRM solutions, examining their shortlist percentages and inclusion rates in evaluations.

By exploring these metrics, you gain insights into each solution's performance and acceptance. Solutions with higher shortlist percentages consistently meet evaluators' criteria, making them suitable for consideration.

Additionally, higher inclusion rates indicate broader industry adoption and understanding of diverse business environments.

High shortlist percentages indicate how well the solution met buyer requirements, while greater inclusion rates signify industry acceptance and adaptability.

Insights from 30 POS RFPs

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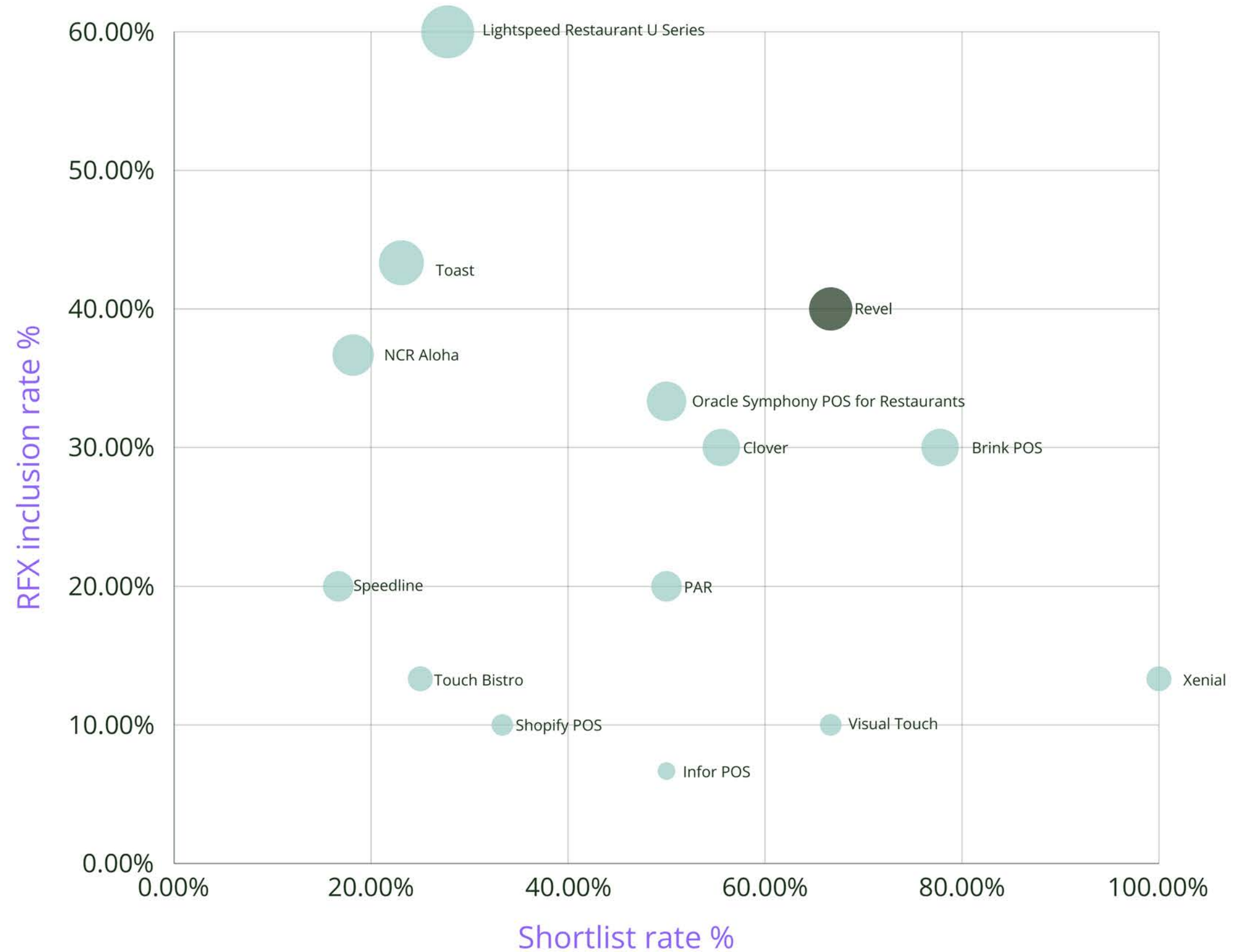Point of Sale
RFX inclusion rate % VS Shortlist rate %

As you explore the selection of the ideal POS solution for your organization, understanding the available options is crucial.

Our data analysis provides a comprehensive overview of various POS solutions, meticulously examining their shortlist percentages and inclusion rates in evaluations.

By analyzing these metrics, you gain invaluable insights into the performance and acceptance of each solution. Solutions with higher shortlist percentages consistently meet evaluators' criteria, making them suitable for consideration.

Additionally, the percentage inclusion metric reflects broader industry adoption and acceptance of each POS vendor.

Higher inclusion rates signify not only functionality but also a deep understanding of diverse business environments.

High shortlist percentages indicate how well the solution met buyer requirements, while greater inclusion rates signify industry acceptance and adaptability.

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Insights from 22 LMS RFPs

Learning Management Systems
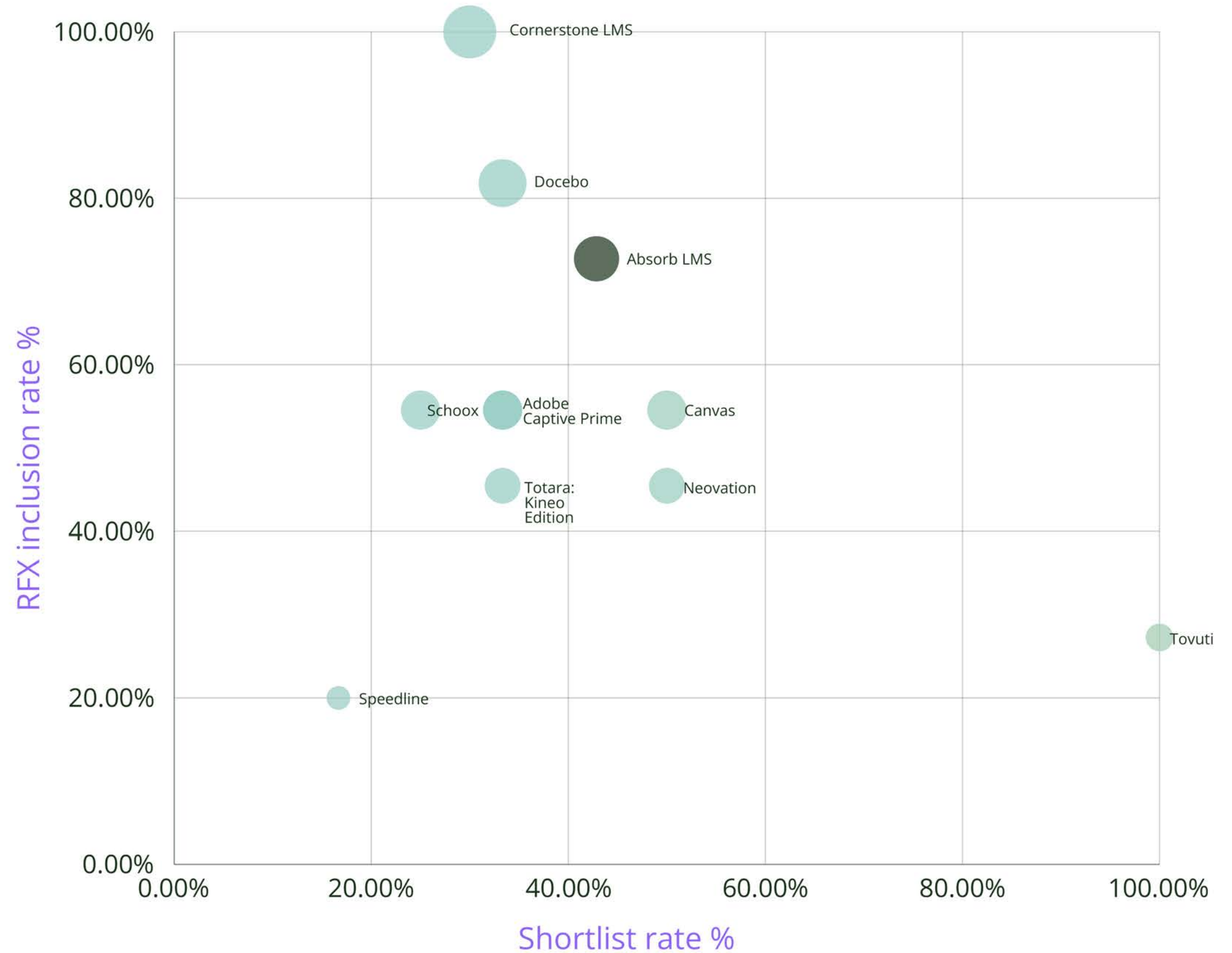## RFX inclusion rate % VS Shortlist rate %

When choosing the best LMS solution for your organization's evolving needs, it's crucial to understand the available options.

Our data analysis provides a comprehensive overview of various POS solutions, meticulously examining their shortlist percentages and inclusion rates in evaluations.

By examining these metrics, you gain valuable insights into the performance and acceptance of each solution. Solutions with higher shortlist percentages consistently meet evaluators' criteria, making them suitable for consideration.

Additionally, the percentage inclusion metric offers insight into the broader industry adoption and acceptance of each POS vendor.

Higher inclusion rates indicate not only functionality but also a deep understanding of diverse business environments.

High shortlist percentages indicate how well the solution met buyer requirements, while greater inclusion rates signify industry acceptance and adaptability.

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About Olive

Revolutionizing IT Sourcing with Unbiased Decision Making

Olive is the leading RFP solution for IT sourcing, founded in 2019 by Chris Heard and Dan Harrison. With a mission to remove bias from enterprise IT decision-making, Olive offers a robust platform that streamlines the process.

After years in tech sales, Chris and Dan recognized the prevalent bias in IT sourcing and sought to make a change. Over the past 5 years, they've developed a powerful RFP platform that eliminates bias and inefficiencies from IT sourcing.

As customers across North America gather their requirements and evaluate potential vendors, Olive collects rich insights into decision-making processes.

The resulting report is a compilation of these findings, aimed at helping others make unbiased IT decisions faster. To learn more about Olive, visit www.olive.app.

GET STARTED WITH A FREE TRIAL

Research Methodology

Analyzing 700+ RFPs to deliver **unbiased insights** for IT decisions.

1. **Data Collection**
   - We collected data from over 700 Request for Proposals (RFPs) submitted by organizations across various industries.
   - Data was gathered from Olive's platform, where users submit RFPs and vendors respond.
   - RFPs were anonymized to protect the confidentiality of participating organizations.

2. **Data Analysis**
   - Our team conducted a thorough analysis of the collected data, focusing on key metrics such as:
     - Commonly used requirements: Identifying the most prevalent features and functionalities requested by organizations.
     - Top vendor categories evaluated: Understanding the primary categories of vendors considered in RFPs.
     - Vendor inclusion vs. shortlisting: Examining which vendors are frequently included in RFPs and how many progress to the shortlisting stage.
   - Statistical methods were used to identify trends and patterns within the data.

Objective Evaluation
- Evaluations were conducted with specific criteria agreed upon by Olive's research team.
- Criteria were established to ensure objectivity and relevance in the insights provided.
- The research team ensured consistency and accuracy in the interpretation of the data.

Validity and Reliability
- Validity: The data collected directly reflects the real-world RFP processes of organizations across different industries. By analyzing a large sample size of 700 RFPs, we can draw valid conclusions about common trends and patterns in technology evaluations.
- Reliability: The methodology ensures the reliability of our findings. Data was collected from a standardized process within Olive's platform, reducing biases and errors. Additionally, the use of statistical analysis enhances the reliability of our insights.

Limitations and Considerations
- Sample Bias: The data collected represents organizations using Olive's platform, which may not fully represent the entire market. However, Olive's diverse user base mitigates this limitation to some extent.
- Scope: While we analyzed a large sample size of 700 RFPs, the findings may be limited to the specific technology verticals and industries represented in our dataset.

The methodology employed in our research ensures the validity and reliability of our insights. By leveraging real-world data from over 700 RFPs, we provide objective and actionable insights to guide your IT decision-making process.