

## What Makes Us Different



To succeed in today's economy, companies need their web marketing, web systems, infrastructure, I.T., and training to all work together smoothly and efficiently. Wisdom Matrix helps "put it all together".

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This information is based on 12+ years of researching our competitors, general market observations, competitor feedback, client feedback, and industry research studies about other companies.

<b>Wisdom Matrix</b>	<b>Other Companies</b> (usually have one or more of these issues)
<b>Wisdom</b> – We apply wisdom principles to business situations, carefully providing the best solutions for your particular situation. We provide <u>wise</u> solutions and ideas that are innovative, proven, and successful.	<b>Information</b> – As the saying goes, “ <i>Information is abundant, Wisdom is scarce!</i> ”
<b>Full services</b> – Everything web related (including marketing and branding) <u>plus</u> business infrastructure technologies <u>plus</u> business processes <u>plus</u> business training / e-learning. It all works together.	<b>Limited services</b> – Usually only <u>some</u> web solutions <u>or</u> technologies <u>or</u> training. Usually <u>no</u> business process solutions. Result is web and infrastructure technologies and processes often conflict.
<b>Wide range of solutions</b> – Custom, open source, closed source, off the shelf, WiseCMS, many CMS's, many LMS's, Windows, Linux, Apple, and others.	<b>Limited solutions</b> – Usually just proprietary tools <u>or</u> open source options and limited CMS and LMS. Usually Windows <u>or</u> Linux solutions.
Promoting client <b>INdependence</b> to control your own destiny with tools and systems you own or control. You own the source code and know exactly what it is.	Fostering client <b>DEpendence</b> on their proprietary systems or custom solutions that only they understand, support, or own.
<b>No Hype</b> – We are honest and will tell you like it is – even if it means we do not get a project or convince you that a specific task is not in your best interest. We want you to succeed, not just pad our pockets with money.	<b>Hype</b> – There is a lot of hype and too much money spent on many web and technology solutions. Companies are constantly convinced and oversold on expensive (and ineffective) web marketing and features, search engine optimization that is not effective, technologies that are expensive and not scalable, and the list goes on and on.
<b>Efficient work</b> – We are “efficiency” consultants, so we work fast <u>and</u> efficiently using established processes.	<b>Limited or low efficiency</b> – They may not have efficient processes in place or consult on “efficiency”. Result is higher overall costs.

<p style="text-align: center;"><b>Wisdom Matrix</b></p>	<p style="text-align: center;"><b>Other Companies</b> (usually have one or more of these issues)</p>
<p><b>Best practices and highest quality</b> – Using the best standards and guidelines including robust project management (PM) methods and quality assurance (QA). Standards we apply include:</p> <ul style="list-style-type: none"> <li>• Web 2.0 and 3.0 guidelines</li> <li>• World Wide Web Consortium (W3C) standards</li> <li>• American Disability Act (ADA) and 508 standards</li> <li>• Software Engineering Institute (SEI) based standards</li> <li>• Capability Maturity Model Integration (CMMI) based standards</li> <li>• International Standards Organization (ISO) 9000 based standards</li> <li>• SCORM compliance</li> </ul>	<p><b>No or minimal best practices</b> – Standards not always applied or never applied. May not use robust PM or QA, causing project problems.</p>
<p><b>Excellent prices and value</b> – Clients often express surprise at our affordable rates and high overall value compared to others. You get a lot of value for the money spent.</p>	<p><b>High prices or low initial prices as a teaser</b> – Prices increase substantially later. Overall value is less, for the money spent.</p>
<p><b>Fast response</b> – We consistently respond to your needs quickly to keep you moving forward.</p>	<p><b>Slow or moderate response</b> – After an initial “honeymoon” period, service gets slower.</p>
<p><b>Excellent service</b> – Client satisfaction is our priority – to help you succeed. Clients often say about us “Your service is so good it is like I am your only client!”</p>	<p><b>Poor to mediocre service</b> – We get a lot of clients from other companies who treat clients poorly or just speak “techie”.</p>
<p><b>Planned Redundancy</b> – At the beginning of each project we identify multiple staff that can fill in when others are ill or unavailable, so projects are uninterrupted. A dedicated Project Manager is assigned to carefully keep track of your project(s).</p>	<p><b>No or unplanned redundancy</b> – Micro companies (1 or 2 people) are high risk if someone gets ill or are too busy. Bigger companies that do not have a plan for the worst case scenario or where you fall between the cracks are high risk also.</p>
<p><b>Wide range of resources</b> – Local, regional, national, and international alliances, relationships, and resources we can share with you for you to use as leverage.</p>	<p><b>Limited resources</b> – Usually just limited local or regional contacts, which limits your leverage options.</p>
<p><b>Flexible contracts</b> – Terms to meet your needs.</p>	<p><b>Boilerplate or inflexible contracts.</b></p>
<p><b>High Trust Rating</b> – A+ rating with Better Business Bureau (BBB) and member in good standing with several Chambers of Commerce.</p>	<p>Check their ratings.</p>
<p><b>Awards based on objective judging</b> – Based on independent review committees of professionals and other companies, and large group sampling.</p>	<p><b>Some awards based on subjective or limited judging</b> – Based on a paid purchase from the award organization or small samples.</p>