

EMOTIONAL FOOTPRINT REPORT







Table of Contents

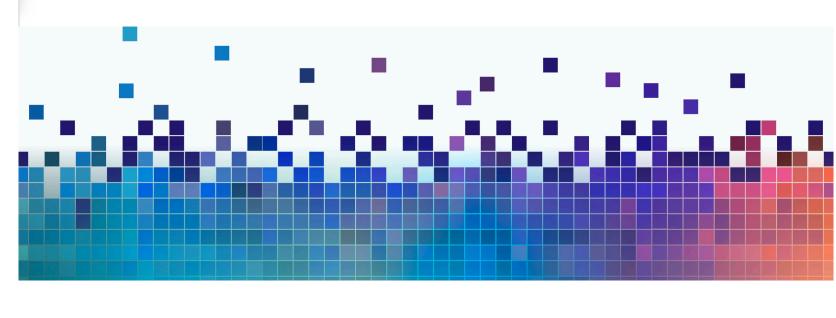
Emotional Footprint Diamond	4
Emotional Footprint Summary	5
Emotional Footprint Details	7

How to Use the Report

Info-Tech's Category Reports provide a comprehensive evaluation of popular products in the Email Backup market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.





Email Backup Emotional Footprint Report

Software Directory

EMAIL BACKUP SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.



Acronis Cyber Protect Email Backup	appriver AppRiver Email Continuity
→ BackupAssist	Backup Exec
CloudAlly G Suite Backup	CloudAlly Office 365 Exchange Backup for Business
CodeTwo Backup for Exchange	Sommvault Backup and Recovery
🖬 Gmvault Gmail Backup	Kernel for Exchange
m Mimecast Sync & Recover	Service NovaBACKUP
OzHosting Email Backup	send Spinbackup for G Suite
StorageCraft Granular Recovery for Exchange	SyncBackPro
Upsafe Cloud Backup for Business	Veeam Backup for Microsoft Office 365

Vembu BDR Suite

EMOTIONAL FOOTPRINT REPORT



- Arcserve Unified Data Protection
- **Garracuda Message Archiver**
- Code42 Backup + Restore
- Dropsuite Office 365 Exchange Backup
- **OMailStore Server**
- Ontrack PowerControls
- **Spin Spinbackup for Office 365**
- **SysTools Gmail Backup**
- Veeam Explorer for Microsoft Exchange



Email Backup Emotional Footprint Report

SOFTWARE REVIEWS Emotional Footprint Diamond

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.

EMAIL BACKUP

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

metric captures user satisfaction

with their software given the costs

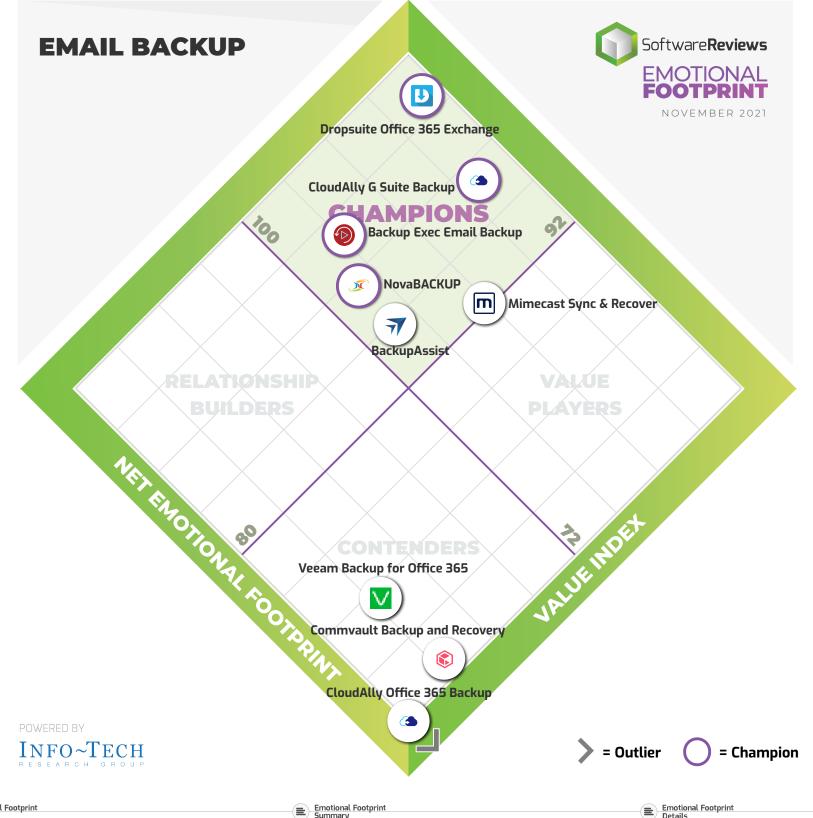
they are paying.

Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index

Net Emotional Footprint

The Net Emotional Footprint measures highlevel user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.





Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

			-4 NEGATI	-3 -2 -1 +1 VE NEUTRAL	+2 +3 +4 POSITIV	e Posit		=	FOOTP	
RANK	PRODUCT	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION		VALUE INDEX	STRONGEST POSITIVE EMOTIONS	5		
Software Reviews Realingion	Dropsuite Office 365 Exchange	9.5	+980	NEGATIVE	98% POSITIVE	92	CONTINUALLY	100%	APPRECIATES INCUMBENT STATUS	100
Champion Champion	Backup Exec Email Backup	9.1	+95⊖	1% NEGATIVE	96% POSITIVE	88	SECURITY PROTECTS	100%	FAIR	100
Software Reviews CHAMPION CHAMPION	CloudAlly G Suite Backup	9.1	+920	1% NEGATIVE	92% POSITIVE	91	SECURITY PROTECTS	100%	GENEROUS	100
	NovaBACKUP	9.0	+92⊖	2% NEGATIVE	94% POSITIVE	87	ALTRUISTIC	100%	SECURITY PROTECTS	100
5	7 BackupAssist	8.8	+89😁	2% NEGATIVE	92% POSITIVE	87	ALTRUISTIC	100%	EFFECTIVE	100
6	Mimecast Sync & Recover	8.8	+86⊖	1% NEGATIVE	88% POSITIVE	89	INSPIRING	95%	SECURITY PROTECTS	95%
7	Veeam Backup for Office 365	8.0	+78©	4% NEGATIVE	83% POSITIVE	82	UNIQUE FEATURES	100%	EFFICIENT	100
8	Commvault Backup and Recovery	7.8	+73©	8% NEGATIVE	81% POSITIVE	82	INSPIRING	93%	SECURITY PROTECTS	939
9	CloudAlly Office 365 Backup	7.3	+67©	4% NEGATIVE	72% POSITIVE	79	INTEGRITY	88%	HELPS INNOVATE	88
PRODUCTS WITH INS	SUFFICIENT DATA									
	SyncBackPro	9.5	+96 🖯	NEGATIVE	96% POSITIVE	94	RELIABLE	100%	INTEGRITY	100
EMOTIONAL FOOTPRINT RE	PORT Table of Contents			Emotional Footprint Diamond			Emotio Summa	na <u>l Footprint</u> ary	t	

EMOTIONAL SPECTRUM SCALE



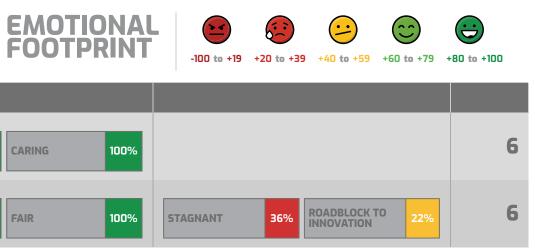
INFO~TECH

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

Jui	· · · · · · · · · · · · · · · · · · ·		EMO -4 NEGATI		1 +2 +3 +4	-			EMOTION FOOTPRII
PRODUCTS WITH	INSUFFICIENT DATA								
	Spinbackup for G Suite	9.4	+94 🖨	NEGATIVE	94% POSITIVE	93	RELIABLE	100%	CARING 100
	Veeam Explorer	8.0	+77 😇	7% NEGATIVE	84% POSITIVE	83	CLIENT'S INTEREST FIRST	100%	FAIR 100







This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



CATEGORY **Service** Experience

Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.



Emotional Footprint Summary



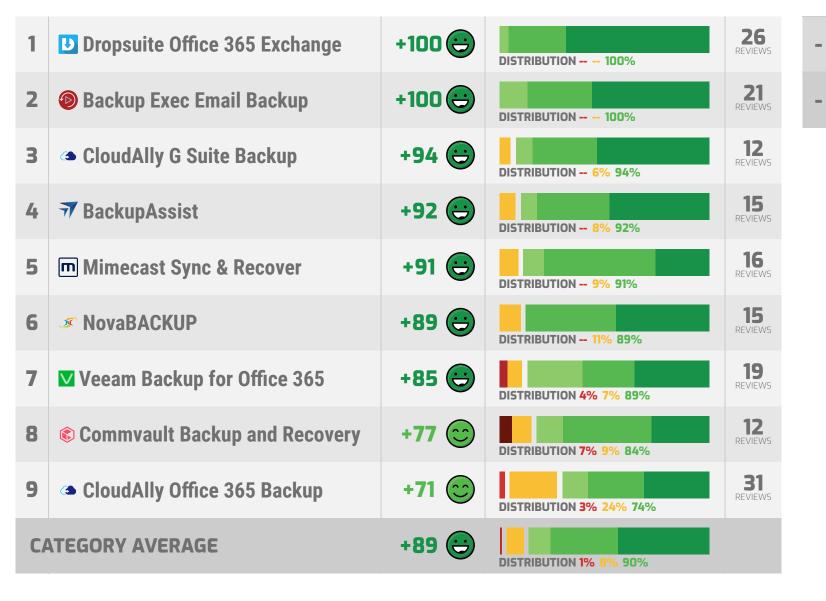
INFO~TECH



This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Disrespectful vs. Respectful



+100 😁

- **Spinbackup for G Suite**
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

-



DISTRIBUTION -- - 100%

7 REVIEWS



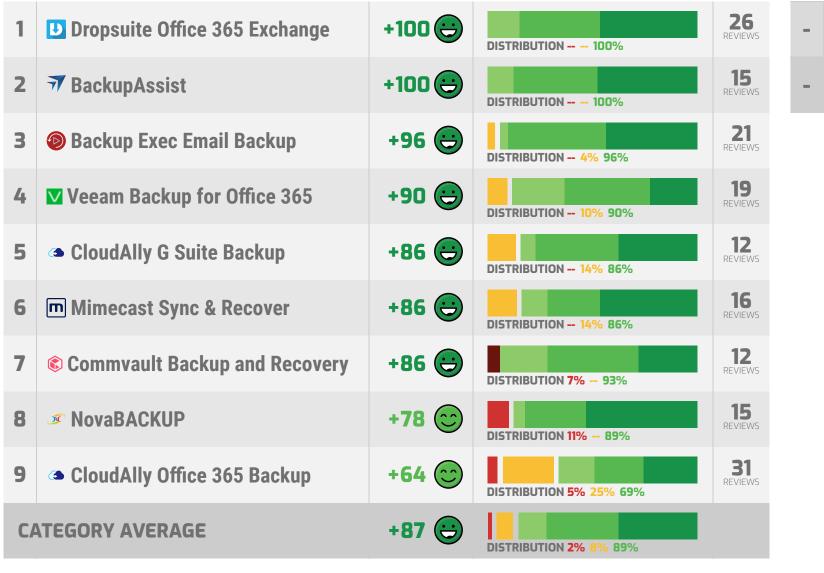




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Bureaucratic vs. Efficient



+100 😑

DISTRIBUTION -- - 100%

- **Spinbackup for G Suite**
- Veeam Explorer

PRODUCTS WITH INSUFFICIENT DATA

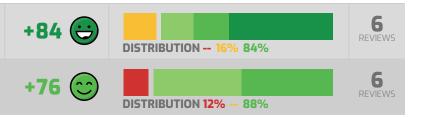
SyncBackPro -

EMOTIONAL FOOTPRINT REPORT



7 REVIEWS



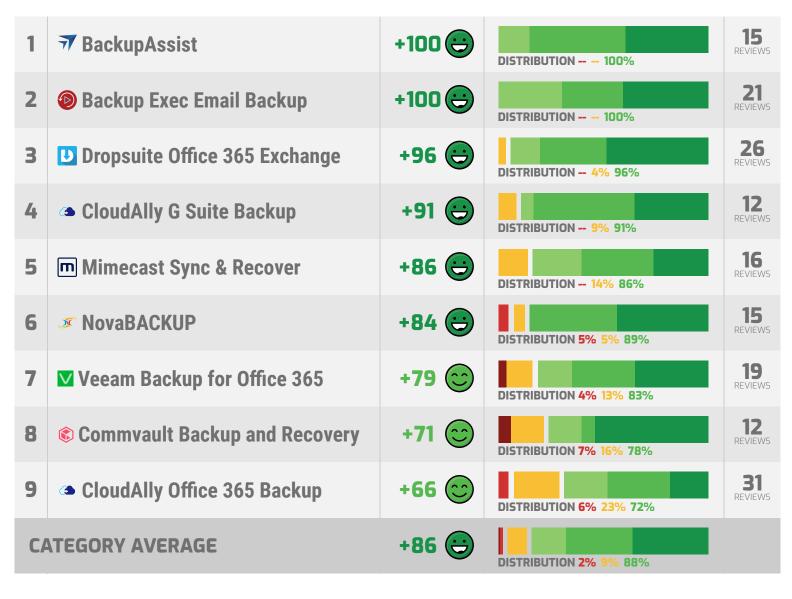




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Neglectful vs. Caring



+100 😑

DISTRIBUTION -- - 100%

- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

-

7 REVIEWS



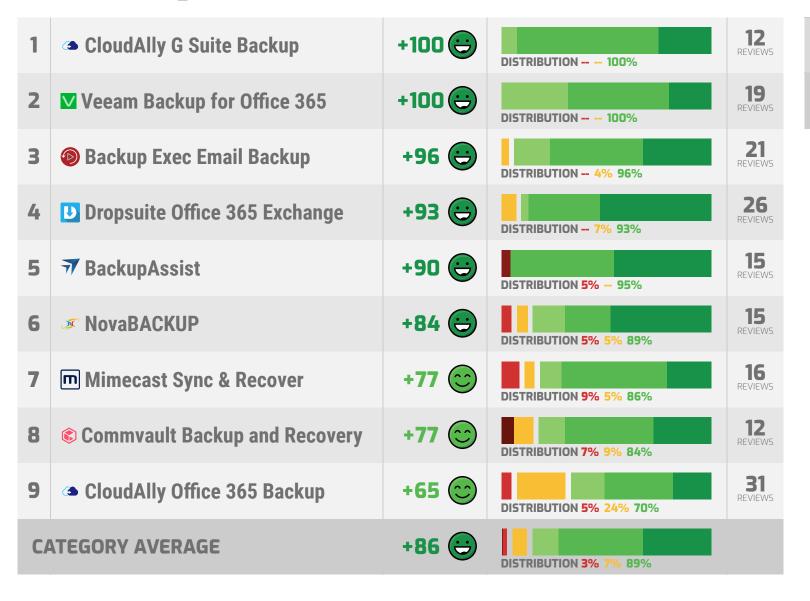




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Frustrating vs. Effective



+100 😑

- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro -

EMOTIONAL FOOTPRINT REPORT







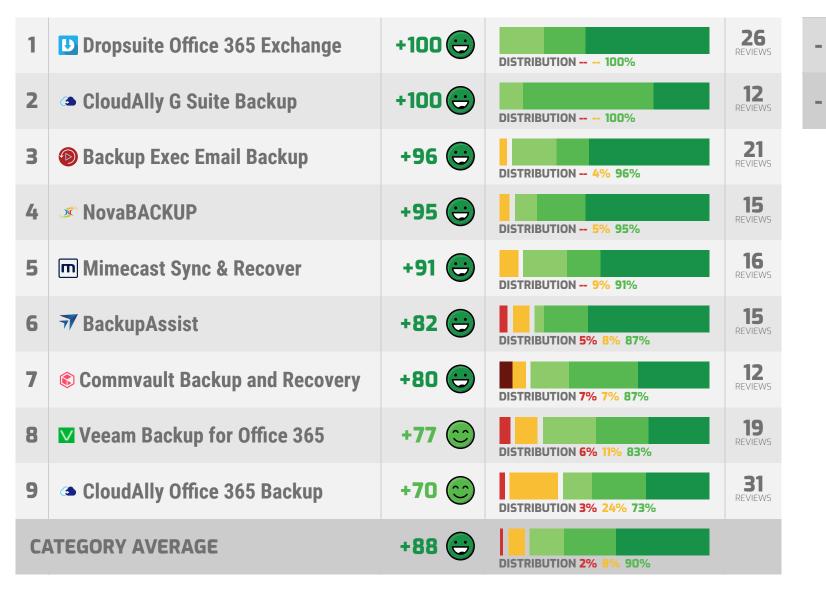




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Wastes Time vs. Saves Time



+87 😑

DISTRIBUTION -- 13

- **Spinbackup for G Suite**
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

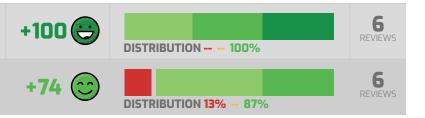
SyncBackPro

-











This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



NEGATIVE

CATEGORY Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.



Emotional Footprint Diamond



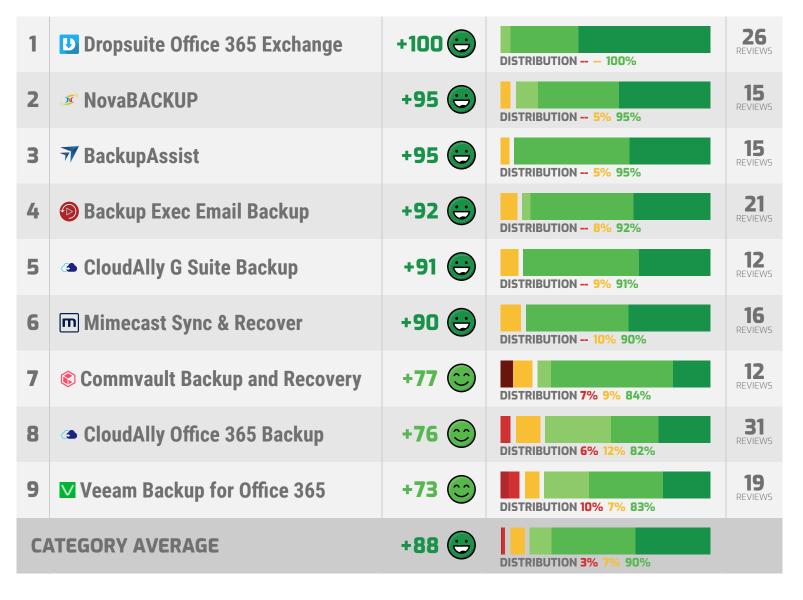
INFO~TECH



This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Lack Of Integrity vs. Integrity



+88 😑

- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

—





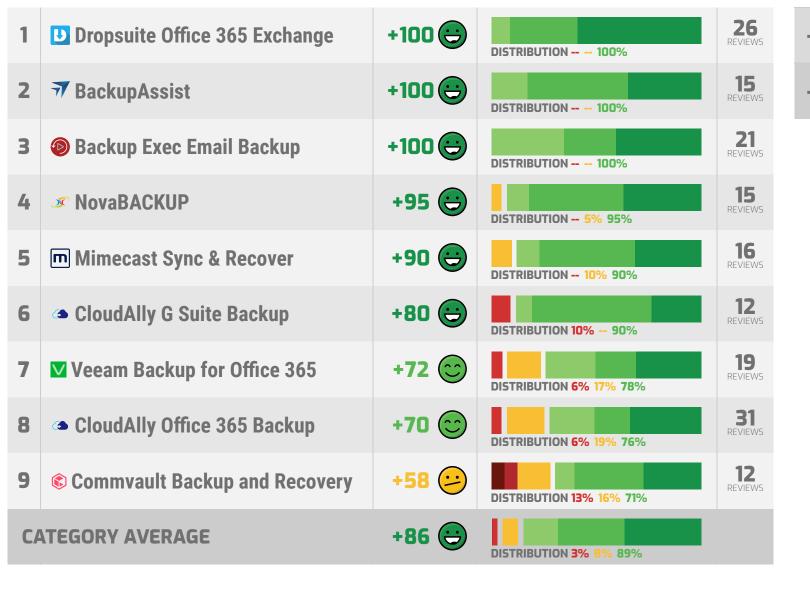




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Vendor Friendly Policies vs. Client Friendly Policies



- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

=

+100 😁

DISTRIBUTION -- - 100%

7 REVIEWS



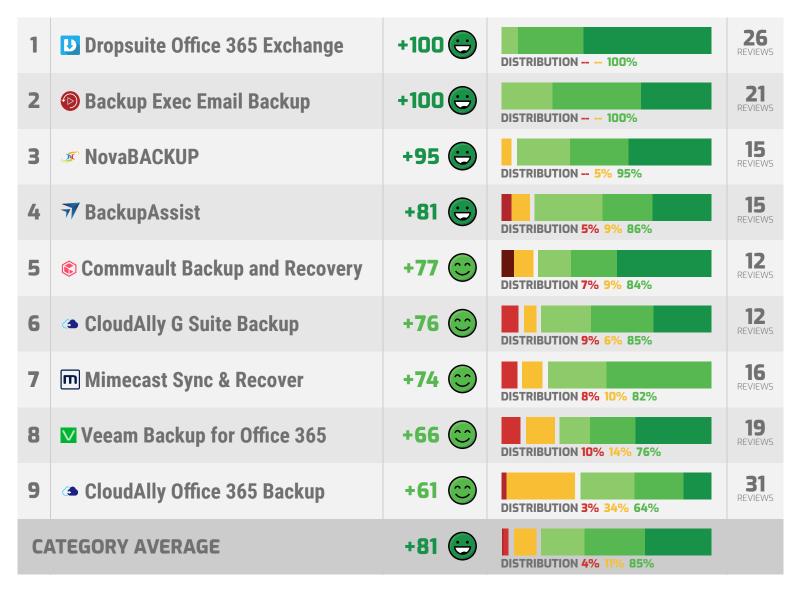




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Selfish vs. Altruistic



+100 😑

- **Spinbackup for G Suite** -
- Veeam Explorer -

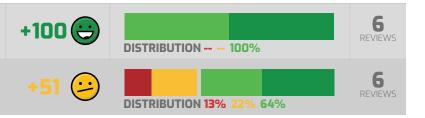
PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro —

EMOTIONAL FOOTPRINT REPORT





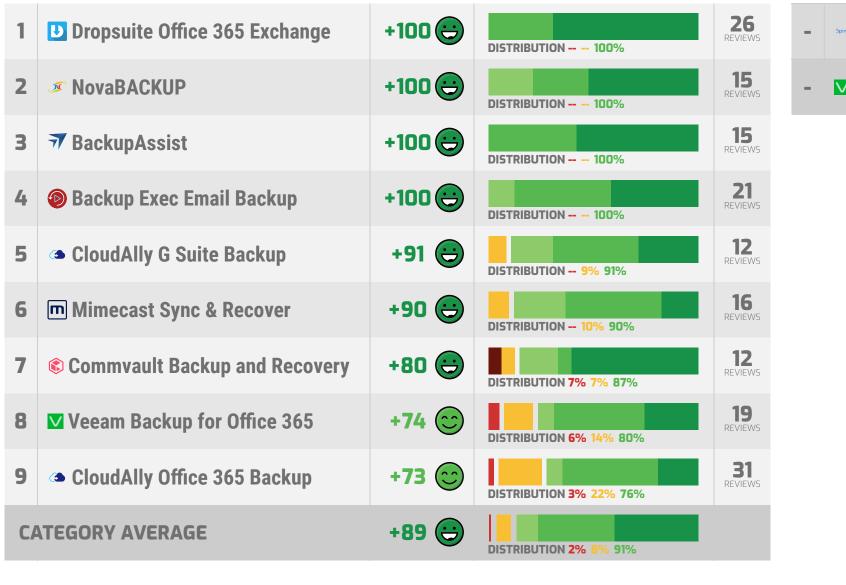




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Big Fat Liars vs. Trustworthy



+100 😇

DISTRIBUTION -- - 100%

- **Spinbackup for G Suite**
- Veeam Explorer

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

=

7 REVIEWS

Emotional Footprint



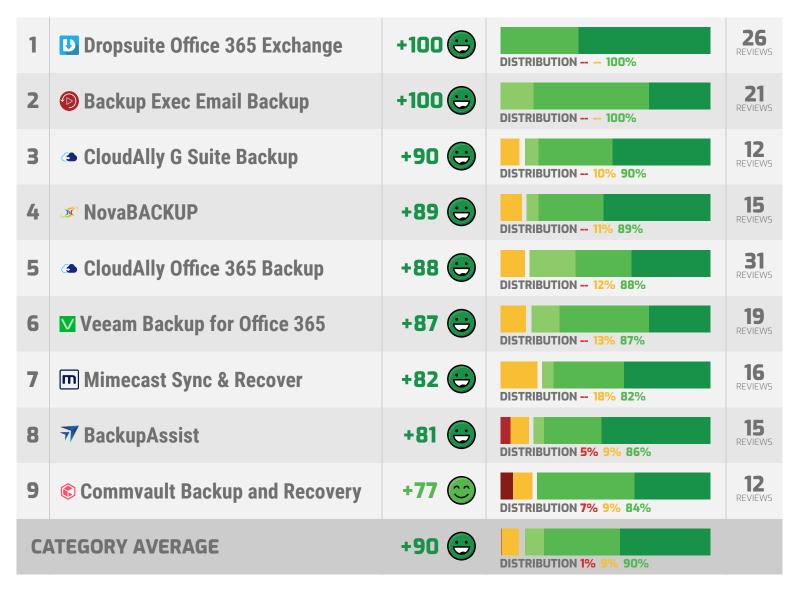




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Unfair vs. Fair



- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

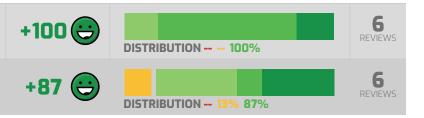
SyncBackPro —

EMOTIONAL FOOTPRINT REPORT

Table of









This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



% - % POSITIVE



CATEGORY **Negotiation and** Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.



Emotional Footprint Diamond

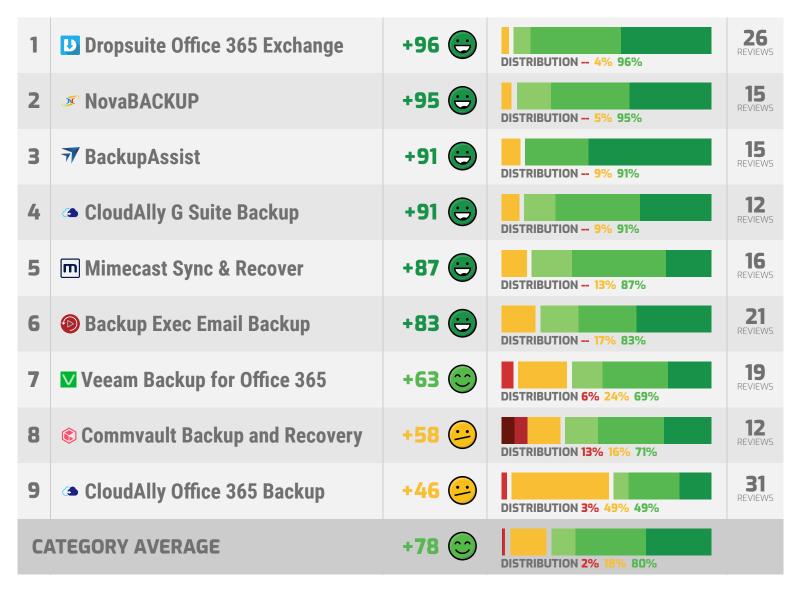


INFO~TECH

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Greedy vs. Generous



+100 😑

- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

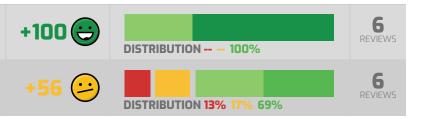
SyncBackPro

EMOTIONAL FOOTPRINT REPORT

—





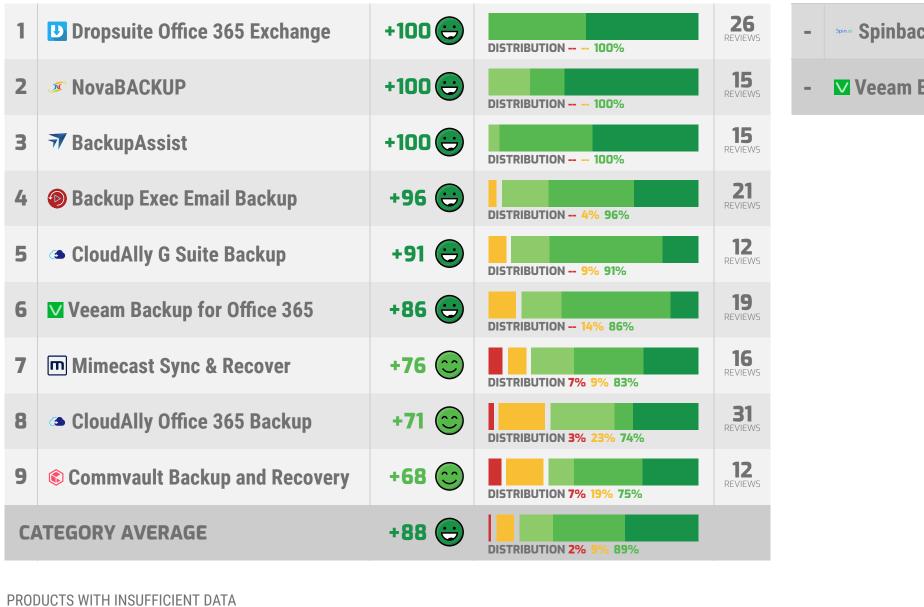




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Deceptive vs. Transparent



+100 😁

- **Spinbackup for G Suite**
- Veeam Explorer

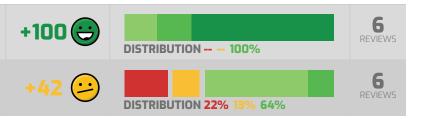
SyncBackPro

EMOTIONAL FOOTPRINT REPORT

=

DISTRIBUTION -- - 100%



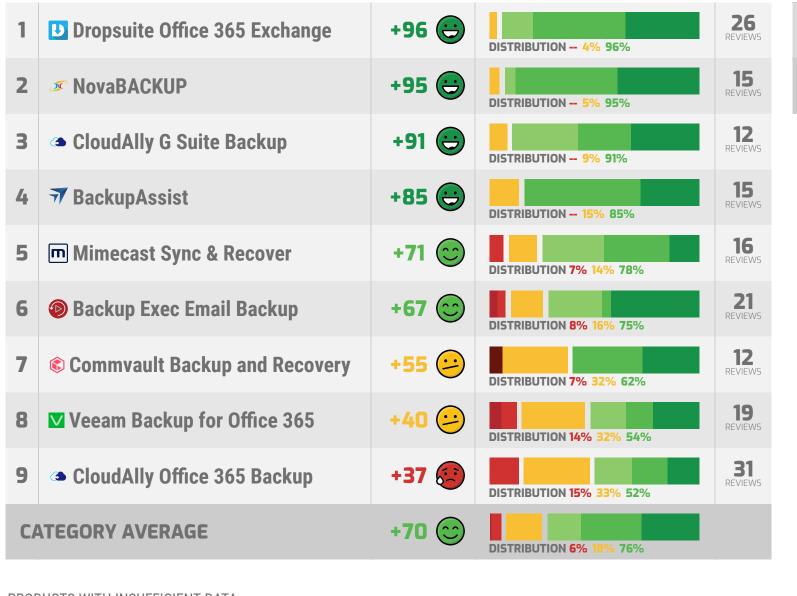




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Over Promised vs. Over Delivered



+82 😑

DISTRIBUTION -- 1

82%

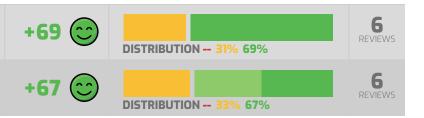
- Veeam Explorer -
- **Spinbackup for G Suite** —

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro —

EMOTIONAL FOOTPRINT REPORT



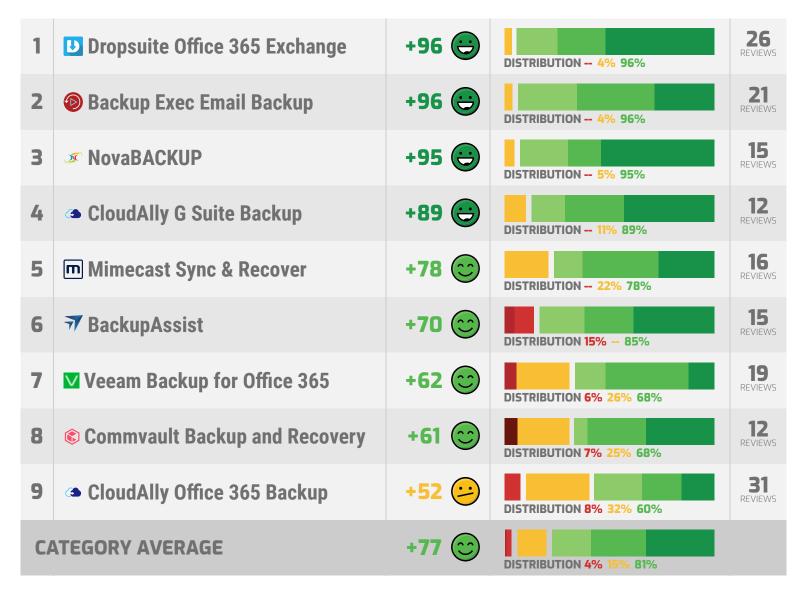




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Vendor's Interest First vs. Client's Interest First



+100 😑

Spinbackup for G Suite -

Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

—



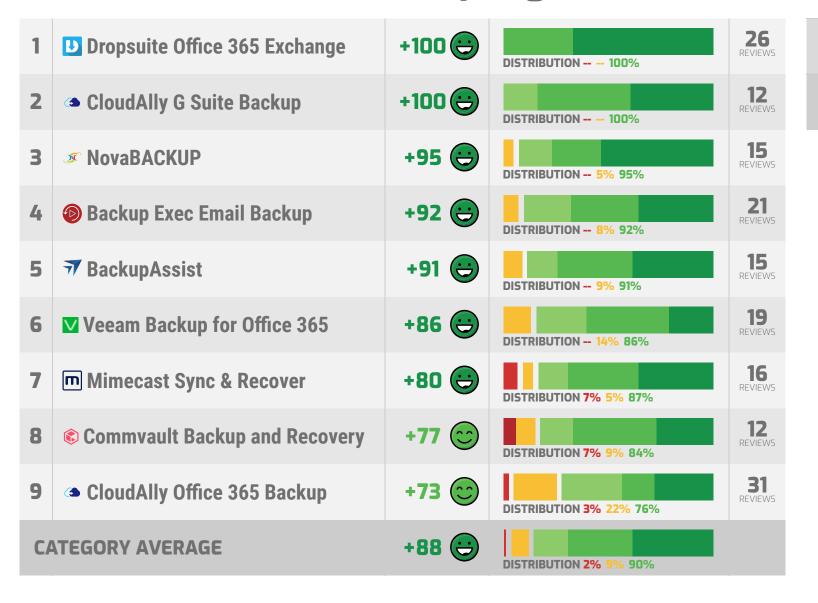




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Hardball Tactics vs. Friendly Negotiation



+100 😑

DISTRIBUTION -- - 100%

- **Spinbackup for G Suite** -
- Veeam Explorer -

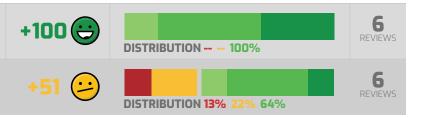
PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

=







This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



% - %

CATEGORY Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.



Emotional Footprint Diamond

Emotional Footprint Summary



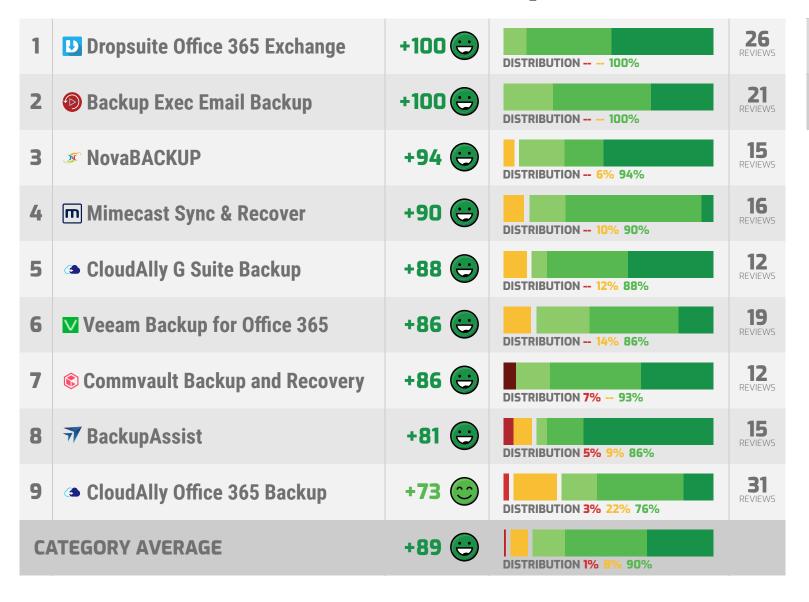
INFO~TECH



This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Roadblock To Innovation vs. Helps Innovate



Spinbackup for G Suite -

Veeam Explorer

-

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro =

EMOTIONAL FOOTPRINT REPORT

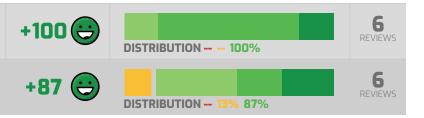
+88 😑

DISTRIBUTION -- 12

889

7 REVIEWS



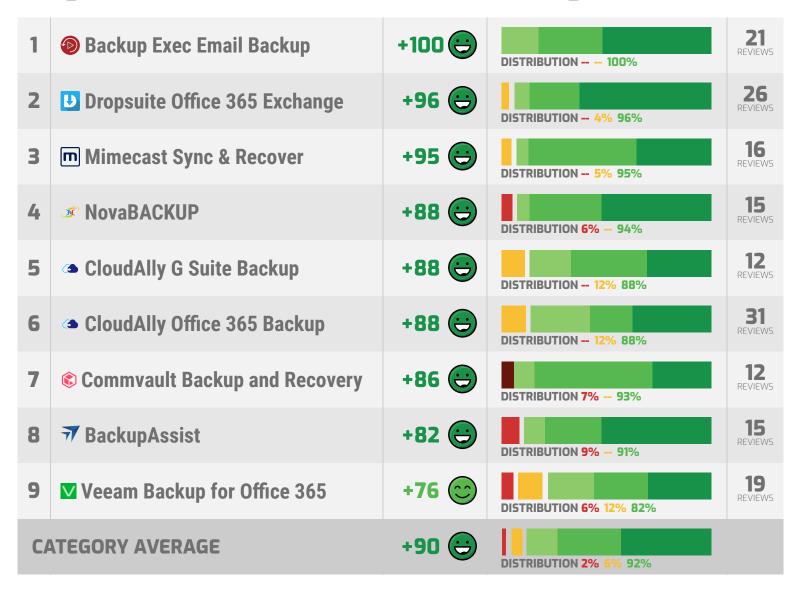




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Stagnant vs. Continually Improving



+87 😑

DISTRIBUTION -- 13

87%

- **Spinbackup for G Suite** -
- Veeam Explorer —

PRODUCTS WITH INSUFFICIENT DATA

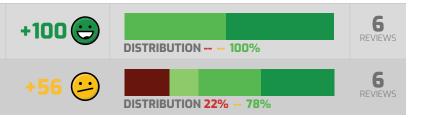
SyncBackPro =

EMOTIONAL FOOTPRINT REPORT



7 REVIEWS







This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Charges For Product Enhancements vs. Includes Product Enhancements

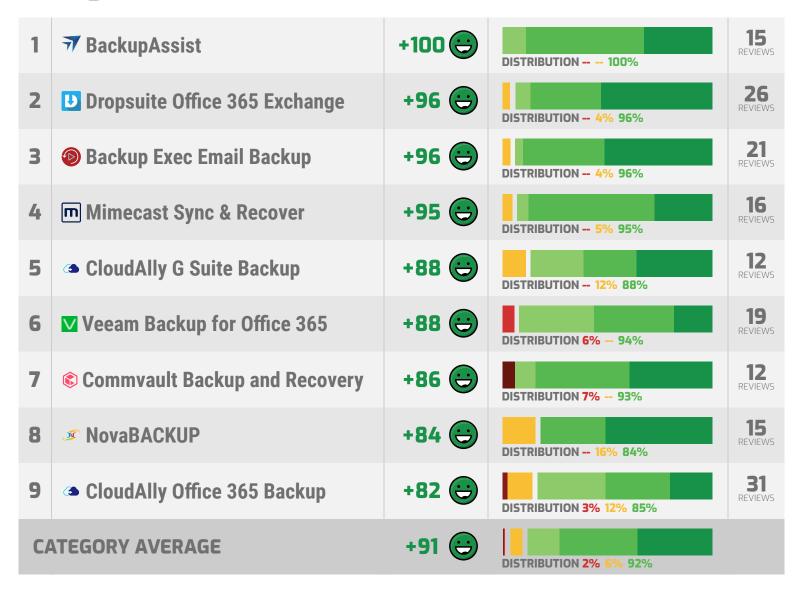


Table of

Spinbackup for G Suite -

Veeam Explorer

-

7 REVIEWS

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro =

EMOTIONAL FOOTPRINT REPORT





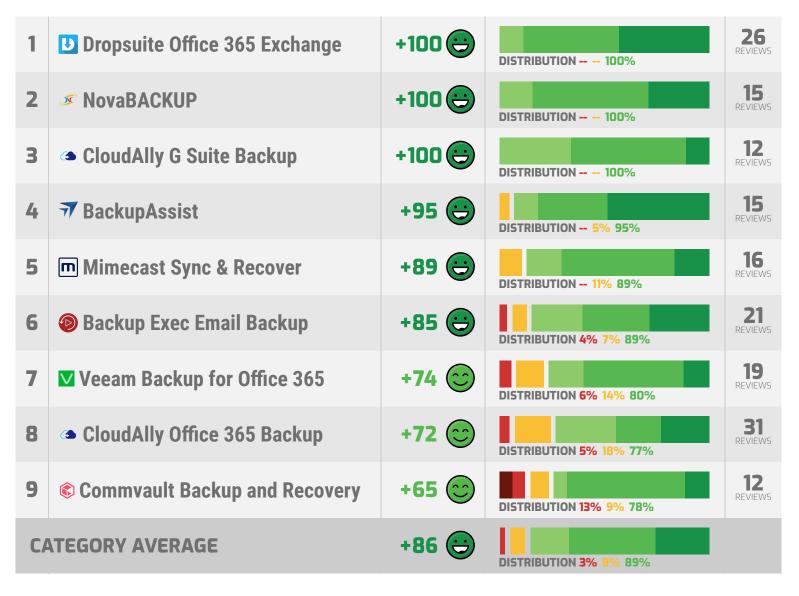




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Leverages Incumbent Status vs. Appreciates Incumbent Status



+100 😑

Table of

DISTRIBUTION -- - 100%

- **Spinbackup for G Suite** -
- Veeam Explorer -

SyncBackPro =

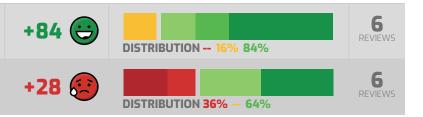
EMOTIONAL FOOTPRINT REPORT

PRODUCTS WITH INSUFFICIENT DATA

7 REVIEWS

Emotional Footprint



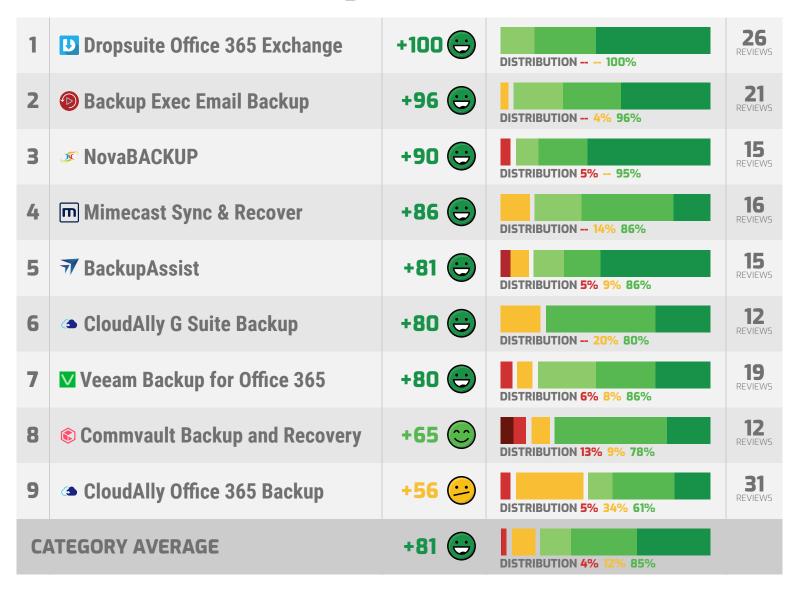




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Despised vs. Inspiring



+88 😑

DISTRIBUTION -- 12

88%

- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

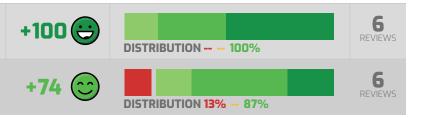
SyncBackPro

EMOTIONAL FOOTPRINT REPORT

—

7 REVIEWS







This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



% - % NEGATIVE

CATEGORY **Product Impact**

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.





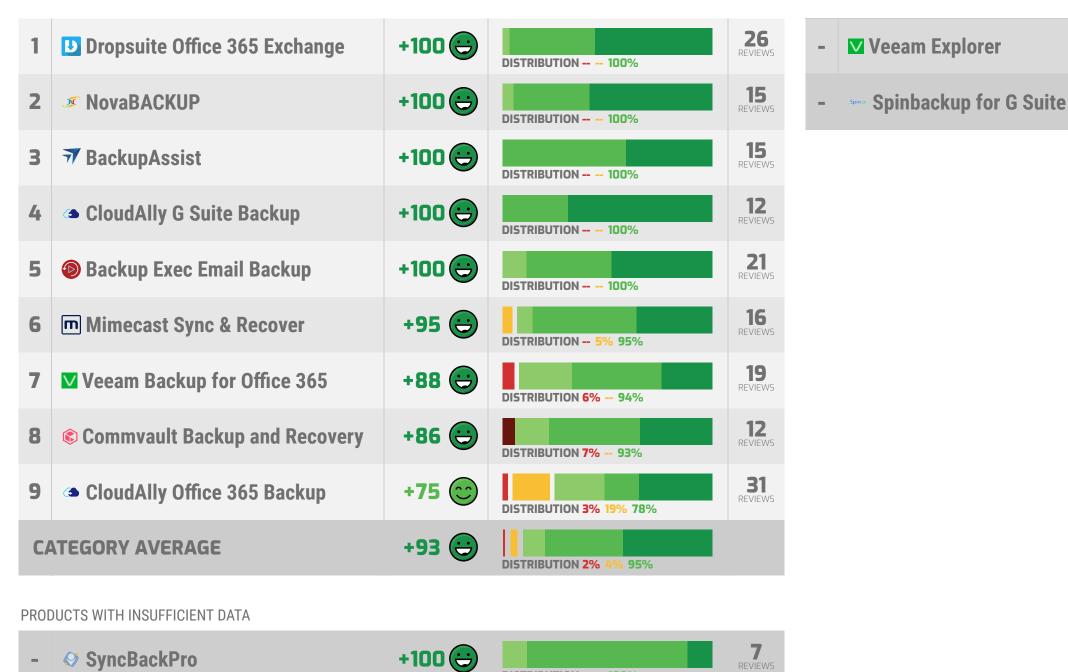
INFO~TECH



This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Unreliable vs. Reliable



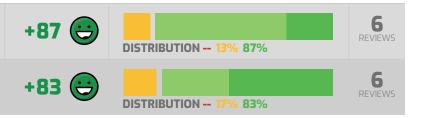
SyncBackPro —

EMOTIONAL FOOTPRINT REPORT

+100 😑

DISTRIBUTION -- - 100%



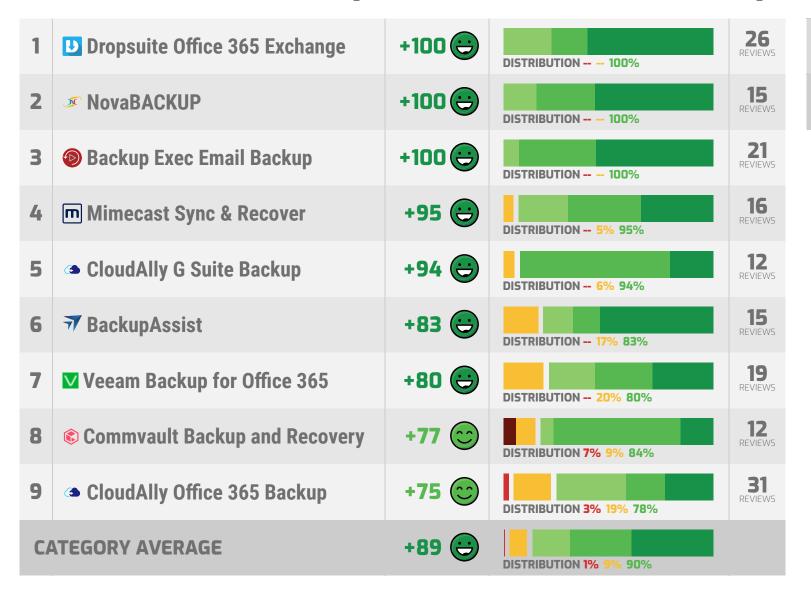




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Restricts Productivity vs. Enables Productivity



+100 😁

DISTRIBUTION -- - 100%

- Veeam Explorer -
- **Spinbackup for G Suite**

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

EMOTIONAL FOOTPRINT REPORT

=



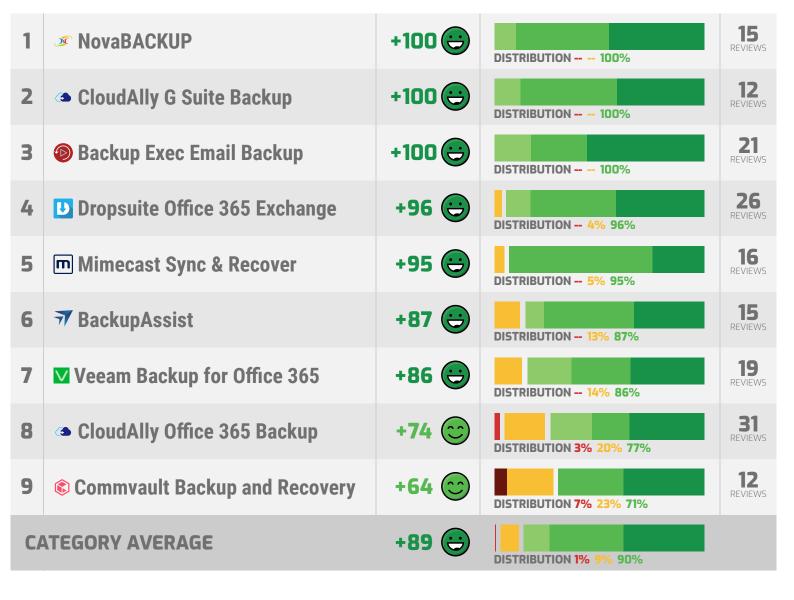




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Performance Restricting vs. Performance Enhancing



- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro =

+100 😑







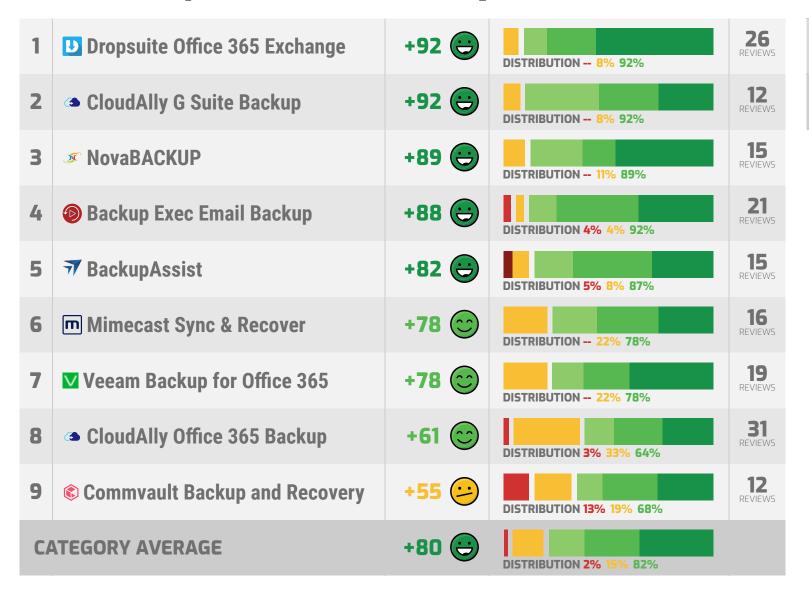




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Commodity Features vs. Unique Features



Spinbackup for G Suite -Veeam Explorer

Emotional Footprint Summary

-

PRODUCTS WITH INSUFFICIENT DATA

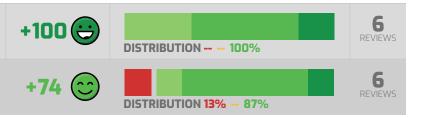
SyncBackPro =

EMOTIONAL FOOTPRINT REPORT

+100 😁





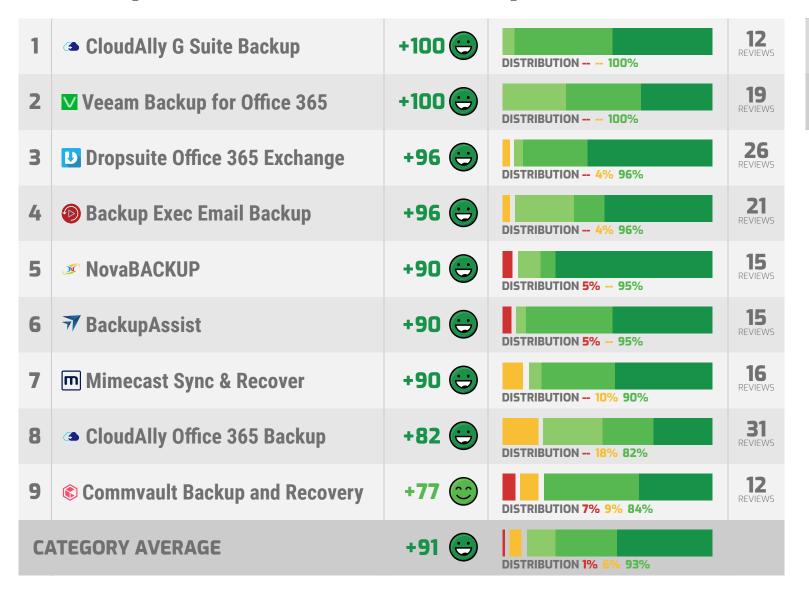




This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Security Frustrates vs. Security Protects



- **Spinbackup for G Suite** -
- Veeam Explorer -

PRODUCTS WITH INSUFFICIENT DATA

SyncBackPro

=

+88 😑

