

MARKET BRIEF · 21 JULY 2026

Service platform landscape

A decision-oriented comparison with facts, interpretation, and missing evidence kept separate.

COMPANIES	SOURCES	UNKNOWNNS	DECISION
4 same criteria	31 dated register	6 not guessed	Build / buy Q3

EXECUTIVE READ

The market divides between broad suites and focused workflow products. Broad suites reduce integration work; focused products offer faster setup but leave governance and reporting gaps.

01 Suite A · broad coverage Strong reporting and permissions; implementation effort is the main trade-off.	02 Product B · fastest setup Clear workflow model and strong templates; enterprise controls require validation.	03 Product C · service depth Best fit for high-volume support operations; less flexible outside the service domain.
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Evidence, decisions, and a usable handoff

The complete file keeps the working structure editable and the review points visible.

CRITERION	SUITE A	PRODUCT B	PRODUCT C	EVIDENCE
Permissions	Strong	Partial	Strong	Docs · 18 Jul
Setup	4–8 weeks	1–2 weeks	3–5 weeks	Vendor material
Reporting	Advanced	Basic	Advanced	Product pages
Public pricing	Partial	Available	Unavailable	21 Jul

DECISION / NEXT REVIEW

Shortlist Suite A and Product B for a two-week proof of concept; validate permissions and total implementation effort.

QUALITY NOTE

Illustrative sample · fictional company and data. Values, names, and links in this sample must not be treated as production facts.