

Framework for 3D Vendor Consolidation

Key considerations for evaluating your existing 3D vendors:

- Current state 3D portfolio:** What 3D experiences are already live / in market today, and with which vendor(s)?
- Past Performance:** What 3D experiences are over / under performing? How have your current vendors met expectations on key measures of performance related to those 3D experiences?
- 3D Content pipeline (workflow):** On a scale of 1 - 5 (1 being low, 5 being high) What is your level of satisfaction on the content workflow with your current 3D vendor(s)? What is the average cycle time for creating 3D models and is it in line with expectations?
- 3D Content pipeline (quality):** On a scale of 1 - 5 (1 being low, 5 being high) What is your level of satisfaction the content quality (realism, reusability, portability) with your current 3D vendor? Does your vendor demonstrate a focus on continuous improvement of content quality and deployment of those models to multiple 3D experiences?
- Future 3D Roadmap investments:** How extensible is the 3D vendor's platform with supporting new use cases, enhancements, and/or new user groups? Which vendor is capable of enabling the majority (if not all) of your additional use cases? Which vendor has demonstrated expertise and capabilities in these new 3D experiences?
- Communication Cadence / Quality:** Does the vendor uphold the value of customer success? How often are you communicating at both a strategic and tactical level? Do they communicate well when issues arise? Are they a trusted advisor?
- Spend Analysis:** Is the value delivered by the vendor in line with your investment to date? What is your degree of confidence that they will future proof your investment? What opportunities exist to leverage volume discounts?
- THE QUESTION:** If you had the chance to do it all over, would you select this vendor again? (Yes / No)