SoftwareReviews

INFO~TECH
RESEARCH GROUP

PRODUCT SCORECARD

Cognito Forms

eForms

JUNE 2024

Improving and Accelerating Enterprise Software Evaluation and Selection

24
REVIEWS

Table of Contents

How to Use the Scorecard

The Product Scorecard is a comprehensive report designed to help clients make better purchasing decisions.

Data in the report is collected from real end users' of the product and analyzed in an exhaustive fashion with extensive data analytics.

Use this report to understand whether this product is right for your organization.

SoftwareReviews | INFO~TECH RESEARCH GROUP

NUMBER OF REVIEWS
24

Cognito Forms

Cognito Forms

EFORMS

Create unlimited forms with our easy-to-use, drag-and-drop form builder that has the layout and flexibility you need. Customize your style and embed your responsive form directly on your website or blog. Receive customized email notifications, view your entries from any device and create custom views to manage your workflow.

25 Employees
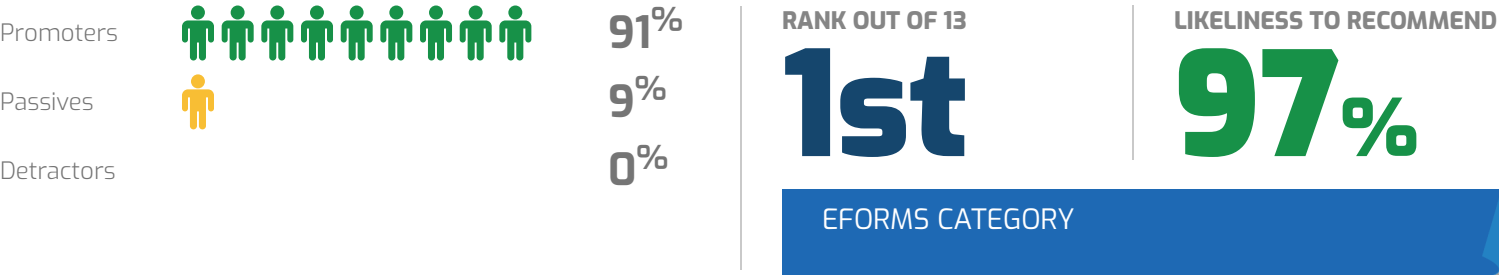http://www.cognitoforms.com/?utm_source=infotech&utm_medium=referral&utm_campaign=profile

929 Gervais St Ste D
Columbia, Alaska
United States

The composite satisfaction score (Composite Score) is an average of four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).
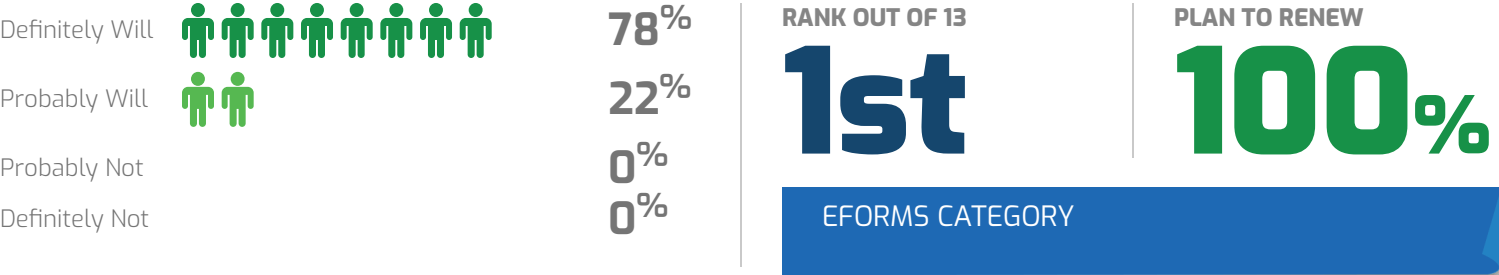
Software Reviews GOLD MEDAL 2024
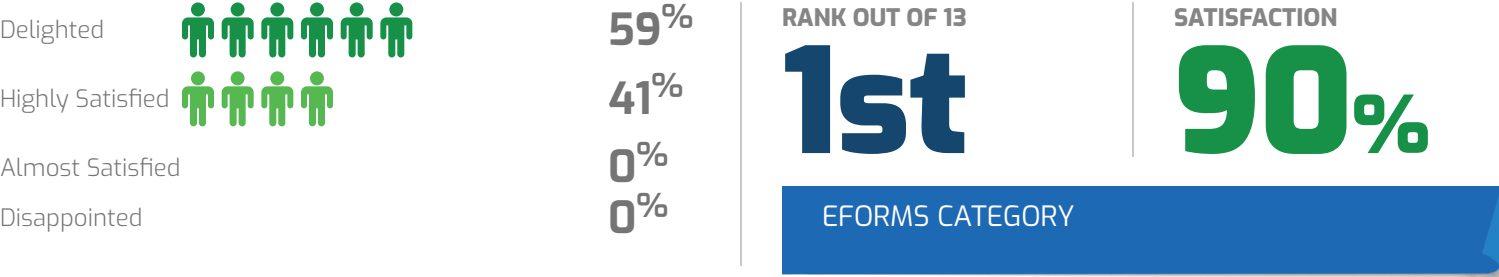
8.7/10 COMPOSITE SCORE

Likeliness to Recommend

Promoters	91%	**RANK OUT OF 13** **1st**	**LIKELINESS TO RECOMMEND** **97%**
Passives	9%		
Detractors	0%		EFORMS CATEGORY

Plan to Renew

Definitely Will	78%	**RANK OUT OF 13** **1st**	**PLAN TO RENEW** **100%**
Probably Will	22%		
Probably Not	0%		EFORMS CATEGORY
Definitely Not	0%		

Satisfaction that Cost is Fair Relative to Value

Delighted	59%	**RANK OUT OF 13** **1st**	**SATISFACTION** **90%**
Highly Satisfied	41%		
Almost Satisfied	0%		EFORMS CATEGORY
Disappointed	0%		

PRODUCT SCORECARD · Executive Summary · Vendor Capability Satisfaction · Product Feature Satisfaction · Emotional Footprint · Reasons for Leaving & Joining · Module Satisfaction · Implementation · Staffing & Ownership · Selection Decisions · Market Size Comparison · Comparisons · Versions · Comments · 3

SoftwareReviews | INFO~TECH RESEARCH GROUP

Vendor Capability Satisfaction

When making the right purchasing decision, use peer satisfaction ratings to decipher Cognito Forms's strengths and weaknesses, and determine which capabilities matter most to you. A scale of satisfaction ranging from Disappoints, Almost Satisfies, Highly Satisfies, and Delights is applied to each core vendor capability providing an ability to understand satisfaction across several business and IT competencies.

How satisfied are you with the following Cognito Forms capabilities?

Ease of Implementation

Ranked 2nd of 13 in eForms

61% OF CLIENTS ARE DELIGHTED

The ability to implement the solution without unnecessary disruption. Successfully implementing new software is necessary to realize its full value and promote end user adoption. This data indicates whether or not the product is easy to implement.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

89% SATISFACTION
86% CATEGORY AVERAGE

Quality of Features

Ranked 4th of 13 in eForms

43% OF CLIENTS ARE DELIGHTED

The ability to perform at or above industry standards. Feature quality is just as important as quantity. Use this data to determine if this product will do what you're purchasing it to do, easily, intuitively, reliably, and effectively.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

86% SATISFACTION
84% CATEGORY AVERAGE

Ease of IT Administration

Ranked 1st of 13 in eForms

69% OF CLIENTS ARE DELIGHTED

Ease of use of the backend user interface. This data indicates whether IT personnel will be able to resolve issues and perform configurations efficiently and effectively.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

92% SATISFACTION
83% CATEGORY AVERAGE

Ease of Customization

Ranked 2nd of 13 in eForms

58% OF CLIENTS ARE DELIGHTED

The ability to scale the solution to a business' unique needs. Don't get bogged down in a difficult customization; use this data to make sure you can easily achieve the functionality you need for your particular situation.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

88% SATISFACTION
82% CATEGORY AVERAGE

Usability and Intuitiveness

Ranked 7th of 13 in eForms

49% OF CLIENTS ARE DELIGHTED

The ability to reduce training due to intuitive design. End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

85% SATISFACTION
84% CATEGORY AVERAGE

Vendor Support

Ranked 1st of 13 in eForms

67% OF CLIENTS ARE DELIGHTED

The ability to receive timely and sufficient support. The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

92% SATISFACTION
82% CATEGORY AVERAGE

Product Strategy and Rate of Improvement

Ranked 2nd of 13 in eForms

47% OF CLIENTS ARE DELIGHTED

The ability to adapt to market change. Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use this data to separate innovators from imposters.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

84% SATISFACTION
79% CATEGORY AVERAGE

Availability and Quality of Training

Ranked 9th of 13 in eForms

39% OF CLIENTS ARE DELIGHTED

Quality training allows employees to take full advantage of the software. Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

77% SATISFACTION
78% CATEGORY AVERAGE

Business Value Created

Ranked 1st of 13 in eForms

60% OF CLIENTS ARE DELIGHTED

The ability to bring value to the organization. Software needs to create value for employees, customers, partners, and, ultimately, shareholders. This data expresses user satisfaction – or lack thereof – with the product's business value.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

90% SATISFACTION
84% CATEGORY AVERAGE

Breadth of Features

Ranked 3rd of 13 in eForms

51% OF CLIENTS ARE DELIGHTED

The ability to perform a wide variety of tasks. Users prefer feature rich software that enables them to perform diverse series of tasks. This data expresses user satisfaction with the product's breadth of features.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

86% SATISFACTION
82% CATEGORY AVERAGE

Ease of Data Integration

Ranked 12th of 13 in eForms

40% OF CLIENTS ARE DELIGHTED

The ability to seamlessly integrate data. Use this data to determine whether the product will cause headaches or make data integration easy.

DEGREE OF SATISFACTION
Delights
Highly Satisfies
Almost Satisfies
Disappoints

78% SATISFACTION
82% CATEGORY AVERAGE

SoftwareReviews | **INFO~TECH** RESEARCH GROUP

Product Feature Satisfaction

Pay attention to the features you need for your scenario by evaluating peer feature satisfaction ratings. Tolerate low scores on features that do not impact your business, instead focus on scores being high for features that matter. A scale of satisfaction ranging from Disappoints, Almost Satisfies, Highly Satisfies, and Delights is applied to each feature core to the eForms market.

How satisfied are you with the following Cognito Forms features and functionalities?

EFORMS

MANDATORY FEATURES

Security

65% OF CLIENTS ARE DELIGHTED

Software provides appropriate data and access security.

Ranked 1st of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤👤
Almost Satisfies	
Disappoints	

91% SATISFACTION
85% CATEGORY AVERAGE

Field Configuration and Customization

63% OF CLIENTS ARE DELIGHTED

Field elements can be customized to meet requirements

Ranked 1st of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤
Almost Satisfies	
Disappoints	

90% SATISFACTION
83% CATEGORY AVERAGE

Electronic Signatures

64% OF CLIENTS ARE DELIGHTED

Form signatures can be captured, stored and reported on electronically

Ranked 2nd of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤
Almost Satisfies	👤
Disappoints	

90% SATISFACTION
85% CATEGORY AVERAGE

Drag and Drop Design

56% OF CLIENTS ARE DELIGHTED

Form design is intuitive and can be done through a simple interface.

Ranked 4th of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤
Almost Satisfies	👤
Disappoints	

87% SATISFACTION
84% CATEGORY AVERAGE

Workflow Automation

57% OF CLIENTS ARE DELIGHTED

Offers a rules and routing engine to automate business workflows

Ranked 5th of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤
Almost Satisfies	👤👤
Disappoints	

85% SATISFACTION
84% CATEGORY AVERAGE

Data Analysis and Survey Function

46% OF CLIENTS ARE DELIGHTED

Can capture survey data and multiple data sets may be output for analysis.

Ranked 10th of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤👤
Almost Satisfies	
Disappoints	👤

81% SATISFACTION
82% CATEGORY AVERAGE

SECONDARY FEATURES

Version Management

70% OF CLIENTS ARE DELIGHTED

Ability to create and view multiple versions of a content asset through iterative edits in accordance with pre-defined limitations.

Ranked 1st of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤👤👤
Highly Satisfies	👤👤👤
Almost Satisfies	
Disappoints	

93% SATISFACTION
82% CATEGORY AVERAGE

Mobility

54% OF CLIENTS ARE DELIGHTED

Integrating the mobile users' voice and real-time communications services with core enterprise communications lets them do their jobs regardless of location.

Ranked 1st of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤👤
Highly Satisfies	👤👤👤👤👤
Almost Satisfies	
Disappoints	

88% SATISFACTION
84% CATEGORY AVERAGE

State Transformation

53% OF CLIENTS ARE DELIGHTED

Image capture through OCR/ICR, barcode generation.

Ranked 1st of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤
Highly Satisfies	👤👤👤👤
Almost Satisfies	
Disappoints	

88% SATISFACTION
82% CATEGORY AVERAGE

APIs and Integration

42% OF CLIENTS ARE DELIGHTED

Has inbuilt APIs allowing access to the database layer without having to go through JDBC/ODBC.

Ranked 4th of 13 in eForms

DEGREE OF SATISFACTION	
Delights	👤👤👤👤👤
Highly Satisfies	👤👤👤👤
Almost Satisfies	👤
Disappoints	

84% SATISFACTION
81% CATEGORY AVERAGE

SoftwareReviews | INFO~TECH RESEARCH GROUP

COGNITO FORMS
Word Cloud

As organizations become more and more dependent on software to automate and streamline operations, users are developing strong emotional connections to their applications and vendors. The SoftwareReviews Word Cloud aggregates the most commonly experienced pain points and prevailing opinions held by its users. Use this at-a-glance summary to evaluate the vendor-client relationship and product effectiveness. Additional data about each of the emotional sentiments can be found on the following pages.
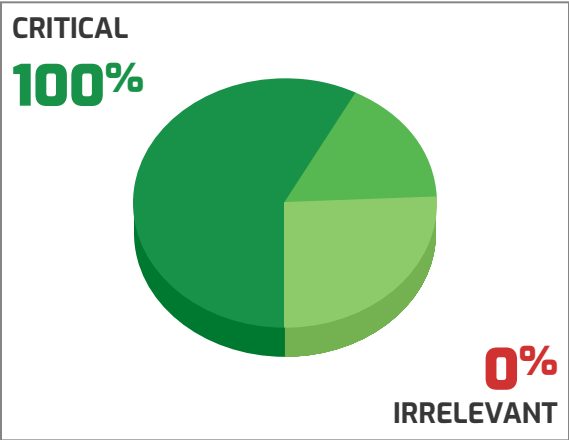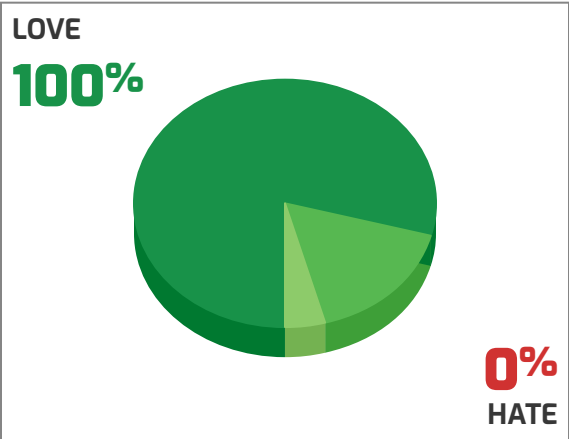
WORD SIZE is driven by the strength of the sentiment.

Weak   Strong

NEGATIVE   NEUTRAL   POSITIVE

WORD COLOUR is driven by the number of reviews that share the sentiment.

HELPS INNOVATE FRIENDLY NEGOTIATION
CRITICAL RELIABLE FAIR
SECURITY PROTECTS TRUSTWORTHY
RESPECTFUL ENABLES PRODUCTIVITY
TRANSPARENT CARING UNIQUE FEATURES
EFFECTIVE INTEGRITY GENEROSITY
INSPIRING LOVE SAVES TIME ALTRUISTIC
EFFICIENT
OVER DELIVERED PERFORMANCE ENHANCING

SoftwareReviews | INFO~TECH RESEARCH GROUP

COGNITO FORMS
Emotional Footprint

Strategy and Innovation

Importance to Professional Success

How important is Cognito Forms to your current professional success?

B2B purchasing decisions not only rely on data and facts, but also gut instinct and emotional inputs. A vendors' Emotional Footprint can influence whether a client chooses to do business with the organization. The information displayed below represents the emotional sentiment held by end users of the software based on their experience with the vendor. Responses are captured on an eight-point scale.
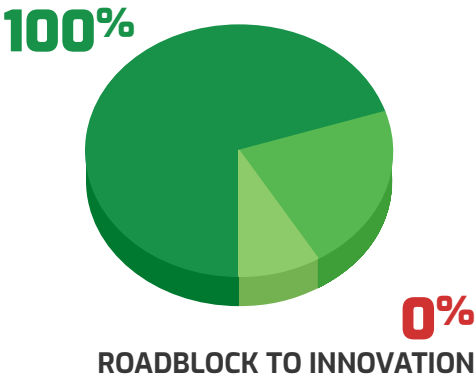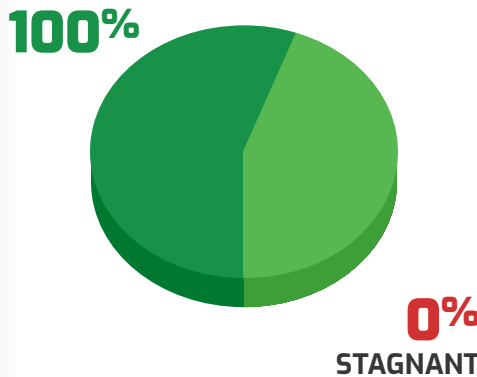
A score ranging from minus 4 to plus 4 is applied to each individual's emotional reaction to each question.

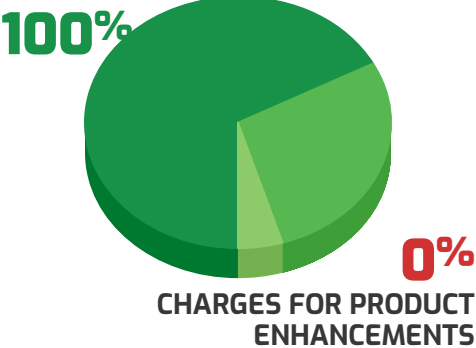*As a customer, please share your feelings across Cognito Forms's Strategy and Innovation*
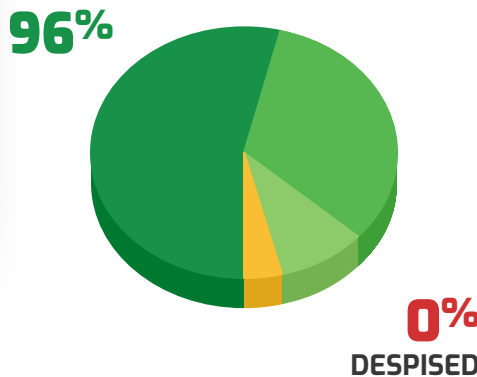
HELPS INNOVATE
100%
0%
ROADBLOCK TO INNOVATION

CRITICAL
100%

0%
IRRELEVANT

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1		+1	+2	+3	+4

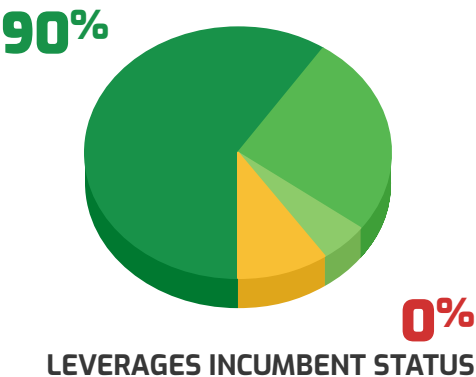**NEGATIVE**   **NEUTRAL**   **POSITIVE**

CONTINUALLY IMPROVING
100%
0%
STAGNANT

INCLUDES PRODUCT ENHANCEMENTS
100%
0%
CHARGES FOR PRODUCT ENHANCEMENTS

Strength of Emotional Connection

Overall, describe the strength of your emotional connection to Cognito Forms

$$\% - \% = \text{NET EMOTIONAL FOOTPRINT}$$
POSITIVE   **NEGATIVE**

NET EMOTIONAL FOOTPRINT **+98**
COGNITO FORMS

LOVE
100%

0%
HATE
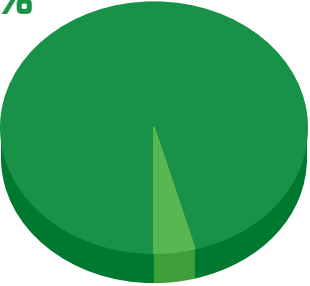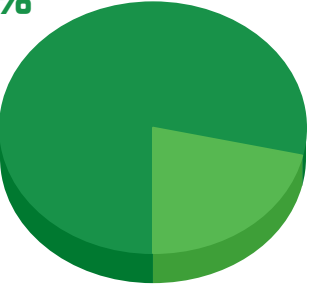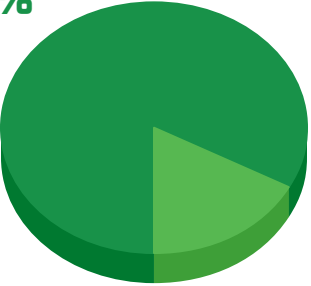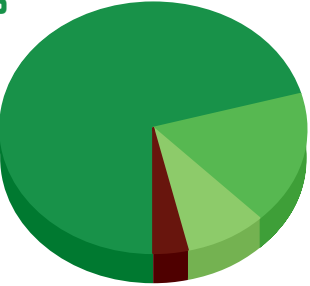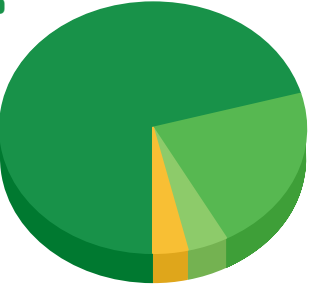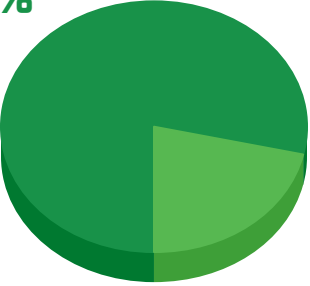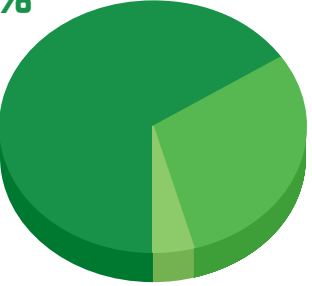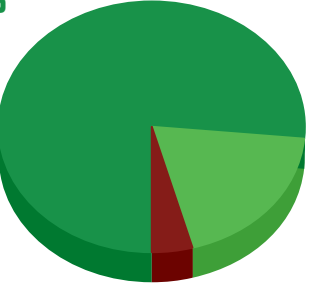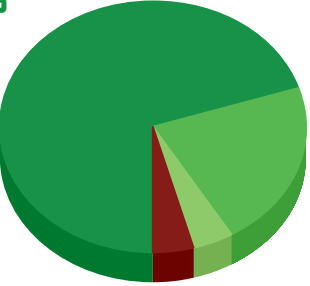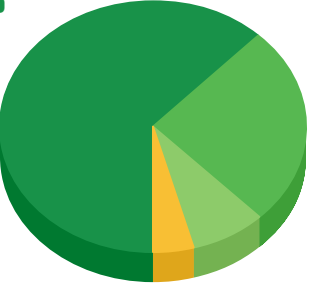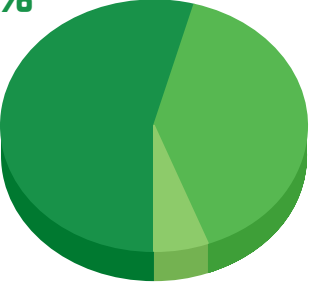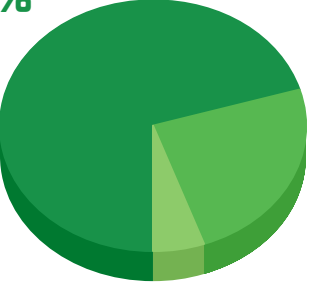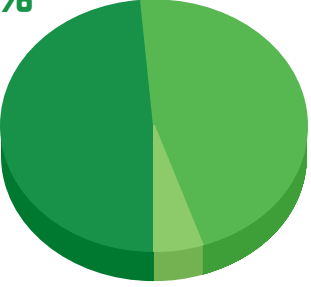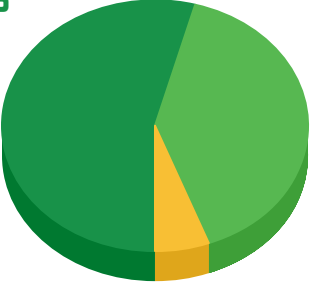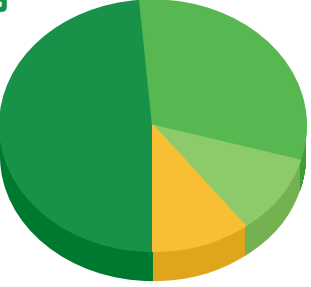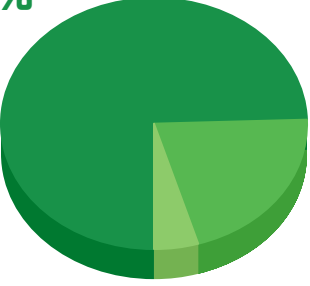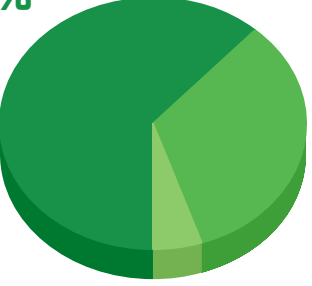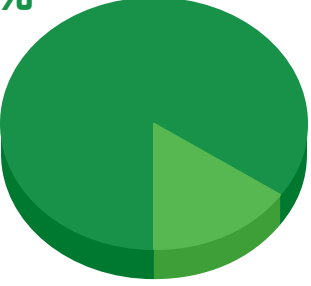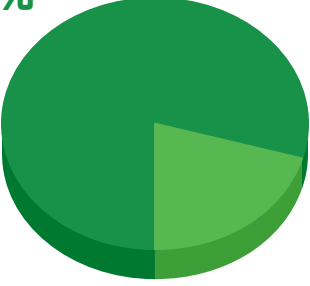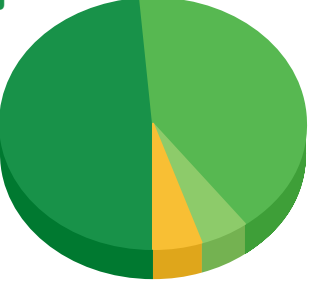
INSPIRING
96%
0%
DESPISED

APPRECIATES INCUMBENT STATUS
90%
0%
LEVERAGES INCUMBENT STATUS

Service Experience

As a customer, please share your feelings across Cognito Forms Service Experience

RESPECTFUL	CARING	EFFECTIVE	SAVES TIME	EFFICIENT
100%	**100%**	**100%**	**96%**	**96%**
0%	0%	0%	4%	0%
DISRESPECTFUL	NEGLECTFUL	FRUSTRATING	WASTES TIME	BUREAUCRATIC

Product Experience

As a customer, please share your feelings across Cognito Forms's Product Experience

RELIABLE	SECURITY PROTECTS	ENABLES PRODUCTIVITY	PERFORMANCE ENHANCING	UNIQUE FEATURES
100%	**100%**	**96%**	**96%**	**96%**
0%	0%	4%	4%	0%
UNRELIABLE	SECURITY FRUSTRATES	RESTRICTS PRODUCTIVITY	PERFORMANCE RESTRICTING	COMMODITY FEATURES

Negotiation and Contract Experience

As a customer, please share your feelings across Cognito Forms's Negotiation and Contract

GENEROSITY	TRANSPARENT	CLIENT'S INTEREST FIRST	FRIENDLY NEGOTIATION	OVER DELIVERED
100%	**100%**	**100%**	**94%**	**90%**
0%	0%	0%	0%	0%
GREED	DECEPTIVE	VENDOR'S INTEREST FIRST	HARDBALL TACTICS	OVER PROMISED

Conflict Resolution Experience

As a customer, please share your feelings across Cognito Forms's Product Impact

INTEGRITY	CLIENT FRIENDLY POLICIES	TRUSTWORTHY	FAIR	ALTRUISTIC
100%	**100%**	**100%**	**100%**	**95%**
0%	0%	0%	0%	0%
LACK OF INTEGRITY	VENDOR FRIENDLY POLICIES	BIG FAT LIARS	UNFAIR	SELFISH

SoftwareReviews | INFO~TECH RESEARCH GROUP

Relationships and Interaction

When interacting with Cognito Forms your peers express the following positive and negative sentiments across several teams. Use this to assess this vendors' service orientation and ease of partnership.

Based on your interactions and relationships with Cognito Forms, please summarize what you experienced

100% POSITIVE SENTIMENTS

0% NEGATIVE SENTIMENTS

NET RELATIONSHIP FOOTPRINT
+100

Client Service Team

EFFECTIVE / KNOWLEDGEABLE
100%

0%
INEFFECTIVE / UNHELPFUL

FRIENDLY / CARING
100%

0%
INDIFFERENT / UNPLEASANT
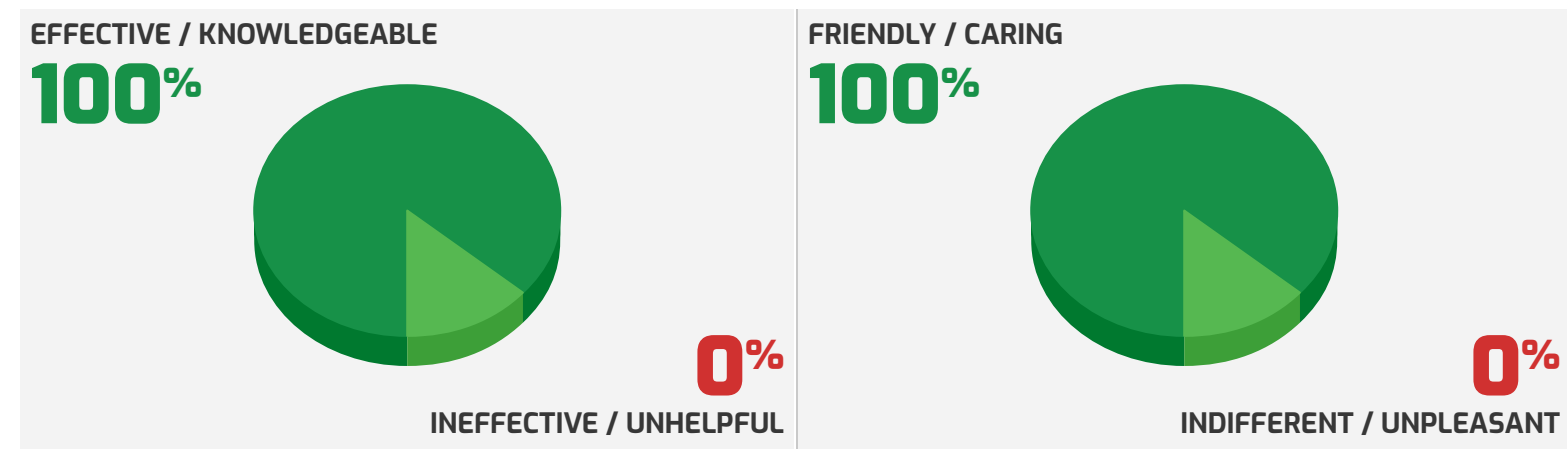
Technical and Product Specialists

EFFECTIVE / KNOWLEDGEABLE
100%

0%
INEFFECTIVE / UNHELPFUL

FRIENDLY / CARING
100%

0%
INDIFFERENT / UNPLEASANT

SoftwareReviews | INFO~TECH RESEARCH GROUP
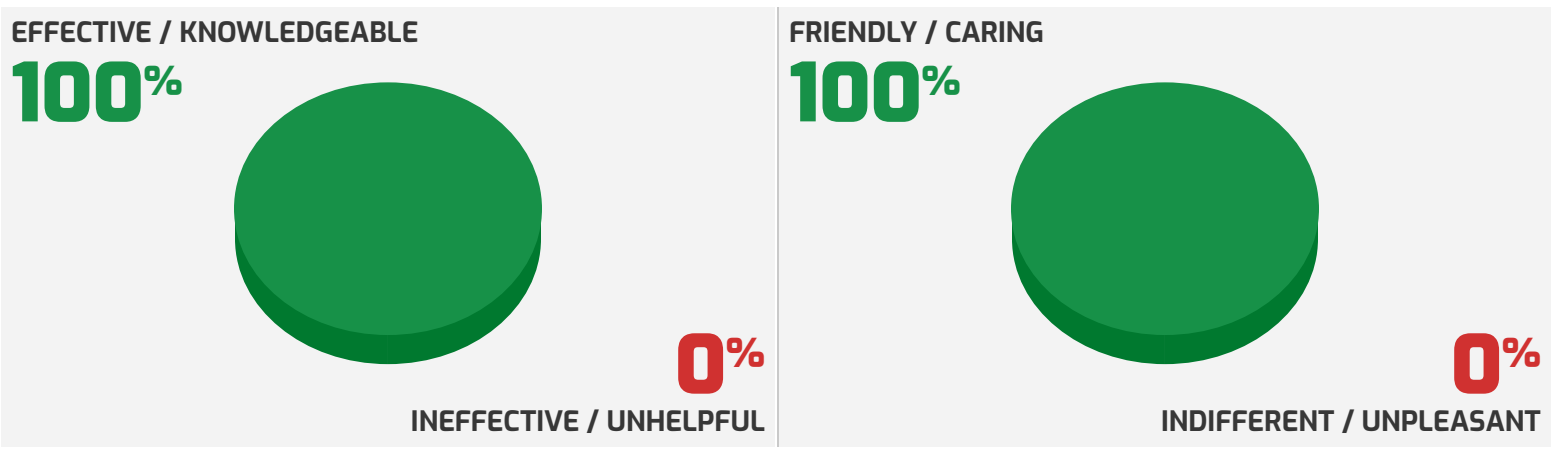
Adam P.

Role: C-Level
Industry: Not for Profit
Involvement: Business Leader or Manager

Recommends 10/10

Easy to use, great support, strong value

What differentiates Cognito Forms from other similar products?

Very easy to use, allows for capture of sensitive information and generic information, great workflows, constantly innovating. The support team is very good at helping if there is a challenge on the conditional logic.

What is your favorite aspect of this product?

Easy to use, lots of options for data collection.

What do you dislike most about this product?

Have not tried this yet, but it is not integrated with other platforms that we use at this time.

What recommendations would you give to someone considering this product?

Highly recommend, especially with the low cost and month to month options - very little risk to try.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	3
4	Breadth of Features	3
4	Business Value Created	4
4	Ease of Customization	4
4	Ease of Data Integration	3
4	Ease of Implementation	4
4	Ease of IT Administration	4
4	Product Strategy and Rate of Improvement	4
4	Quality of Features	4
4	Usability and Intuitiveness	6
4	Vendor Support	4

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	0
4	Data Analysis and Survey Function	2
4	Drag and Drop Design	6
4	Electronic Signatures	6
4	Field Configuration and Customization	7
4	Mobility	4
4	Security	5
-	State Transformation	0
4	Version Management	4
4	Workflow Automation	6

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	4
Cost	8
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	5
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

Kim B.

Role: Sales and Marketing
Industry: Technology
Involvement: IT Leader or Manager

Recommends 10/10

Easy forms for the smallest of businesses upwards

What differentiates Cognito Forms from other similar products?

I recommend and install Cognito for all my websites, including our own. The free level is awesome and feature rich and you can upgrade to more features/automations if and when you need to.

What is your favorite aspect of this product?

So easy to build a form very quickly, saves heaps of time with even basic automations and looks great.

What do you dislike most about this product?

Mmmm, honestly nothing, it's just great for me and all my small business website clients.

What recommendations would you give to someone considering this product?

Cognito forms is great for small businesses up and will grow as you grow. Their email support is human and real.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
-	Availability and Quality of Training	0
4	Breadth of Features	1
4	Business Value Created	23
4	Ease of Customization	1
3	Ease of Data Integration	0
4	Ease of Implementation	1
3	Ease of IT Administration	2
3	Product Strategy and Rate of Improvement	0
3	Quality of Features	0
3	Usability and Intuitiveness	18
4	Vendor Support	1

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	0
-	Data Analysis and Survey Function	0
4	Drag and Drop Design	24
-	Electronic Signatures	0
4	Field Configuration and Customization	0
4	Mobility	0
-	Security	0
-	State Transformation	0
-	Version Management	0
4	Workflow Automation	11

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	0
Cost	18
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

Brandon D.

Role: Operations
Industry: Healthcare
Involvement: Business Leader or Manager

Neutral 8/10

Easy to use but the data management is a problem.

What differentiates Cognito Forms from other similar products?

For us, the lookup field is huge.

What is your favorite aspect of this product?

Aside from the lookup field, I really like the easy-to-use interface. Very intuitive.

What do you dislike most about this product?

The data management. It takes way to long to import and export entries.

What recommendations would you give to someone considering this product?

Improve your data upload and download speed. Workflows can also be greatly improved so it goes beyond just email notifications.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	5
2	Breadth of Features	2
3	Business Value Created	7
-	Ease of Customization	2
1	Ease of Data Integration	7
3	Ease of Implementation	7
3	Ease of IT Administration	5
-	Product Strategy and Rate of Improvement	5
3	Quality of Features	3
3	Usability and Intuitiveness	7
3	Vendor Support	5

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	APIs and Integration	2
1	Data Analysis and Survey Function	1
3	Drag and Drop Design	1
-	Electronic Signatures	1
3	Field Configuration and Customization	1
3	Mobility	2
-	Security	1
-	State Transformation	1
3	Version Management	1
2	Workflow Automation	1

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	3
Cost	3
Existing Relationship	3
Managing Risk	3
Political Reasons	3
Previously Installed	3
Sales Experience	3
Skill and Staff Fit	3
Social Responsibility	3
Vendor Market Share	3
Vendor Reputation	3

SoftwareReviews | **INFO~TECH** RESEARCH GROUP

Haley N.

Role: Sales and Marketing
Industry: Healthcare
Involvement: IT Development, Integration, and Administration

Recommends 10/10

Versatile product with a nice price!

What differentiates Cognito Forms from other similar products?

Workflow automation, range of payment providers, task driving processes, and unique but powerful integrations.

What is your favorite aspect of this product?

We started out using this product to manage patient intake, but realized it did so much more!

What do you dislike most about this product?

There isn't anything I dislike about this product.

What recommendations would you give to someone considering this product?

Consider the tools you use and your internal and external processes to see if there is an opportunity for automation.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	4
4	Breadth of Features	5
4	Business Value Created	5
4	Ease of Customization	4
4	Ease of Data Integration	4
4	Ease of Implementation	2
4	Ease of IT Administration	4
4	Product Strategy and Rate of Improvement	5
4	Quality of Features	5
4	Usability and Intuitiveness	5
4	Vendor Support	5

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	APIs and Integration	3
4	Data Analysis and Survey Function	3
4	Drag and Drop Design	3
4	Electronic Signatures	3
4	Field Configuration and Customization	3
4	Mobility	3
4	Security	3
4	State Transformation	3
4	Version Management	3
4	Workflow Automation	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	2
Cost	2
Existing Relationship	2
Managing Risk	2
Political Reasons	2
Previously Installed	2
Sales Experience	2
Skill and Staff Fit	2
Social Responsibility	2
Vendor Market Share	2
Vendor Reputation	2

Russell B.

Role: C-Level
Industry: Finance
Involvement: Business Leader or Manager

Recommends 9/10

Absolutely essential for online form creation

What differentiates Cognito Forms from other similar products?

Quality of the form design, options for data encryption, integration with payment processors, ability to embed forms using iFrame, ease of sharing templates.

What is your favorite aspect of this product?

Conditional logic allows businesses to highly customize the user experience while completing data collection forms. Answer piping makes the process feel less impersonal. Robust integration with Zapier. Support will look at the specific form that you are asking about and tell you exactly how to fix your problem - no generic responses!

What do you dislike most about this product?

The forms links are tied to the account name. You cannot change the name on the account without breaking all existing links. The syntax Cognito uses for calculations is extremely unintuitive to non programmers and is a frequent source of frustration and wasted time. The self-help resources rarely answer my questions and so I usually end up having to contact support, which creates development lag while waiting for their response. Retrieval of encrypted data is extremely cumbersome if not using a third party integration.

What recommendations would you give to someone considering this product?

It is a great option for online data gathering.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
1	Availability and Quality of Training	0
3	Breadth of Features	0
3	Business Value Created	30
4	Ease of Customization	20
2	Ease of Data Integration	0
4	Ease of Implementation	0
-	Ease of IT Administration	0
2	Product Strategy and Rate of Improvement	0
3	Quality of Features	0
3	Usability and Intuitiveness	20
3	Vendor Support	0

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	0
-	Data Analysis and Survey Function	0
2	Drag and Drop Design	0
3	Electronic Signatures	10
4	Field Configuration and Customization	0
-	Mobility	0
3	Security	10
-	State Transformation	0
-	Version Management	0
-	Workflow Automation	10

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	0
Cost	0
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

RICHARD R.

Role: Information Technology
Industry: Not for Profit
Involvement: IT Leader or Manager

Recommends 10/10

Makes me look for processes to convert to Cognito

What differentiates Cognito Forms from other similar products?

Many packages start with data and then put the form on top. I like not having to think about the data format, but what I want to capture.

What is your favorite aspect of this product?

The different field types and workflows. Sam in support rocks!

What do you dislike most about this product?

Some of the items under publish and workflow escape me, but I think that is just my old brain.

What recommendations would you give to someone considering this product?

Be prepared to start converting everything to CognitoForms.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	5
4	Breadth of Features	12
3	Business Value Created	7
4	Ease of Customization	5
4	Ease of Data Integration	5
3	Ease of Implementation	5
4	Ease of IT Administration	5
4	Product Strategy and Rate of Improvement	3
3	Quality of Features	10
3	Usability and Intuitiveness	5
4	Vendor Support	10

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	APIs and Integration	3
3	Data Analysis and Survey Function	0
4	Drag and Drop Design	7
4	Electronic Signatures	3
4	Field Configuration and Customization	5
3	Mobility	0
4	Security	0
3	State Transformation	0
4	Version Management	0
4	Workflow Automation	7

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	0
Cost	3
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

SoftwareReviews | INFO~TECH RESEARCH GROUP

Kristyna B.

Role: Sales and Marketing
Industry: Other
Involvement: Business Leader or Manager

Recommends 9/10

Very user friendly and customizable

What differentiates Cognito Forms from other similar products?

The customer service is phenomenal

What is your favorite aspect of this product?

The ease of use and user friendliness

What do you dislike most about this product?

Inability to change the user information

What recommendations would you give to someone considering this product?

If you are looking for an easy to use application for only one specific area this is perfect

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	-
3	Breadth of Features	-
3	Business Value Created	-
3	Ease of Customization	-
3	Ease of Data Integration	-
3	Ease of Implementation	-
3	Ease of IT Administration	-
3	Product Strategy and Rate of Improvement	-
3	Quality of Features	-
3	Usability and Intuitiveness	-
4	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	APIs and Integration	-
3	Data Analysis and Survey Function	-
3	Drag and Drop Design	-
3	Electronic Signatures	-
3	Field Configuration and Customization	-
3	Mobility	-
3	Security	-
3	State Transformation	-
3	Version Management	-
3	Workflow Automation	-

Desiree H.

Role: Sales and Marketing
Industry: Other
Involvement: Business Leader or Manager

Recommends 10/10

Our team LOVES Cognito Forms!

What differentiates Cognito Forms from other similar products?

The team at Cognito Forms are above the rest. They are quick to respond, keep you apprised of any updates until the issue is resolved, and are extremely kind in their service. No question is too small and they help you along the way so you come away with a greater understanding of the product. They are open to new ideas on integrations and features to ultimately make the end-user experience its absolute best.

What is your favorite aspect of this product?

The ease of the platform and the kindness, efficiency, and knowledge of the Cognito team!

What do you dislike most about this product?

Not all of our desired features are available as of yet, but the team has been so helpful in letting us know when it is available or will be available.

What recommendations would you give to someone considering this product?

You won't regret it. Cognito Forms will be the best choice you ever made - for your business and your sanity!

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	4
4	Breadth of Features	5
4	Business Value Created	5
4	Ease of Customization	4
4	Ease of Data Integration	3
4	Ease of Implementation	4
4	Ease of IT Administration	4
4	Product Strategy and Rate of Improvement	4
4	Quality of Features	5
4	Usability and Intuitiveness	5
4	Vendor Support	4

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	2
-	Data Analysis and Survey Function	2
-	Drag and Drop Design	2
-	Electronic Signatures	2
-	Field Configuration and Customization	2
-	Mobility	2
-	Security	2
-	State Transformation	2
-	Version Management	2
-	Workflow Automation	2

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	3
Cost	3
Existing Relationship	3
Managing Risk	3
Political Reasons	3
Previously Installed	3
Sales Experience	3
Skill and Staff Fit	3
Social Responsibility	3
Vendor Market Share	3
Vendor Reputation	3

Darren M.

Role: C-Level
Industry: Telecommunications
Involvement: Business Leader or Manager

Recommends 10/10

Brilliantly simplistic but highly advanced.

What differentiates Cognito Forms from other similar products?

The support is outstanding but this is not clear when choosing the system, not sure how you would communicate this but it almost guarantee's my ongoing use of the system.

What is your favorite aspect of this product?

The complexity of the field controls made very clear and easy to use. I have some very complex (to me !) calculations and it works perfectly.

What do you dislike most about this product?

There are some very basic fields missing and although I'm told they get put on the road map we have no visibility of that. A public roadmap or "Beta Group" roadmap allows user input and voting to guide best features.

What recommendations would you give to someone considering this product?

You won't regret it (unless you need a feature that it doesn't have because you don't know when/if it's coming)

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	-
3	Breadth of Features	-
4	Business Value Created	-
3	Ease of Customization	-
4	Ease of Data Integration	-
4	Ease of Implementation	-
4	Ease of IT Administration	-
2	Product Strategy and Rate of Improvement	-
3	Quality of Features	-
4	Usability and Intuitiveness	-
4	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	APIs and Integration	-
4	Data Analysis and Survey Function	-
3	Drag and Drop Design	-
4	Electronic Signatures	-
3	Field Configuration and Customization	-
4	Mobility	-
4	Security	-
4	State Transformation	-
4	Version Management	-
3	Workflow Automation	-

SoftwareReviews | INFO~TECH RESEARCH GROUP

Phil R.

Role: Operations
Industry: Manufacturing
Involvement: Business Leader or Manager

Recommends 10/10

Easy to use, and the best form builder

What differentiates Cognito Forms from other similar products?

Better customization options, including better rules and conditional logic capabilities than other similar products. We have used Cognito Forms to automate our sales order process and we have seen increased efficiency and ultimately profits.

What is your favorite aspect of this product?

Ease of use. We are a small company with no IT staff, and we have been able to create complex forms that collect all the required information from our customers. We have been able to easily set up notifications for these form entries as confirmation emails back to the customer as well as order entries to a shared inbox to our team. All of these aspects are highly customizable and most importantly easy to implement and deploy.

What do you dislike most about this product?

There isn't much to dislike, but one area I think there could be improvement is the viewing/storing of old data (form entries) I wish there was a way to archive data on the back end, so that you could more easily pull up and search old entries without large data sets clogging up the process. I know there are ways around this by creating a duplicate form

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	4
4	Breadth of Features	4
4	Business Value Created	4
4	Ease of Customization	4
3	Ease of Data Integration	4
4	Ease of Implementation	4
4	Ease of IT Administration	4
3	Product Strategy and Rate of Improvement	4
3	Quality of Features	4
3	Usability and Intuitiveness	4
4	Vendor Support	4

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	APIs and Integration	4
4	Data Analysis and Survey Function	4
4	Drag and Drop Design	4
3	Electronic Signatures	4
4	Field Configuration and Customization	4
3	Mobility	4
4	Security	4
-	State Transformation	4
-	Version Management	4
-	Workflow Automation	4

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	1
Cost	5
Existing Relationship	1
Managing Risk	1
Political Reasons	0
Previously Installed	1
Sales Experience	1
Skill and Staff Fit	1
Social Responsibility	1
Vendor Market Share	2
Vendor Reputation	2

Charlie B.

Role: C-Level
Industry: Not for Profit
Involvement: Business Leader or Manager

Recommends 10/10

It has become the backbone of our organization!

What differentiates Cognito Forms from other similar products?

Ease of use. Breadth of features.

What is your favorite aspect of this product?

Putting our sailing summer camp registration forms online has quadrupled attendance in just one season. As I learn more about the software functions, our forms keep getting more capable and user-friendly. I know almost nothing about coding, but I've managed to put together some very involved forms. We trust Cognito Forms to be the repository of all of our customer data.

What do you dislike most about this product?

It's easy to do simple things, but it takes some digging to implement more complicated features. The online help is good but it seems like there is not a comprehensive "manual" listing all available commands and syntaxes. Fortunately, customer support is very responsive and helpful. There is probably some training available that I have not yet sought out.

What recommendations would you give to someone considering this product?

I see no reason to use any other forms software. Cognito Forms is free for simple use, but very scalable for a reasonable price. It's user-friendly and very capable.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
2	Availability and Quality of Training	4
4	Breadth of Features	7
4	Business Value Created	7
4	Ease of Customization	5
3	Ease of Data Integration	2
3	Ease of Implementation	4
4	Ease of IT Administration	1
4	Product Strategy and Rate of Improvement	3
4	Quality of Features	7
3	Usability and Intuitiveness	6
4	Vendor Support	5

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	3
-	Data Analysis and Survey Function	3
4	Drag and Drop Design	5
4	Electronic Signatures	3
-	Field Configuration and Customization	3
4	Mobility	4
4	Security	3
-	State Transformation	1
-	Version Management	3
-	Workflow Automation	2

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	3
Cost	2
Existing Relationship	2
Managing Risk	3
Political Reasons	1
Previously Installed	2
Sales Experience	1
Skill and Staff Fit	2
Social Responsibility	1
Vendor Market Share	1
Vendor Reputation	1

Jeff R.

Role: Vendor Management
Industry: Retail
Involvement: Initial Implementation

Recommends 10/10

Cognito Forms are easy to use and very functional!

What differentiates Cognito Forms from other similar products?

I'm not too familiar with other products, but Cognito Forms has been perfect for everything we have needed.

What is your favorite aspect of this product?

I like the stored forms and being able to go back and pull one up from over a year ago.

What do you dislike most about this product?

Honestly not much.

What recommendations would you give to someone considering this product?

It is a good product with many customizable features that could be put to use in many different situations.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
-	Availability and Quality of Training	2
3	Breadth of Features	3
4	Business Value Created	3
4	Ease of Customization	2
4	Ease of Data Integration	2
4	Ease of Implementation	2
4	Ease of IT Administration	2
4	Product Strategy and Rate of Improvement	3
4	Quality of Features	3
4	Usability and Intuitiveness	2
3	Vendor Support	2

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	APIs and Integration	1
4	Data Analysis and Survey Function	2
4	Drag and Drop Design	3
4	Electronic Signatures	11
4	Field Configuration and Customization	2
4	Mobility	1
4	Security	3
4	State Transformation	3
4	Version Management	1
4	Workflow Automation	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	0
Cost	7
Existing Relationship	3
Managing Risk	5
Political Reasons	3
Previously Installed	4
Sales Experience	5
Skill and Staff Fit	5
Social Responsibility	3
Vendor Market Share	4
Vendor Reputation	5

Eric S.

Role: Operations
Industry: Technology
Involvement: Business Leader or Manager

Recommends 10/10

Easy to use & love the integrations to MS products

What differentiates Cognito Forms from other similar products?

The people behind the product. It is the best service I have ever received from a software vendor, and there has been no issue that has not been solved.

What is your favorite aspect of this product?

I love how it integrates into Power Automate. This allows Cognito to be a seamless part of business solutions.

What do you dislike most about this product?

I would love some more granular controls to colour and format specific questions.

What recommendations would you give to someone considering this product?

If you hit any issues don't lose faith. Contact Cognito, as they will likely have an answer for you.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	2
4	Breadth of Features	2
4	Business Value Created	2
3	Ease of Customization	2
3	Ease of Data Integration	2
4	Ease of Implementation	2
3	Ease of IT Administration	2
3	Product Strategy and Rate of Improvement	2
4	Quality of Features	2
4	Usability and Intuitiveness	2
4	Vendor Support	2

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	APIs and Integration	3
3	Data Analysis and Survey Function	2
4	Drag and Drop Design	2
-	Electronic Signatures	2
4	Field Configuration and Customization	3
3	Mobility	3
3	Security	2
-	State Transformation	2
4	Version Management	2
3	Workflow Automation	2

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	5
Cost	5
Existing Relationship	5
Managing Risk	5
Political Reasons	5
Previously Installed	5
Sales Experience	5
Skill and Staff Fit	5
Social Responsibility	5
Vendor Market Share	5
Vendor Reputation	5

Miranda P.

Role: Operations
Industry: Not for Profit
Involvement: End User of Application

Recommends 10/10

A great and intuitive product! Awesome features!

What differentiates Cognito Forms from other similar products?

I like that it's user friendly and customizable. We use other systems for our teams' and organizations' data management and have to use third party people or have one dedicated expert on the team. It's nice that it's pretty intuitive compared to those apps!

What is your favorite aspect of this product?

Workflows to transfer information from surveys

What do you dislike most about this product?

That more people don't use it

What recommendations would you give to someone considering this product?

That they should get it! And read up on the material on how to best use it

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
-	Availability and Quality of Training	-
4	Breadth of Features	-
4	Business Value Created	-
4	Ease of Customization	-
-	Ease of Data Integration	-
4	Ease of Implementation	-
4	Ease of IT Administration	-
-	Product Strategy and Rate of Improvement	-
3	Quality of Features	-
3	Usability and Intuitiveness	-
-	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	APIs and Integration	-
4	Data Analysis and Survey Function	-
4	Drag and Drop Design	-
-	Electronic Signatures	-
4	Field Configuration and Customization	-
-	Mobility	-
4	Security	-
-	State Transformation	-
-	Version Management	-
4	Workflow Automation	-

Joel M.

Role: Operations
Industry: Other
Involvement: End User of Application

Recommends 9/10

A lifesaver!

What differentiates Cognito Forms from other similar products?

I know that Cognito Forms takes a little from every transaction for themselves but what I've received in technical support and in time saved over the last couple years using their free membership just blows away every other type of service that I've used online that also offers a "free" plan. I'll be a customer for life.

What is your favorite aspect of this product?

I keep coming to Cognito Forms with more and more complex requirements and they keep finding solutions to my needs.

What do you dislike most about this product?

The basic features are intuitive, however, I've found the more advanced features harder to intuit (which is why I've used Cognito Forms tech support so much).

What recommendations would you give to someone considering this product?

I'm sure that Cognito Forms can do far more than what I use it for so I don't really have any recommendations.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
2	Availability and Quality of Training	20
3	Breadth of Features	10
3	Business Value Created	30
3	Ease of Customization	0
-	Ease of Data Integration	0
2	Ease of Implementation	10
4	Ease of IT Administration	0
-	Product Strategy and Rate of Improvement	0
3	Quality of Features	10
2	Usability and Intuitiveness	0
4	Vendor Support	0

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	0
-	Data Analysis and Survey Function	0
-	Drag and Drop Design	0
-	Electronic Signatures	0
-	Field Configuration and Customization	5
-	Mobility	0
-	Security	0
-	State Transformation	0
-	Version Management	0
-	Workflow Automation	10

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	0
Cost	0
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	5
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

PRODUCT SCORECARD · Executive Summary · Vendor Capability Satisfaction · Product Feature Satisfaction · Emotional Footprint · Reasons for Leaving & Joining · Module Satisfaction · Implementation · Staffing & Ownership · Selection Decisions · Market Size Comparison · Comparisons · Versions · Comments

14

SoftwareReviews | INFO~TECH RESEARCH GROUP

Bobbie R.

Role: Sales and Marketing
Industry: Utilities
Involvement: IT Leader or Manager

Recommends 10/10

Intuitive product providing workflow efficiencies.

What differentiates Cognito Forms from other similar products?

Simple design with intuitive layout for simple form building.

What is your favorite aspect of this product?

The workflow we have created with Cognito forms has been an incredible addition to our toolbox for more efficient work and added customer service.

What do you dislike most about this product?

I love Cognito forms, so it is hard to list something that is not positive.

What recommendations would you give to someone considering this product?

It has a free trial! Try it!!! You will be surprised about how simple it is to use and the workflow that can be created by novice users.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	0
4	Breadth of Features	0
4	Business Value Created	20
3	Ease of Customization	0
3	Ease of Data Integration	0
4	Ease of Implementation	0
4	Ease of IT Administration	5
4	Product Strategy and Rate of Improvement	0
4	Quality of Features	0
4	Usability and Intuitiveness	0
4	Vendor Support	15

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	APIs and Integration	0
-	Data Analysis and Survey Function	0
4	Drag and Drop Design	10
4	Electronic Signatures	10
4	Field Configuration and Customization	5
4	Mobility	0
4	Security	0
-	State Transformation	0
-	Version Management	0
4	Workflow Automation	30

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	0
Cost	5
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

Ken T.

Role: Information Technology
Industry: Not for Profit
Involvement: IT Leader or Manager

Recommends 10/10

Great and powerful data collection too.

What differentiates Cognito Forms from other similar products?

Conditional field requirements, workflow options

What is your favorite aspect of this product?

Easy yet powerful

What do you dislike most about this product?

Ease of customizing the look of the actual user facing form

What recommendations would you give to someone considering this product?

Go for it, you won't be disappointed

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
2	Availability and Quality of Training	0
2	Breadth of Features	0
3	Business Value Created	0
3	Ease of Customization	0
2	Ease of Data Integration	0
3	Ease of Implementation	0
3	Ease of IT Administration	0
3	Product Strategy and Rate of Improvement	0
3	Quality of Features	0
2	Usability and Intuitiveness	0
3	Vendor Support	0

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
2	APIs and Integration	0
3	Data Analysis and Survey Function	0
2	Drag and Drop Design	0
3	Electronic Signatures	0
2	Field Configuration and Customization	0
3	Mobility	0
3	Security	0
-	State Transformation	0
3	Version Management	0
2	Workflow Automation	0

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	0
Cost	0
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0

Brian H.

Role: Industry Specific Role
Industry: Not for Profit
Involvement: IT Leader or Manager

Neutral 8/10

Free Features Delight, lacks some QoL

What differentiates Cognito Forms from other similar products?

My chief competitor under consideration is Google Forms. Cognito surpasses them through their UI/UX experience.

What is your favorite aspect of this product?

Conditional logic embedded in the forms

What do you dislike most about this product?

Lack of easy integration with with other products - Google Forms will always have easy and native integration with google sheets.

What recommendations would you give to someone considering this product?

If you are looking to throw a handful of questions on a form, this might not be your product. But, if you are looking for more of a information management / user feedback engine, Cognito is for you.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
2	Availability and Quality of Training	4
3	Breadth of Features	4
3	Business Value Created	4
2	Ease of Customization	4
3	Ease of Data Integration	4
3	Ease of Implementation	4
3	Ease of IT Administration	4
3	Product Strategy and Rate of Improvement	4
3	Quality of Features	4
4	Usability and Intuitiveness	4
3	Vendor Support	4

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	APIs and Integration	3
3	Data Analysis and Survey Function	3
3	Drag and Drop Design	3
-	Electronic Signatures	3
3	Field Configuration and Customization	3
3	Mobility	3
3	Security	3
-	State Transformation	3
-	Version Management	3
3	Workflow Automation	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	2
Cost	3
Existing Relationship	3
Managing Risk	2
Political Reasons	2
Previously Installed	3
Sales Experience	2
Skill and Staff Fit	2
Social Responsibility	2
Vendor Market Share	2
Vendor Reputation	3

SoftwareReviews | INFO~TECH
RESEARCH GROUP

Moses N.

Role: Finance
Industry: Other
Involvement: End User of Application

Recommends 9/10

My Experience With Cognito Forms

What differentiates Cognito Forms from other similar products?

Cognito Forms is unique in that it is not only affordable but also easy to customize. The drag and drop features makes the tool even better.

What is your favorite aspect of this product?

I have used Cognito Forms and I like that it is easy to use and very affordable Implementation, customization, and managing form is easy The tool makes forms creation easy thanks to the drag and drop function. It is also easy to view entries from any device

What do you dislike most about this product?

Cognito Forms is all about perfection and I have no complain

What recommendations would you give to someone considering this product?

If you are looking for a form creation software that is easy to use and customizable, look no further and implement Cognito Forms.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	3
3	Breadth of Features	3
3	Business Value Created	3
3	Ease of Customization	3
4	Ease of Data Integration	3
4	Ease of Implementation	3
4	Ease of IT Administration	3
4	Product Strategy and Rate of Improvement	3
3	Quality of Features	3
4	Usability and Intuitiveness	3
3	Vendor Support	3

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	APIs and Integration	3
3	Data Analysis and Survey Function	3
3	Drag and Drop Design	3
4	Electronic Signatures	3
3	Field Configuration and Customization	3
4	Mobility	3
4	Security	3
4	State Transformation	3
4	Version Management	3
3	Workflow Automation	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	3
Cost	4
Existing Relationship	4
Managing Risk	3
Political Reasons	3
Previously Installed	4
Sales Experience	3
Skill and Staff Fit	3
Social Responsibility	3
Vendor Market Share	3
Vendor Reputation	4