



2018 Best Vendor Awards

By Siftery

## Methodology - Best Vendor Awards

Winners for each category were determined in the following way:

- 1) From each category, the top 3 products with the most positive upvotes from distinct companies were shortlisted as nominees.
- 2) From the three nominees, the winner is the product with the highest Net Promoter Score (NPS).

The Net Promoter Score is calculated by subtracting the percentage of Detractors from the percentage of Promoters. The possible range of scores is -100(%) to 100

$NPS = \%Promoters - \%Detractors$

Eligible voters are those who have signed up for Siftery with a valid company/corporate email address (e.g. not Gmail). An effective vote is cast by a Siftery user when marking a product as "Recommended" (Promoter) or "Not Recommended" (Detractor).

In total, 65,478 voters from 24,573 different companies participated.

### ABOUT SIFTERY DISCOVER

Siftery Discover helps business users find and select the best software through unique and proprietary analysis derived from a best-in-class technographic (tech stack) database. The database includes over 41,000 software solutions and tech stack data for over 800,000 top companies around the world. Data on the site is collected through a combination of automated methods and a community including tens of thousands of subscribers and over 200,000 visitors each month.