

Q&A for Vendors ...

How do I get my product listed in the compendium?

A: Check the current and upcoming VoIP and video-over-IP T&M [product categories](#) and determine which are applicable to your ware(s). Send an email message to MierConsulting's head, Ed Mier – emier@mierconsulting.com – that includes your name, title, phone and company, and request a questionnaire for the appropriate product category. You'll receive by email the current questionnaire(s) for the category(ies) you specify. Note, however, that not all the questionnaires for all the categories have been finalized yet. We'll also advise the current status of the product compendia you are interested in, and when the questionnaire will need to be returned to make the next publication cycle.

What does it cost to get our product(s) listed?

A: Nothing. There is no charge or cost to you for inclusion of your product, or products, in the appropriate on-line MierConsulting product compendium. And there is no cost to you for subsequent updates we make to your product info based on your input to us.

How do you verify the information we provide you?

A: We exercise due diligence in reviewing the product data you send us before we post any product listing. We will query you directly on questions or apparent inconsistencies that arise in our review, based on our experience and technical understanding. And we will compare the information you send us with the same product data that you publicly post on your web site.

We will note that the information in the listing is based solely on information provided by the vendor. Optionally, a service that MierConsulting offers, for a fee, is a hands-on review of your product, in which we validate and verify the key features and capabilities. This is done in a lab setting. The result is a four-page "Independently Validated" report on your product, which is yours to use for marketing purposes, and which we hyperlink to from your product listing. As an example see the listing for Touchstone Technologies in the [VoIP Field Testing](#) compendium, and the resulting [Independent Lab Validation Report on Touchstone Technologies](#).

Can we get upcoming, not-yet-released products listed in the compendia?

A: Yes. We are honored and flattered to be able to share details of your latest and greatest wares with the world via our Web site and product compendia. We can and do execute NDAs with vendors, assuring we will embargo the details until the agreed-to publication date. However, it is our policy to not post any product in our compendia which is not yet generally available.

Do you write the individual product listings?

A: Yes. We need to distill the key features and capabilities of your product into our standard format. We also usually need to cut through flowery marketing prose and de-hype the information we receive.

Do we get to review the listing you write before you publish?

A: No. We are fairly adept at distilling the real meat of your product into our concise, standardized product-listing format. And as noted, we will check on the details you provide us, to the extent we can. Notwithstanding, you are welcome to notify us after publication that you take issue with any particular information in your product listing, and we will make any reasonable change as soon as practical.

Do we need to provide you with pricing?

A: Yes, at least some generic, representative pricing. We understand that your product may bear varied prices, depending on distribution channel, resale partner, or licensing terms. Still, it is our intent to convey, for very general comparison purposes, representative pricing on your product that reasonably reflects a *typical* product "package" with *typical* options and add-ons, for deployment in *typical* customer environments. We ask for a generic price range from a typical low-end, to a typical high-end, configuration, or else a typical *average* configuration.

Can we update the information in our product listing?

A: Not directly by yourself, no. But you can submit to us any new or changed information about your product, as well as anything you believe is incorrect, and we will change or update it at the earliest practical opportunity. You will then be notified when the change is made.

Can we have our product listed in more than one category/compendium?

A: Yes, as long as the product does legitimately belong in each category, in our judgement. However, because the criteria are different for the different product categories, our questionnaires are different and you'll need to complete and return the questionnaire on the product for each category you believe it should be listed.

What if we see incorrect information in a competitor's product listing?

A: You can bring it to our attention, and we will query the competitive vendor about it. You will not be mentioned as the source of the query. And we will respond to you with our resolution, based on feedback from the other vendor.

Can we have our product deleted if we don't like the listing?

A: Yes, but we will try to retain it, with any changes that we can work out. The more complete our compendium is, including as many applicable products as are legitimately available in the marketplace, the better.

Do you offer any advertising or qualified-lead opportunities?

A: Not at this time.

We look forward to working with you.

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