LASSO

Executive Buyers Guide

Your checklist for considering event management technology options:

Product Depth
- ☐ How many current softwares will this solution replace?

Security
- ☐ Does the supplier have security certifications and accreditations to ensure data is secure?

SLA & Uptime
- ☐ What is the software's uptime percentage?
- ☐ Is there a Service Level Agreement (SLA) in place?

Mobile Application
- ☐ Are there frequent updates and improvements?
- ☐ What is the rating of the mobile app on app stores?

Product Development
- ☐ What is their approach to development and support?
- ☐ How often does the provider release updates and new features?
- ☐ Are updates driven by user feedback?

Customer Experience
- ☐ Is there a dedicated support team for users?
- ☐ What do current users say about the software?
- ☐ How are new customers onboarded onto the platform?
- ☐ How long does the platform take to onboard?

Industry Experience
- ☐ Does the provider have expertise in the event industry?
- ☐ Do they understand the specific challenges and needs of event management?

Financial Stability
- ☐ Is the company financially stable?
- ☐ What is their track record of growth and investment?