

SWOT Assessment: SavvyDox, SavvyDox, v3

Analyzing the strengths, weaknesses, opportunities, and threats

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SUMMARY

Catalyst

Document collaboration tools allow users to collaborate on documents, with features such as the ability to make changes to content and to add comments. After a multi-user review process, an author can receive back several heavily marked-up copies with multiple changes and suggestions, making it difficult to read, and forcing the author to read through the entire document to make the changes. If several reviewers made changes to the same section of the document, the author must contact each reviewer to obtain their viewpoint on the change. File sync and share products provide a safe environment for document collaboration via the cloud. SavvyDox combines document collaboration with file sync and share, but it takes a different approach. It highlights changes to a document using page thumbnails and also alerts users to the pages that contain changes, eliminating the need to read through an entire document.

Key messages

- When using SavvyDox, the original author sees all incoming changes in a sidebar within Microsoft Word, and can easily add the changes to a clean document. In addition, SavvyDox identifies the number of changes in a document from the previous version.
- Suggested changes can be put into a text box, so that they do not interfere with the formatting of the document.
- Recipients are notified while reading a document if a new version has been issued, and they are given the choice of continuing to read the current document or importing the new version.
- SavvyDox is a relatively new company with an innovative product but a low market profile, which it needs to address if it is to succeed in the crowded document collaboration and file sync and share market.

Ovum view

The focus of SavvyDox is mobile document management and collaboration. It falls between document management and file sync and share in terms of its capabilities. The problem for any vendor with an innovative product that does not fall into a recognized area is positioning the product in the marketplace. This is the dilemma that faces SavvyDox. Its product does not fit into any recognized "box," and getting the message about a new product out into the marketplace is difficult when the product can't be easily described in terms of a single technology area.

That said, SavvyDox simplifies document collaboration, making it easier to review document changes and annotations. Documents are placed securely in the cloud and then downloaded to the desktops of authorized users. Any organization that uses document collaboration and document review processes should consider this product.

RECOMMENDATIONS FOR ENTERPRISES

Why consider SavvyDox?

A major selling point for SavvyDox is that document recipients are given clean documents without cross-outs, multicolored additions to the text, and comments. All notes are located in textboxes, and although reviewers can suggest changes, only the author can make actual changes to the document. These features will be attractive to any organization that creates collaborative documents and will be of use across a wide range of industries. Another feature, which is valuable in quality assurance, safety policies, and International Standards Organization (ISO) processes, is the compliance-related statistics provided by the product that identify to the author who has read which pages of a circulated document.

SWOT ANALYSIS

Strengths

SavvyDox focuses on mobile document management and collaboration

A cloud-based SaaS offering, SavvyDox can be run standalone or can complement an ECM (enterprise content management) system. Running on an iPad or a Windows-based PC, it accepts input from Word, PowerPoint, or any PDF to a cloud-based server. The server is a differencing engine, which pushes documents to purpose-built iPad and PC readers.

Pages are not marked up with changes that make it difficult to read documents

SavvyDox highlights the number of changes to an opened document since the previous version was read by the recipient and identifies, using thumbnails, the pages that contain changes. Recipients can compare the current document with any previous versions. When a page is opened, the user sees the change and, upon selecting the change, is shown the previous wording.

Synergistic parallel review process is supported

All recipients can see all suggested changes immediately and can provide threaded comments on all other recipients' changes. The author receives one stream of suggested changes rather than multiple separate Word documents, and is able to see which recipients have read which pages of the document to assist with the timeliness of reviews. All incoming changes are highlighted in a sidebar in the Word document, allowing the author to easily add changes to a clean document.

Weaknesses

SavvyDox has a low market profile

It can be very difficult to break into a market with an innovative product that does not fit neatly into any technology area. The company needs to build its market profile by persuading potential customers of the value of a product that provides new features to a crowded document collaboration market.

Lack of mobile device support

SavvyDox currently provides limited support for mobile devices, which is a serious weakness for a product that focuses on mobile document management. It currently supports the iPad, and the company plans to support more mobile devices, and Macs, as driven by customer demand.

Opportunities

SavvyDox can be integrated into ECM or file sync and share products

SavvyDox has already received interest from a number of ECM vendors as a complementary product to their platforms, and Ovum believes there is an opportunity for OEM agreements with some of them. It is also possible that SavvyDox will attract interest from an ECM vendor looking to acquire companies with innovative collaboration products to enhance its own capabilities.

Regulated industries provide an opportunity

Heavily regulated industries that produce collaborative documents, where the document creation and editing processes need to be audited, provide a good opportunity for SavvyDox with its compliance-related statistics, which identify who has read which pages of a circulated document. Verticals such as legal, healthcare, quality assurance, and government are already showing interest in the product.

Increase in cloud computing offers an opportunity to build market share

The growth in cloud computing, particularly for sync and share products, provides an opportunity for products that promote collaboration via the cloud. In addition, growth in the use of mobile devices increases the demand for secure methods of allowing access to corporate content on mobile devices. However, to fully exploit this, SavvyDox needs to provide support for more mobile devices.

Threats

Competition from established document collaboration vendors is stiff

The document collaboration market is well established with a high number of specialist vendors as well as ECM vendors with document collaboration features. Many organizations will already be using one of these products. SavvyDox needs to convince organizations that its value proposition is preferable to that of a vendor with an established product.

File sync and share is a growing market

A large number of file sync and share vendors provide some of the same features as SavvyDox. A handful of these currently dominate the market, making it difficult for new entrants to build a large market share. SavvyDox must emphasize the uniqueness of its product if it is to be seen as a complementary solution for large embedded file sync and share products or as a solution with a unique value proposition compared to other file sync and share solutions.

DATA SHEET

Key facts about the solution

Table 1: SavvyDox data sheet

Product name	SavvyDox	Product classification	Content management
Version number	3	Release date	September 2013
Industries covered	Currently targeting legal, healthcare, quality assurance, and governments, but suitable for any industry	Geographies covered	North America, Europe, and Latin America, and English-speaking companies in Asia-Pacific and the Middle East.
Relevant company sizes	Any	Platforms supported	Windows, Linux
Languages supported	English, but documents can be in any Latin-based language	Licensing options	SaaS, perpetual
Deployment options	On-premise – private cloud, SaaS – public cloud	Route(s) to market	Web-based, SI partners, OEM
URL	www.savvydox.com	Company headquarters	Ottawa, Ontario, Canada
European headquarters	N/A	North America headquarters	As above
Asia-Pacific headquarters	N/A		

Source: Ovum

APPENDIX

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

Further reading

The Use of ECM in Compliance (Technology Evaluation and Comparison Report), IT014-002824 (November 2013)

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