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## News Release

# VendorRate Launches First B-to-B Reputation Scoring System for Technology Purchasing

## Quantifiable Vendor Ratings to Impact \$3 Trillion Global IT-Telecom Market

LOS GATOS, Calif. – March 5, 2008 – VendorRate, ([www.vendorrates.com](http://www.vendorrates.com)) a business intelligence company based in Silicon Valley, today launched the first Web-based, business-to-business reputation scoring system to bring quantifiable and objective ratings of technology vendors to the \$3 trillion global IT and telecom market.

VendorRate.com is designed to transform the way businesses select technology vendors by providing confidential and reliable evaluations of supplier performance from a wide group of information technology professionals. With business information spending anticipated to grow to \$62.4 billion in the next five years, VendorRate helps purchasers make informed decisions while also helping vendors to differentiate themselves in the marketplace.

“VendorRate brings a new, vital and free source of information to the current process of how B-to-B technology products and services are bought, sold, and marketed,” said Rick Schaefer, founder and CEO of VendorRate. “This is the ultimate due diligence tool for technology purchasing. It prevents expensive mistakes, and at the same time it is the best friend of the sales force for vendors who score high marks.”

Anyone involved in IT and telecom management, research, installation, implementation, systems administration, sales, marketing, trade associations and other areas that purchase and use technology is invited to submit ratings on VendorRate.com.

Raters are guaranteed confidentiality. To ensure rating integrity, raters register with a valid business email address. Raters may not rate their own company or a competitor.

VendorRate allows verified raters to score vendors quickly in ten key performance areas: Integrity, communication, timeliness, usability, reliability, customer service, budget, expertise, effectiveness and overall recommendation. Space is also provided for additional comments about the buyer’s experience with the supplier.

Vendors receive an overall score, and ratings may be viewed by vendor name, industry sector and categories, U.S. and key global regions. B-to-B vendor scores can also be compared together for easy evaluation.

Schaefer said VendorRate is targeting the six million U.S. businesses with up to 1500 employees and vendors with annual revenues to \$500 million. The vendor scorecard is free. Subscription services will be offered later for more detailed analysis and reports.

### **About VendorRate**

VendorRate is a Los Gatos, Calif.-based business intelligence company providing quantifiable, reliable, ratings and reports on technology vendors in the IT and telecom industries. Established in 2007, the company works with technology purchasers to improve their overall decision making process. For more information and to submit ratings, visit [www.vendorrates.com](http://www.vendorrates.com).