

Christmas comes early - WhatMatrix® Community Launches New Free IT Comparison Website

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In-depth Technology Comparisons and interactive evaluation tools, published by a growing community of Elves AKA as industry experts!

LONDON, December 15th, 2015 - WhatMatrix (<http://www.whatmatrix.com>) has announced the launch of its new 'crowdsourced consultancy' community platform at www.WhatMatrix.com.

The web site provides free and intuitive access to an increasing number of "always on-line" comparisons, enabling businesses to make IT purchase decisions, create solution proposals and perform technical product research. The platform also provides vendors with a ground-breaking way to increase brand visibility and articulate product value. The StackBuilder (<https://stackbuilder.codeplex.com>) framework visually quantifies product benefits and even allows for the integration of products in solution stacks and custom reports.

Ruben Spruijt (<https://about.me/Ruben.Spruijt>), CTO at Atlantis Computing said, "Imagine what the impact is when leading industry experts unite on a unique industry platform and share their unbiased and independent insights about Hyper Converged, Software-Defined Storage, Virtualisation, Backup and Cloud technologies. You get access to a powerhouse that takes technical content management to a whole new level and disrupts the status quo of consultancy!"

WhatMatrix introduces the concept of crowdsourced consultancy to IT. The community invites qualified individuals to join and take advantage of the new self-service portal capability to publish their own expertise to a new, wider audience. Rather than looking for random contributions, WhatMatrix on-boards qualified candidates as Category Consultants, connects them to its existing network and subsequently focuses on promoting their professional profile and expertise. Read about the recent experience of a new WhatMatrix community consultant here (<http://www.innovationinit.nl/2015/12/13/2016-explore-a-new-storage-frontier-with-the-whatmatrix-community/>).

"To make a name for yourself as an IT consultant - even with expert knowledge and the desire to share it - is becoming increasingly difficult in today's online world. At the same time meaningful, free & curated IT product evaluations are hard to come by and vendors look for new ways to reach their core audience. It took us 18 months of development and community collaboration but we've managed to create a self-service platform that successfully combines the best of all worlds," explained Marek Bell (<http://www.marekbell.com/about/>), WhatMatrix CTO. "We provide validated content to our users, visibly promote and reward our participating community experts and provide vendors with an industry-unique (patent pending) framework to promote and integrate their products in evaluations and proposals - it's genuinely a win-win-win for all involved."

Key features include:

Multi-category comparison engine with colour-coded evaluation scores to easily identify product advantages and limitations, comprehensive technical details and build-in feedback mechanism
Interactive Stack-Builder (patent pending) - evaluate and apply complementary Add-Ons to improve functionality and overcome identified limitations
Export & print evaluation reports
Self-Service enabled community platform - create, upload and maintain your comparison on WhatMatrix, visibly promote your own expertise
Industry Affiliates and Vendor Council

About WhatMatrix

WhatMatrix has evolved from the popular VirtualizationMatrix and is the first crowdsourced-powered IT comparison community and is changing the consultancy landscape. By providing curated, free and "always-online" technology comparisons by respected industry experts, WhatMatrix significantly reduces the time and cost spent on researching suitable technologies to solve today's business challenges. For more information visit www.whatmatrix.com.

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