

Content Listing Guidance

Atlas is a platform designed to help verified technology buyers identify the solutions that best meet their needs. Listings enable technology providers ('Vendors') to present clear, reliable information about their offerings. Solution listings on Atlas encompass software products, hardware products, and services, so whether a company offers a SaaS platform, physical devices or professional services, a listing can be created to reach enterprise technology buyers. This listing guidance outlines how submissions are assessed, approved and maintained to support a consistent and transparent experience.

The guidance is organized into two core sections:

1. Getting your company set up on Atlas

An overview of the key steps Vendors must follow to register on Atlas to submit a solution for listing.

2. Content listing rules and processes

A detailed explanation of:

- i) how Verdantix reviews and validates listings,
- ii) how Vendors can challenge category classifications,
- iii) what to do when solutions or Vendor names change, and
- iv) optional Vendor programmes designed to improve the overall Atlas experience.

For this document, the term 'category' refers to solution categories featured on Atlas.

1. Registering Your Company on Atlas

To request that your company and solution(s) be listed within a specific category, start by creating an Atlas Studio account. When registering, you'll be asked to provide:

- Your name and corporate email address. This information is used solely to administer your account and will be handled in accordance with our Privacy Policy.
- Your company name and a link to your company website.

Once your account is created, there are three workflows depending on your company's status on Atlas:

Your company exists on Atlas but hasn't been claimed: You can claim the existing company profile and become the organization owner, pending internal verification by our team.

Your company exists on Atlas and has already been claimed: You can send a request to the existing organization owner to be added to the organization.

Your company is not yet listed on Atlas: You can create a new company profile. Once our team has reviewed and approved your submission, you'll be able to list your solutions on Atlas.

2. Guidelines for Content Listings on Atlas

2.1 Registering a Request

To have your product(s) listed on the Atlas platform:

- **Submit your request through Atlas Studio for Vendors.** All listing submissions should be made on this portal.
- **Review the current Atlas categories** to identify the category that best reflects your solution offering. If no existing category is a suitable fit, there is an option to suggest a new category. The Atlas team will review all suggestions and introduce new categories where deemed appropriate.
- **The Atlas team will evaluate each submission** using the Evaluation Criteria outlined below. Based on this review, the team will make a final determination on whether the product or service aligns with the selected category.
- **If the team concludes that a product fits a different category** than the one originally selected by the Vendor, Verdantix may reassign the product to the category that most accurately represents its capabilities.
- **If a submission does not fit any existing category and a new category is not being introduced at this time**, the Atlas team will attempt to identify a nearest-fit category and offer reassignment as an alternative. If no suitable category exists, the submission will be declined. In all cases, category suggestions are logged and kept under review for future consideration.

As Atlas continues to grow, new categories will be introduced gradually, with priority given to areas that align with strong engagement in our research programmes.

2.2 Solution Evaluation Criteria

A dedicated Verdantix team applies a consistent set of criteria to determine whether a solution matches the definitions of an Atlas category. All category classifications are made at the sole discretion of Verdantix. While decisions are considered final, Vendors may raise concerns through the escalation process detailed below. Additionally, the Atlas team conducts quarterly reviews to assess category feedback, market shifts and emerging trends, ensuring that the category framework remains relevant and reflective of the evolving technology landscape. The range of solutions listed on Atlas is broader than the selection featured in Verdantix Green Quadrants and other Verdantix research publications.

When assessing whether a solution should be included in an Atlas category, the Verdantix team may consider the following criteria, among others:

- **Industry expertise:** Evaluations are informed by the judgement of Verdantix analysts who are deeply immersed in the relevant markets, drawing on ongoing research, vendor briefings and end-user engagement to assess solution fit.
- **Enterprise and/or mid-market targeted:** Solutions must be designed for and sold to enterprise customers and/or mid-market customers. Atlas does not cover solutions targeted at small and medium-sized businesses.
- **General availability:** The solution must be in general release and commercially available to customers. Solutions that are in beta, pilot, limited release or pre-launch stages are not eligible for inclusion.

A solution may be removed from an Atlas category if it meets one or more of the following conditions:

- **Market or category changes:** Shifts in market dynamics or updates to category definitions mean the solution no longer aligns with the parameters of the category or no longer meets the evaluation criteria outlined above.
- **Solution availability:** The solution is no longer commercially available, as confirmed through publicly available information.

If, during routine checks and updates, a solution is found to no longer align with the parameters of an Atlas category, the Atlas team will take one of the following actions: the solution will remain listed under any other categories to which it is already assigned; the solution will be reassigned to an existing category that better reflects its capabilities; the solution will be reassigned to a newly introduced category; or the solution will be removed from the platform entirely.

Listings by Resellers

Atlas listings are reserved for the organizations that own the solutions. Resellers, integrators and other partner organizations are not permitted to host content listings.

Verdantix retains full discretion to modify, recategorize or remove any Vendor or solution listing if it is found to be inconsistent with these Guidelines. Final decisions regarding category fit remain solely with Verdantix.

Maximum Category Listings

The number of categories in which a Vendor's solutions can be listed is determined by the Vendor's commercial tier. Each tier includes a defined allocation of category listings, and solutions may only be submitted up to the limit associated with the active subscription.

Vendors wishing to list solutions in additional categories beyond their current allocation can do so by upgrading to a higher tier.

2.3 Contesting Category Classification

Escalation Process

If a Vendor wishes to dispute a classification decision, the following process applies:

Step 1: Document the issue: Prepare a clear written summary outlining the specific point(s) of disagreement and include publicly available evidence supporting the position.

Step 2: Contact the Atlas team: Submit the documented request to contact@verdantix.com. The team will review and respond as part of the standard evaluation process.

Step 3: Review the outcome: The Atlas team will assess the submission and provide a written response. If the classification is upheld, the reasoning will be communicated to the Vendor. Decisions made following the escalation process are considered final.

2.4 Solution Listing Guidelines

- **List at the suite or highest service level.** Solutions should be submitted as complete offerings, rather than broken into modules or subcomponents. Each listed item must be something that can be purchased independently.
- **Portfolio changes (e.g. M&A, rebranding, consolidation).** If a Vendor updates or restructures its portfolio, Atlas will update the corresponding listings once the change is confirmed through publicly available information. After verification, all associated solution data will be transferred to the updated listing.
- **Changes to category definitions.** If the scope or definition of an Atlas product category changes (for example, due to a category merge or split), Atlas will reassess solution alignment with the updated taxonomy structure. Solutions meeting the revised criteria will be moved accordingly, along with their associated information.

2.5 Guidelines for Renaming Vendors/Solutions

Requests to update a Vendor's company name or the name of a solution must be supported **exclusively by publicly verifiable information**. Supporting documentation, such as datasheets, product pages or press releases, must be accessible directly from the Vendor's official website or another publicly available, authoritative source. Atlas does not accept internal documents created solely for this purpose.

2.5.1 Renaming Due to Acquisitions or Divestitures

If a Vendor changes its name as a result of an acquisition or divestiture, the change must be **fully completed and publicly confirmed**, such as via a press release or an official statement on the Vendor's website.

After verification, products and associated reviews will be reassigned to the appropriate Vendor entity based on how the acquiring organization incorporates the acquired portfolio.

Example format:

Company A acquires Company B

Resulting name shown on Atlas: **Company A (Company B)**

2.5.2 Naming of 'Legacy' Solutions

1. **Legacy designation.** Legacy products will be displayed on Atlas in the format:
Solution Name (Legacy)
These products are excluded from Voice of the Customer (VoC) evaluations.
2. **Verification requirements.** Vendors must provide publicly available End-of-Life (EOL) or End-of-Support (EOS) documentation, or a public webpage confirming the status, to support legacy designation. Once validated, the product name will be updated on Atlas accordingly.
3. **If EOL/EOS documentation is not provided,** the Atlas team will rely solely on the Vendor's official website to determine whether the solution is active, retired or legacy.

2.6 Vendor Profile and Solution Profile Guidelines

The goal of the Vendor profile and solution profile on Atlas is to give technology buyers access to clear, accurate and objective information about Vendors and their solutions.

The guidance below outlines the high-level criteria used to review and approve submitted content. Our policies on user-generated content can be found in our [Terms of Use](#).

2.6.1 General Requirements

Content submitted for either profile type must:

- Be suitable for Atlas's audience of enterprise technology buyers.
- Be written in English.
- Only refer to the Vendor or solution associated with the approved profile.
- Be factually accurate and supported by publicly available information.
- Use clear, standard spelling and grammar.

2.6.2 Writing and Image Guidelines

Do's

- Ensure all information is accurate, objective and publicly verifiable.
- Write in the **third person**, using the company or solution name (e.g. "Atlas Software provides...").

- Provide **authentic screenshots** taken directly from the actual user interface.

Don'ts

- Do **not** use first person language (e.g. “we,” “I,” “our”).
- Do **not** use superlatives or comparative claims (e.g. “the best,” “industry-leading”).
- Do **not** include offensive, defamatory or inappropriate language.
- Do **not** add calls to action (e.g. “Contact us” or “Book a demo”) or any personally identifiable information (e.g. phone numbers, emails).
- Do **not** reference competitors or their solutions.
- Do **not** use line breaks, symbols, special characters or HTML tags that disrupt formatting.
- Do **not** include external links within description fields.
- Do **not** reference awards, recognition or similar promotional achievements.
- Do **not** upload marketing mock-ups or graphical promotional screens in place of real screenshots.

2.6.3 Terms and Conditions for Profiles

- Atlas may modify or remove a Vendor profile or solution profile at any time if it does not comply with these Guidelines or our Terms of Use more broadly.
- Atlas may decline to publish a submitted profile if the content fails to meet the required standards.
- Once published, a profile will remain live unless the Vendor or solution is delisted, or the Vendor formally requests removal in writing.

2.6.4 Structure and Use of Profiles

Vendor Profile

- Vendors may optionally provide high-level company data (e.g. revenue, employee count).
- This information is added once and appears across all solutions associated with that Vendor.

Solution Profile

- Includes solution-specific information such as descriptions, pricing details and screenshots.
- A separate solution profile must be completed **for each solution** listed on Atlas.

These guidelines apply uniformly across all sections of the Vendor profile and solution profile.