



SoftwareReviews

A Division of Info-Tech Research Group

Head-to-Head

Password Management



VS



This report has been produced by SoftwareReviews on behalf of Bitwarden based on select data from the November 2023 Data Quadrant Award. For a full report please visit [SoftwareReviews.com](https://www.softwarereviews.com)



REPORT GENERATED DECEMBER 2023

Bitwarden

Dashlane

Overview

This page provides a high level summary of product performance within the Password Management category, comparing some of our top value metrics. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair). Use this data to get a sense of the field, and to see how the products you're considering stack up.

NET SCORE	9.1	 Bitwarden	VS	 Dashlane	8.6	NET SCORE
99%	<div style="width: 99%; height: 15px; background-color: #008000;"></div>	✓	Plan to Renew		<div style="width: 98%; height: 15px; background-color: #666;"></div>	98%
+95	<div style="width: 95%; height: 15px; background-color: #008000;"></div>	✓	Net Emotional Footprint		<div style="width: 93%; height: 15px; background-color: #666;"></div>	+93
9.4	<div style="width: 94%; height: 15px; background-color: #008000;"></div>	✓	CX Score		<div style="width: 88%; height: 15px; background-color: #666;"></div>	8.8
+93	<div style="width: 93%; height: 15px; background-color: #008000;"></div>	✓	Importance to Professional Success		<div style="width: 89%; height: 15px; background-color: #666;"></div>	+89
90%	<div style="width: 90%; height: 15px; background-color: #008000;"></div>	✓	Likeliness to Recommend		<div style="width: 89%; height: 15px; background-color: #666;"></div>	89%
89%	<div style="width: 89%; height: 15px; background-color: #008000;"></div>	✓	Satisfaction of Cost Relative to Value		<div style="width: 86%; height: 15px; background-color: #666;"></div>	86%
100 80 60 40 20 0		BEST SCORE		BEST SCORE	0 20 40 60 80 100	

Vendor Capability Summary

SoftwareReviews examines 11 core vendor capabilities common across all Software Vendors. These capabilities represent table-stakes expectations for any software vendor, and are critical to driving a strong, long-term relationship between a vendor and a customer. This page provides definitions of the 11 core vendor capabilities that have been measured.

Business Value Created:

The ability to bring value to the organization. Software needs to create value for employees, customers, partners, and, ultimately, shareholders. This data expresses user satisfaction – or lack thereof – with the product’s business value.

Breadth of Features:

The ability of the software to perform a wide variety of tasks. Users prefer feature-rich software that enables them to perform diverse series of tasks. This data expresses user satisfaction with the diversity of the product’s feature set.

Quality of Features:

The ability of the software to perform at or above industry standards. Feature quality is just as important as quantity. Use this data to determine if this product will do what you are purchasing it to do, easily, intuitively, reliably, and effectively.

Product Strategy and Rate of Improvement:

Purchasing software can be a significant commitment, so it is important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who do not stay on top of emerging needs and trends will not enable you to meet your business goals. Use the data in this section to separate innovators from imposters.

Usability And Intuitiveness:

End user learning curves cost the organization money. Pay attention to your end users’ technical ability to determine how important UX is in your purchase. This data captures how quickly your users will be able to adopt and leverage the platform.

Vendor Support:

The ability to receive timely and sufficient support. The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use this data to identify which vendors will be there when you need them.

Ease of Customization:



















Out-of-the-box functionality often isn’t enough, especially for niche or industry-specific software, and the reason you’re buying rather than building is to save time and money in the first place. Don’t get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

Ease of Implementation:

Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow up on areas of concern during the evaluation and negotiation processes.

NET SCORE		85%	bitwarden	VS	DASHLANE	82%	NET SCORE
			Bitwarden		Dashlane		
87%		✓	Quality of Features			81%	
87%		✓	Ease of Implementation			84%	
87%		✓	Business Value Created			85%	
85%		✓	Breadth of Features			79%	
84%		✓	Vendor Support			78%	
84%		✓	Usability And Intuitiveness			81%	
84%		✓	Product Strategy and Rate of Improvement			78%	
80%		✓	Ease of Customization			77%	
		BEST SCORE			BEST SCORE		

Product Feature Summary

SoftwareReviews examines product features specific to the Password Management software category. Features have been chosen based on market relevancy and typical use within the category. Use this data to compare against your primary use case and identify relative strengths and weaknesses across your shortlisted vendors.

Access From Multiple Devices:

Software can be accessed from multiple devices. Ideally this access will be possible regardless of the operating system used.

Autosave and Autofill:

Allows for passwords to be autosaved and autofilled when accessing resources again.

Data Tracking and Audit Trail:

In addition to reporting, the ability to provide audit trail on data and details tracked.

Encryption and Decryption:

Advanced capabilities to encode data and information with visibility and controls.

Multi-Factor Authentication (MFA):

Supports multi-factor device and app authentication.

Password Generator:

Software includes the ability for users to generate strong passwords.

Password Management:

Software provides credential management and retrieval functionality.

Policy Engine and Enforcements:

Includes standard and/or customizable security policies, and the ability to enforce policies.

Single Sign-On (SSO):

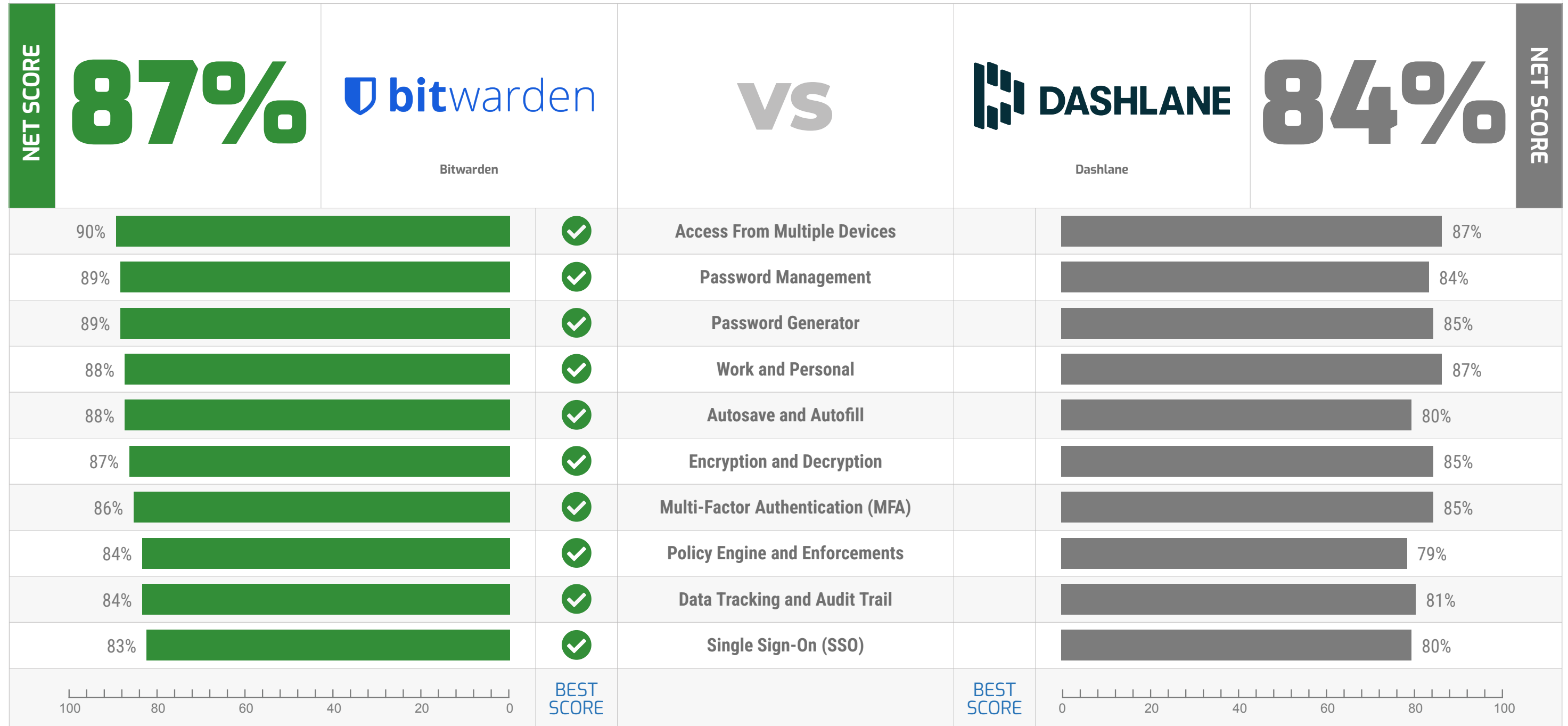
Login authentication linked to corporate login credentials, and user account information auto-populated to the expense profile.

Work and Personal:

Offers the ability for users to leverage some or all software features for personal use.





Product Feature Summary

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the feature set is preferable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.







Strategy & Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

NET SCORE	+94	 <small>Bitwarden</small>	VS	 <small>Dashlane</small>	+92	NET SCORE
+97	<div style="width: 97%; height: 15px; background-color: #008000;"></div>	✓	Inspiring		+96	<div style="width: 96%; height: 15px; background-color: #666;"></div>
+94	<div style="width: 94%; height: 15px; background-color: #008000;"></div>	✓	Helps Innovate		+90	<div style="width: 90%; height: 15px; background-color: #666;"></div>
+93	<div style="width: 93%; height: 15px; background-color: #008000;"></div>	✓	Continually Improving		+88	<div style="width: 88%; height: 15px; background-color: #666;"></div>
+93	<div style="width: 93%; height: 15px; background-color: #008000;"></div>	✓	Appreciates Incumbent Status		+89	<div style="width: 89%; height: 15px; background-color: #666;"></div>
+94	<div style="width: 94%; height: 15px; background-color: #666;"></div>		Includes Product Enhancements	✓	+96	<div style="width: 96%; height: 15px; background-color: #008000;"></div>
		BEST SCORE				





Negotiation & Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.

NET SCORE	+93	 <small>Bitwarden</small>	VS	 <small>Dashlane</small>	+89	NET SCORE
+94	<div style="width: 100%; height: 15px; background-color: #008000;"></div>	✓	Generosity		+84	<div style="width: 84%; height: 15px; background-color: #555;"></div>
+92	<div style="width: 100%; height: 15px; background-color: #008000;"></div>	✓	Client's Interest First		+90	<div style="width: 90%; height: 15px; background-color: #555;"></div>
+91	<div style="width: 100%; height: 15px; background-color: #008000;"></div>	✓	Over Delivered		+84	<div style="width: 84%; height: 15px; background-color: #555;"></div>
+93	<div style="width: 100%; height: 15px; background-color: #008000;"></div>	✓	Friendly Negotiation	✓	+93	<div style="width: 100%; height: 15px; background-color: #008000;"></div>
+94	<div style="width: 100%; height: 15px; background-color: #555;"></div>		Transparent	✓	+95	<div style="width: 100%; height: 15px; background-color: #008000;"></div>
		BEST SCORE		BEST SCORE		

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.

NET SCORE	+94	 bitwarden <small>Bitwarden</small>	VS	 DASHLANE <small>Dashlane</small>	+93	NET SCORE
+97	<div style="width: 97%; height: 15px; background-color: #008000;"></div>	✓	Fair		+94	<div style="width: 94%; height: 15px; background-color: #555;"></div>
+95	<div style="width: 95%; height: 15px; background-color: #008000;"></div>	✓	Integrity		+93	<div style="width: 93%; height: 15px; background-color: #555;"></div>
+91	<div style="width: 91%; height: 15px; background-color: #008000;"></div>	✓	Altruistic		+84	<div style="width: 84%; height: 15px; background-color: #555;"></div>
+96	<div style="width: 96%; height: 15px; background-color: #555;"></div>		Trustworthy	✓	+100	<div style="width: 100%; height: 15px; background-color: #008000;"></div>
+90	<div style="width: 90%; height: 15px; background-color: #555;"></div>		Client Friendly Policies	✓	+94	<div style="width: 94%; height: 15px; background-color: #008000;"></div>
	 100 80 60 40 20 0	BEST SCORE		BEST SCORE		 0 20 40 60 80 100

About SoftwareReviews

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

Our pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. We collect the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group with over two decades of research-based IT advice and technology implementation.

SoftwareReviews Methodology

SoftwareReviews collects in-depth, first-party feedback from verified end users about their customer experience with their top enterprise software providers. Quantitative and qualitative feedback data is collected via SoftwareReviews' proprietary online survey platform. The survey gathers over 130 data points on each product, allowing the end user to thoroughly evaluate their experiences over their full lifecycle using the software - from their selection experience through their purchase and service experience.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End user experience and sentiment measures revealing product feature fit, perceived vendor capabilities, business value drivers, and the quality of the vendor relationship are accessible at both a high level roll up and a more detailed drill down.

SoftwareReviews reports are available to download at [SoftwareReviews.com/categories](https://www.softwarereviews.com/categories).

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