Competitors	Pre-Trial		Product Trial		Post-Trial	
	Website content	**Sign-up**	**Onboarding**	**Walkthrough**	**Conversion path**	**Pricing Model**
RED HAT OPENSHIFT	✅ Supported by a concise product information video. ✅ Clear CTAs to get started. ✅ Benefits segregated by the user categories. ✅ Clear pricing details. ❌ CTAs only available in banner. Repeating within the page will increase engagement chance.	✅ Provides quick learner tutorial to new users. ✅ No signup required. ✅ Cluster used for tutorial self-destructs within an hour. ❌ Hard to segregate serious and non-serious users.	✅ Uses scenario based onboarding to engage users. ✅ Provides clear step by step guide for scenario. ✅ Provides clear step by step guide for learning the platform. ❌ The scenario is not personalised based on the user type. ❌ The scenario is not personalised based on the user type.	✅ Concise and simple steps to learn about the platform. ✅ Once deployed, seeing the live app triggers "feel-good" hormones. ❌ The guide appears in a separate tab, which requires users to switch tabs continuously. ❌ Text instructions are harder to follow for users from non-development background.	✅ Successful trial completion prompts user to explore more about the platform. ❌ There is no clear path to learn more about the platform after the trial.	✅ Enterprise pricing based per hour usage per node. ✅ For individuals it is a monthly subscription service. ❌ No free trial available for enterprises to try out product.
RANCHER	✅ Visually appealing and well-organized website. ✅ Crisp informational content. ✅ Benefits segregated by the user categories. ❌ No pricing details. ❌ No CTA for getting started provided in the banner.	✅ Sign-up for product demo. ❌ No free trial offered. ❌ User requires to deploy VM, install docker, then install Rancher to try out the product.	✅ Provides comprehensive guide to set-up Rancher. ❌ Even with guide, setting up is complex for new users. ❌ Setup requires significant effort from the users side. ❌ Trial involves user to use his own infrastructure and VM environment to try out the product.	✅ Ability to request a demo directly from sales team. ❌ Demo sign-up requires user to significant time filling up the information. ❌ Requires user to have some tech-experience. ❌ No trial for users who want to try out the product upfront.	❌ The conversion path is not clear after customer takes the demo. ❌ There is no fixed details about what to expect after user completes the installation of Rancher. ❌ Users have to request quote from the sales team which delays the user's decision making process.	❌ Pricing details not mentioned on the website. ❌ Users have to fill in personal information to receive quote. ❌ No transparency about the pricing model for individuals or teams.
PLATFORM9	✅ Visually appealing and well-organized website. ✅ Lot of product informational content. ✅ Short video with product and pricing description. ❌ Too many different CTAs like contact, try, speak with expert may be confusing. ❌ Requires sign-up to get started.	✅ Simple sign-up, quick response email. ✅ Asks name, email, job titleto sign up. ❌ Not clear messaging about entering email to start a free trial.	✅ Clear CTA to start with experience from creating cluster. ✅ Demo infrastructure already setup for trial. ❌ No onboarding for the platform. ❌ Dashboard is empty, giving impression there's nothing to do there.	✅ Clean interface with great visuals. ✅ Provides a snapshot of what is possible with this interface. ❌ Not clear what actions can be performed. ❌ User has to explore product by himself. ❌ Help tutorials hidden under profile menu.	✅ Pricing details accessible through the trial product. ❌ No way to contact support in case of questions.	✅ Freemium model for teams with limited infrastructure. (upto 3 clusters) ✅ Subscription model for team with upto 50 nodes in 3 clusters. ✅ Custom quote request for enterprises.

Main Takeaways

⭐ **Frictionless sign-up** is critical for a seamless trial experience. Spinning up a cluster for as little as 1 hour like OpenShift or asking for minimal details like Platform9 can ease barriers for new users significantly.

⭐ **Step-by-step guide to onboard users** which is aligned with their goals is critical for trial's success. A scenario based tutorial as used by OpenShit can significantly simplify the process of helping trial users learn how platform works.

⭐ **Next steps for trial users should be explicit** to reduce conversion barriers. Having pricing page or option to contact sales in the trial product as in Platform9 can be helpful to achieve this goal.