



## Customer Interviews, Win-Loss Analysis – Most Recent Quarter

This document contains proprietary and confidential information. Do not distribute.

<b>Customer:</b> Marian Webster	<b>Company:</b> Circuit Warehouse
<b>Sales Rep:</b> Tom Adamson	<b>Industry:</b> Retail
<b>Region:</b> Southern Europe	

**Customer's Role:** IT

**Business Problem:** Looking at upgrading existing solution. Current system was reaching end of life.

**ROI Driver:** Had to do it.

**Chosen Solution:** Other, Please Specify TEI Commerce

**Why they chose the winning solution:** Had an existing relationship with TEI Commerce. Although they were looking, TEI was 'VERY aggressive' in retaining the business.

**Competitor 1:** Us

**Competitor 2 :** N/A

<b>Professionalism:</b> 4	<b>Price:</b> 5	<b>Standards of note:</b> not asked
<b>Technical Capabilities:</b> 4		

**Selection Criteria 1:** Price

**Selection Criteria 2:** Other, Please Specify Conversion impact from existing system

**Selection Criteria 3:** N/A

**Product 1:** Supply Chain

**Product 2:** N/A

**Product 3:** N/A

**System Integrator:**

### Things We Did Well:

None noted by customer

### Things We Could Do Better:

None noted by customer

### [If a loss]What could we have done to win the deal:

'Nothing you really could have done to win the deal.'



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<b>Region:</b> Southern Europe	

**Quote:**

n/a

**Other Comments:**

NOTE: Since this customer already had TEI Commerce in house, this may have been a case where we were 'column fodder,' or perhaps were being used as a negotiating counterpoint against TEI Commerce.

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**Ok to share info?** Customer openly shared information

**Do they need a Rep to call?** No



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<b>Customer:</b> Daniel Wilson	<b>Company:</b> SRL Americas
<b>Sales Rep:</b> Jonathan Leonca	<b>Industry:</b> Consumer Goods
<b>Region:</b> US-Southeast	

**Customer's Role:** eBusiness Coordinator

**Business Problem:** Reduction of overall costs is primary area.

**ROI Driver:** Believes he'll find benefit in reduced costs. Looking to consolidate down to a single vendor. Had been working with our competitor Besco, as well as Plexsoft, and others, and wanted to bring everything together.

**Chosen Solution:** Ours

**Why they chose the winning solution:** Didn't want to lose any quality of service. He believed our solution could reduce his overall costs.

**Competitor 1:** Besco

**Competitor 2 :** Auric

<b>Professionalism:</b> 4	<b>Price:</b> 4
<b>Technical Capabilities:</b> 4	

**Standards of note:**  
UBC

**Selection Criteria 1:** Price

**Selection Criteria 2:** Other, Please Specify Ability to consolidate down to one vendor

**Selection Criteria 3:** References

**Product 1:** Financials

**Product 2:** HR

**Product 3:** N/A

**System Integrator:** Customer will perform work themselves

### Things We Did Well:

Worked well with his people. Took the ball, and followed through. Did what we said we would do.

### Things We Could Do Better:

Nothing in particular.

### [If a loss]What could we have done to win the deal:

n/a



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<b>Customer:</b> Daniel Wilson	<b>Company:</b> SRL Americas
<b>Sales Rep:</b> Jonathan Leonca	<b>Industry:</b> Consumer Goods
<b>Region:</b> US-Southeast	

**Quote:**

n/a

**Other Comments:**

None noted

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**Ok to share info?** Customer openly shared information

**Do they need a Rep to call?** No



## Customer Interviews, Win-Loss Analysis – Most Recent Quarter

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<b>Customer:</b> Josh Hall	<b>Company:</b> Eltrada
<b>Sales Rep:</b> Jonathan Leonca	<b>Industry:</b> Automotive
<b>Region:</b> US-Southeast	

**Customer's Role:** IT

**Business Problem:** A solution was already inhouse, and Josh inherited it when he arrived.

**ROI Driver:** In process of moving over to a new ERP, and was looking for a better solution that worked with it.

**Chosen Solution:** In house development

**Why they chose the winning solution:** Mandate from the parent organization. Primary drivers seemed to be cost and experience with their existing solution. Integration with ERP.

**Competitor 1:** Us

**Competitor 2 :** Auric

<b>Professionalism:</b>	5	<b>Price:</b>	4
<b>Technical Capabilities:</b>	5		

<b>Standards of note:</b> All of customers are using 802.12
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**Selection Criteria 1:** Other, Please Specify      Pressure from corporate

**Selection Criteria 2:** Price

**Selection Criteria 3:** N/A

**Product 1:** HR

**Product 2:** Financials

**Product 3:** N/A

**System Integrator:** Customer will perform work themselves

### Things We Did Well:

Thought we were very quick to respond to questions and concerns, if we didn't know the answer, got a tech. Thought the software itself was very robust, and would be very useful had they chosen it.

### Things We Could Do Better:

None.

### [If a loss]What could we have done to win the deal:

Probably not. Josh did like the solution and the offer, but the decision was frowned upon by the powers that be overseas. They weren't excited about an external party having access to ERP.



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<b>Customer:</b> Josh Hall	<b>Company:</b> Eltrada
<b>Sales Rep:</b> Jonathan Leonca	<b>Industry:</b> Automotive
<b>Region:</b> US-Southeast	

**Quote:**

n/a

**Other Comments:**

None noted.

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**Ok to share info?** Customer openly shared information

**Do they need a Rep to call?** No



## Customer Interviews, Win-Loss Analysis – Most Recent Quarter

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<b>Customer:</b> Marie Guenther	<b>Company:</b> Stellar
<b>Sales Rep:</b> Jonathan Leonca	<b>Industry:</b> Construction
<b>Region:</b> US-Central	

**Customer's Role:** IT

**Business Problem:** A solution has been a part of the organization for a while. Recently engagement was for additional professional services work. Decision was to go directly to our organization to source this; the customer didn't look at alternatives.

**ROI Driver:** n/a

**Chosen Solution:** Ours

**Why they chose the winning solution:** Needed the work done, and we were already there.

**Competitor 1:** N/A

**Competitor 2 :** N/A

<b>Professionalism:</b> 5	<b>Price:</b> 3	<b>Standards of note:</b> none
<b>Technical Capabilities:</b> 5		

<b>Selection Criteria 1:</b> Other, Please Specify	Existing relationship with us
<b>Selection Criteria 2:</b> N/A	
<b>Selection Criteria 3:</b> N/A	

<b>Product 1:</b> HR	
<b>Product 2:</b> N/A	
<b>Product 3:</b> N/A	
<b>System Integrator:</b> Other, Please Specify	Us

### Things We Did Well:

Most recent services were onsite upgrades from old version to current version of HR module. Consultant was someone who 'explained everything, and worked very well with operations.' According to the customer, the consultant 'did a lot more than what was contracted.' He added, 'we were very pleased.'

### Things We Could Do Better:

Nothing noted.

**[If a loss]What could we have done to win the deal:**



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<b>Sales Rep:</b> Jonathan Leonca	<b>Industry:</b> Construction
<b>Region:</b> US-Central	

**Quote:**

'We were very pleased. They did much more than was contracted for.' THIS IS APPROVED by the customer, and the customer would be an excellent reference.

**Other Comments:**

Overall, very, very pleased. The consultant recommended fixing some configuration settings that weren't exactly broken, but not 'efficient.' The consultant asked if the customer wanted those fixed, and then fixed them. **IMPORTANT:** The customer is currently looking at contracting for additional services, and is talking to us. And the customer felt it was 'not troubling, but...'not very efficient' to have one sales rep for services, and one for product, and one for other solutions. Although according to him, 'it's all straightened out now,' he really would have liked to have a single point of contact to work with from us, instead of having to figure out and learn how to navigate the sales organization to get his needs met. This is a great example of a customer where they have had good service, their expectations have not only been met, but surpassed, and that has resulted in a long term relationship.

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**Ok to share info?** Customer openly shared information

**Do they need a Rep to call?** Yes