


Win Loss Analysis Profile

Understanding the report layout

First Page



11778 Election Rd., Suite 120, Draper, UT 84020
Tel: (800) 400-2174 Fax: (801) 838-9650
Web site: www.primary-intel.com

Opportunity Profile (Software Industry)

Frontell Industries 1

Address 6628 S 5502 W
Bronston, GA 30302

Phone 770-644-6248

Web site www.frontell.com

Revenue \$21.7 million

All figures in US dollars.

Ownership Private

Employees 467

Leadership Sean Donaldson—President

Industry Storage

Products Warehousing and storage

| | | |
|------------------|---|------|
| Outcome | 7 | Loss |
| Outcome strength | 8 | Weak |
| Selected vendor | Kempir | |
| Decision date | (Sample Report) | |

Table 1: Competitive Advantage Score 3

| Company | Product | Sales Team | Overall |
|---------|---------|------------|---------|
| -5.1 | -6.3 | -6.0 | -5.6 |

The Competitive Advantage Score is a representation of Tenscon's relative advantage against its strongest competitor in this opportunity, based upon driver scores. -10 = Strong Disadvantage, 10 = Strong Advantage, 0 = No Advantage

Table 2: Most Important Criteria 4

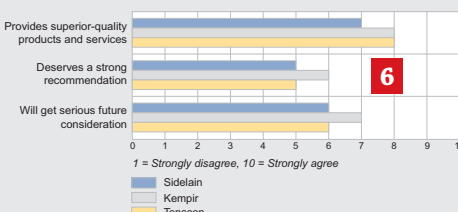
| Criteria set | First | Second | Third |
|-------------------|---|---------------------|-----------------------|
| Company | Client service | Industry experience | Technology reputation |
| Service | Overall cost | Functionality | Ability to customize |
| Sales team | Understanding business needs and compelling event | Product knowledge | Presentation |

Table 3: Decision Satisfaction 5

On a scale of 1 to 10, how satisfied have you been with your decision? 5

Would you select Kempir again? No

Chart 1: Loyalty and Promotion



1 = Strongly disagree, 10 = Strongly agree

Legend: Sidelain (blue), Kempir (grey), Tenscon (yellow)

Opportunity Overview 9

- Frontell Industries was having latency problems with its data archiving system, prompting it to seek a new provider. It needed a solution that had quick access capabilities and was scalable to new sites, but was also economical.
- In addition to Tenscon, Frontell Industries evaluated Howein Partners and Reconts Systems (the incumbent), with Howein Partners providing Tenscon with the strongest competition in this opportunity.
- The respondent praised Tenscon for its innovation and "lightning-fast" access times, but was less impressed with the training costs of the new system. In the end, however, Tenscon was selected based on its overall ROI and the strength of its technology.
- Howein Partners had a strong solution and an extensive training package, but was seen as being too expensive to be practical.
- Frontell Industries rejected Reconts Systems after testing its new line of solutions and experiencing the same latency issues it had encountered with its current Reconts system.
- Frontell Industries has been pleased with its Tenscon system so far, and would recommend the solution to other companies. However, Tenscon should make sure that communication lines are kept open, as there have been some issues with responsiveness since the implementation.

1. Profile Header

Shows the name of the prospect company for which the opportunity was created.

2. Company Snapshot

Provides context about the prospect and is collected from the interviewee, the company's website or 3rd-party providers such as Hoovers or OneSource.

3. Competitive Advantage

Compares your relative advantage against the strongest competitor in the deal, based on interviewee criteria ratings. On a scale from -10 to 10, scores less than 0 denote a disadvantage, while those greater than 0 show an advantage for you.

4. Most Important Criteria

Displays the influencers for which the respondent ranked as most important to the decision.

5. Decision Satisfaction

Indicates whether you—or your competitor—has successfully delivered for the customer

6. Loyalty and Promotion

Measures how likely you and your competitors will be getting additional business from the customer in the future

7. Outcome Summary

Let's you know whether you won or lost and how strongly, which short-listed vendor was selected, and when the decision was made.

8. Outcome Strength

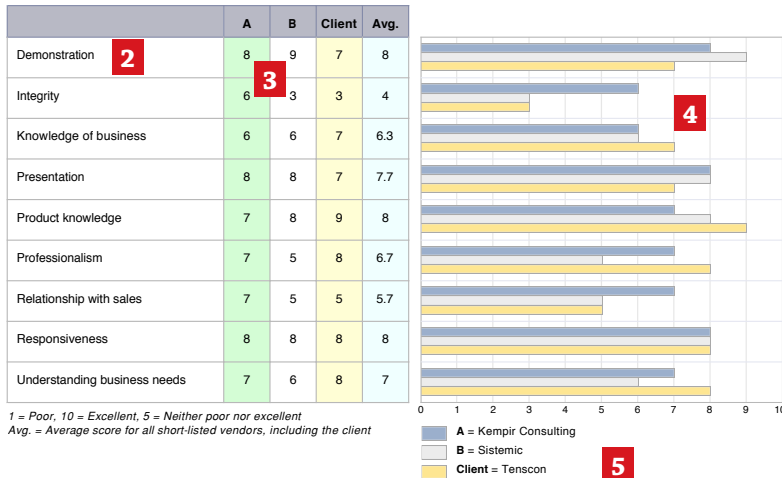
Combines the influencer ratings, loyalty scores, and decision satisfaction values and assigns a value of "Weak", "Moderate", or "Strong" to the opportunity. You can use the Outcome Strength to assess how close of a win or loss it was—a "Weak Loss", for instance, might suggest that the account is vulnerable to future sales efforts by you.

9. Opportunity Analysis

Primary Intelligence's analysis of the opportunity, summarizing the interview responses and addressing those areas in which you performed well and need improvement.

Second and following pages

1 Chart 4: Sales Team Performance



6 Additional comments:

Integrity (Tenscon): "We had prior experience with them, but I just didn't trust them. There were integrity issues in dealing with Tenscon."

7 Respondent's Information

Name: Andrew Howard
Title: HR director

8 Interview Responses

What was the compelling event or primary reason that caused your organization to seek a solution?

Tenscon decided that they were not going to support the payroll platform, TopSelect, which we were currently using with them. They put it in place about three or four years ago. It was an Internet-based product. They talked me into taking it, then they stopped supporting it, and then they took it off the market.

What vendors were on your short list?

- Kempir Consulting
- Sistemic
- Tenscon

What vendor did you select?

"Kempir Consulting."

1. Chart title

There are between three and four charts for any profile. The three standard charts represent rankings for Company, Product or Service, and Sales Team Performance decision drivers.

2. Chart Criteria

Displays the specific influencers for each of the Company, Product and Sales Team decision drivers on which decision maker(s) will rank the vendors they evaluated.

3. Individual scores

Each company's rating as given by the respondent along with an overall average score for that criterion. Scores range from 1 for "poor" to 10 for "excellent". Five represents "average".

4. Bar chart

A more visual representation of the vendors' performance in each of the measured influencers.

5. Legend

Displays the vendors that were evaluated by the respondent.

6. Additional comments

Any comments the respondent made while rating any influencer, giving a more in-depth explanation of that rating.

7. Respondent information

The name and title of the decision maker(s) interviewed.

8. Interview responses

A transcription of the decision-maker's responses to the interview questions.