

Product 'ABC' – Loss

Interview Date – 12/19/2018

Win/Loss Program – Individual Interview Summary

Company Name	ABC Ltd.
Industry	Financial Markets
Country	UK
Detailed Offering	Product ABC
Deal Range	\$250k-\$499k
Win/Loss Date	09/27/2018
Winner:	Brand X
Runner Up:	Brand Z
Providers Considered:	1.Brand X 2.Brand Y 3.Brand Z
Business Partner Used:	NONE

BUSINESS/TECHNOLOGY NEED

“We were looking for something more like a **complete solution, from end-to-end. We needed agility and process automation** from requirements through the structuring... to deployment. Complete life cycle.”

For questions contact...
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KEY CRITERIA (in order mentioned)

- Cost Difference
- Customization
- Timely Deployment

“We had **20-25 major criteria** jotted down based on availability of vendors ...
...Brand X (winning vendor) ticked most of those 20 boxes...”



KEY REASONS for selecting **WINNING VENDOR (Brand X)**

“**Responsiveness, agility, and speed** was much better with Brand X...”
“So we already have a relationship with all 3 of these vendors. But two of them seemed uninterested in this business. Sometimes it just helps to **make us think you want it...** rather than making us feel you are doing us a favor.”



KEY REASONS for **BRAND Z LOSS**

“The **proof of concept seemed difficult to stand up** and make us question how easy/ efficient the real deployment would go.
Even once we could see it in action, it seemed clunky and not what we were hoping for.
Brand X was just more aligned with what we were looking for.”



Likelihood to select **BRAND Z** again for this type of offering

(0-10 scale, 10 'Very likely' & 1 'Not very likely')

“They are always going to be in the consideration set. When they provide the best fit, that is the direction we will go.”



PERFORMANCE compared to 'Winning Vendor'

	Brand Z	Winning Vendor (X)
Offering/Solution Capabilities	7	7
Price	5	8
Provider Reputation/Past Experience	4	4
Sales Experience	6	8



Areas for **BRAND Z IMPROVEMENT**

“To be frank, they **never quite seemed to put their best foot forward.** Delays in the proposal, setting up the POC, and responding to our questions all created doubt in our minds.”

ILLUSTRATIVE OUPUT EXAMPLE – not actual data