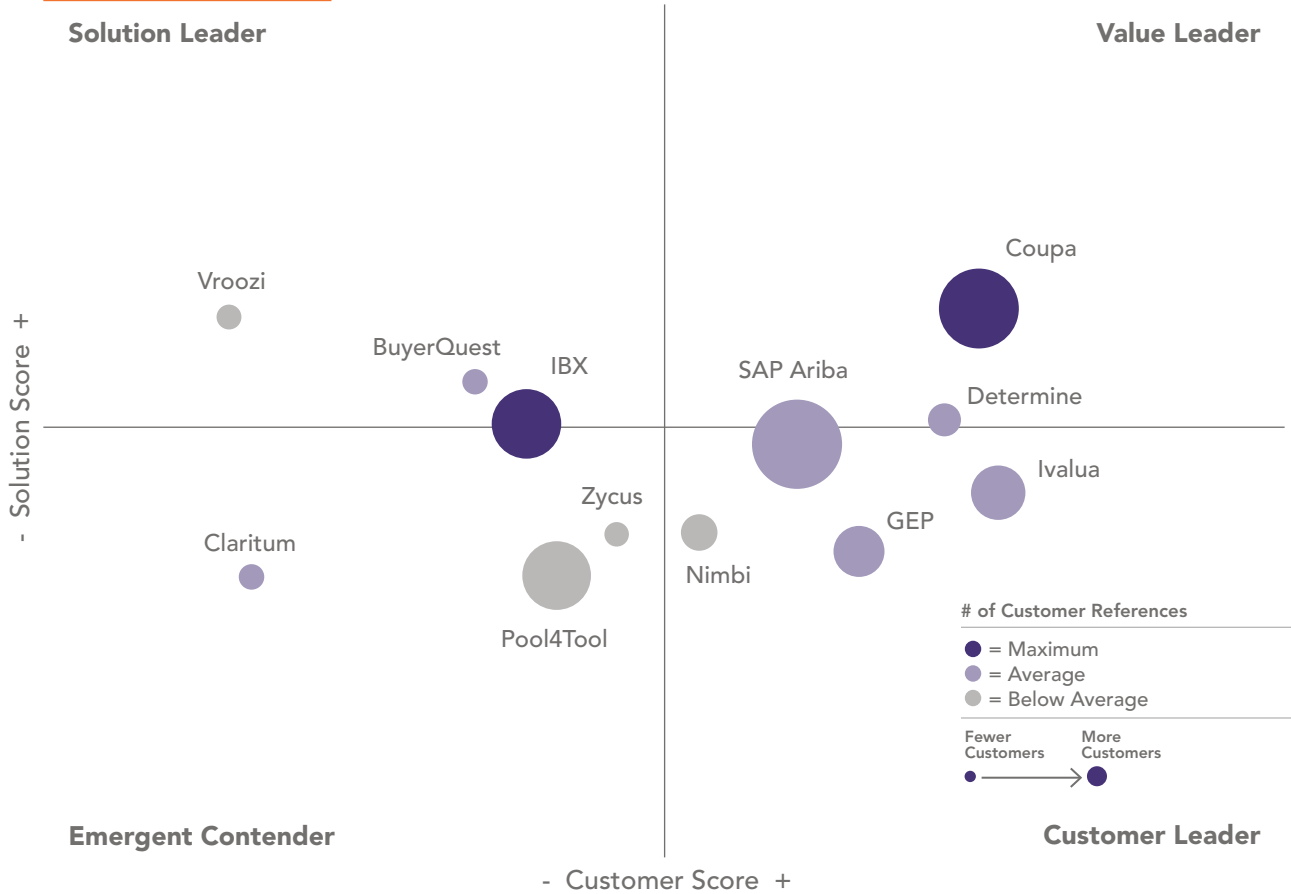


# E-Procurement

Q2 2017



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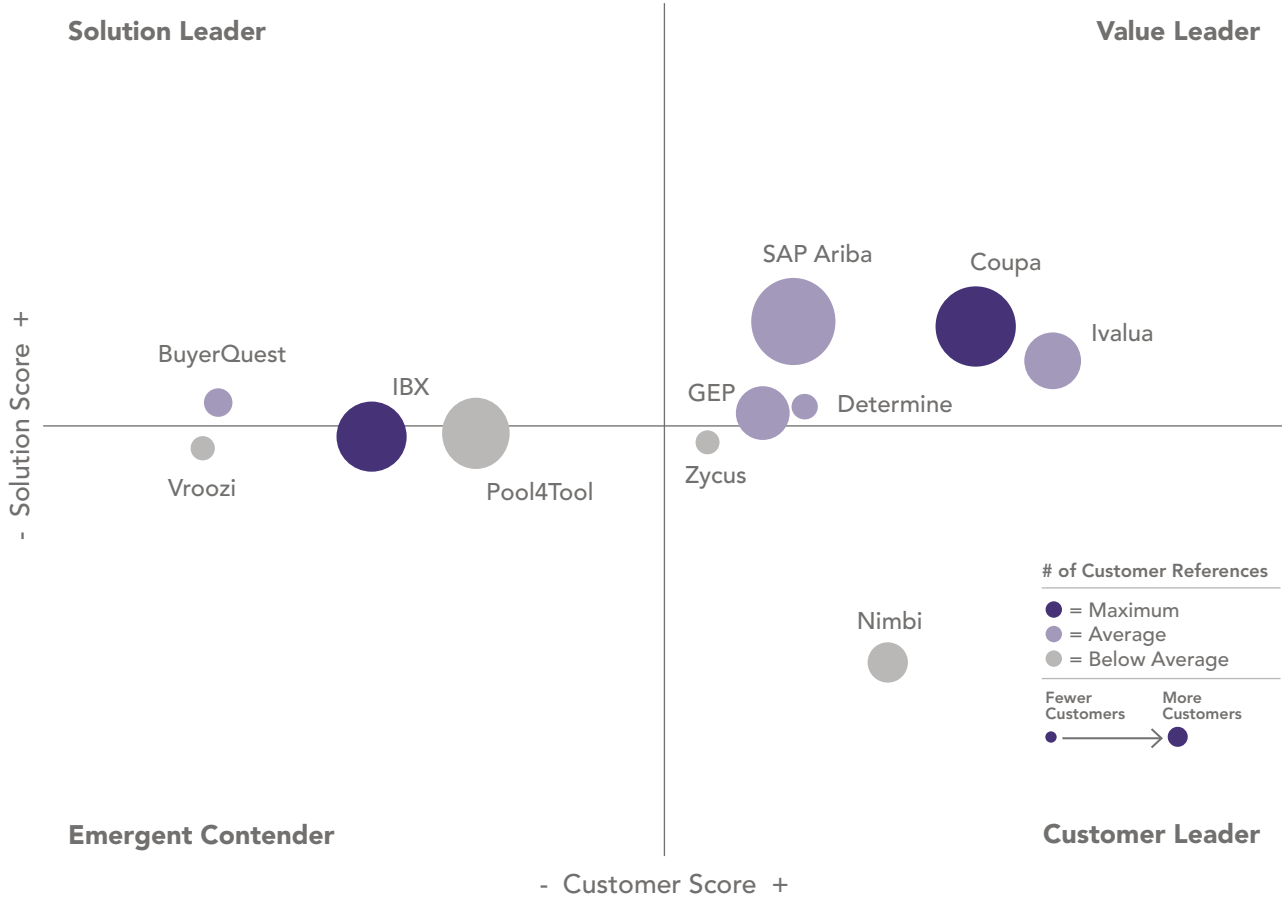
### NIMBLE Persona

**My organization:** Early formalization, limited tech investment, potentially decentralized and/or middle market

**We need:** Speed, efficiency, low price, quick value and a continuous stream of quick "wins"

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### DEEP Persona

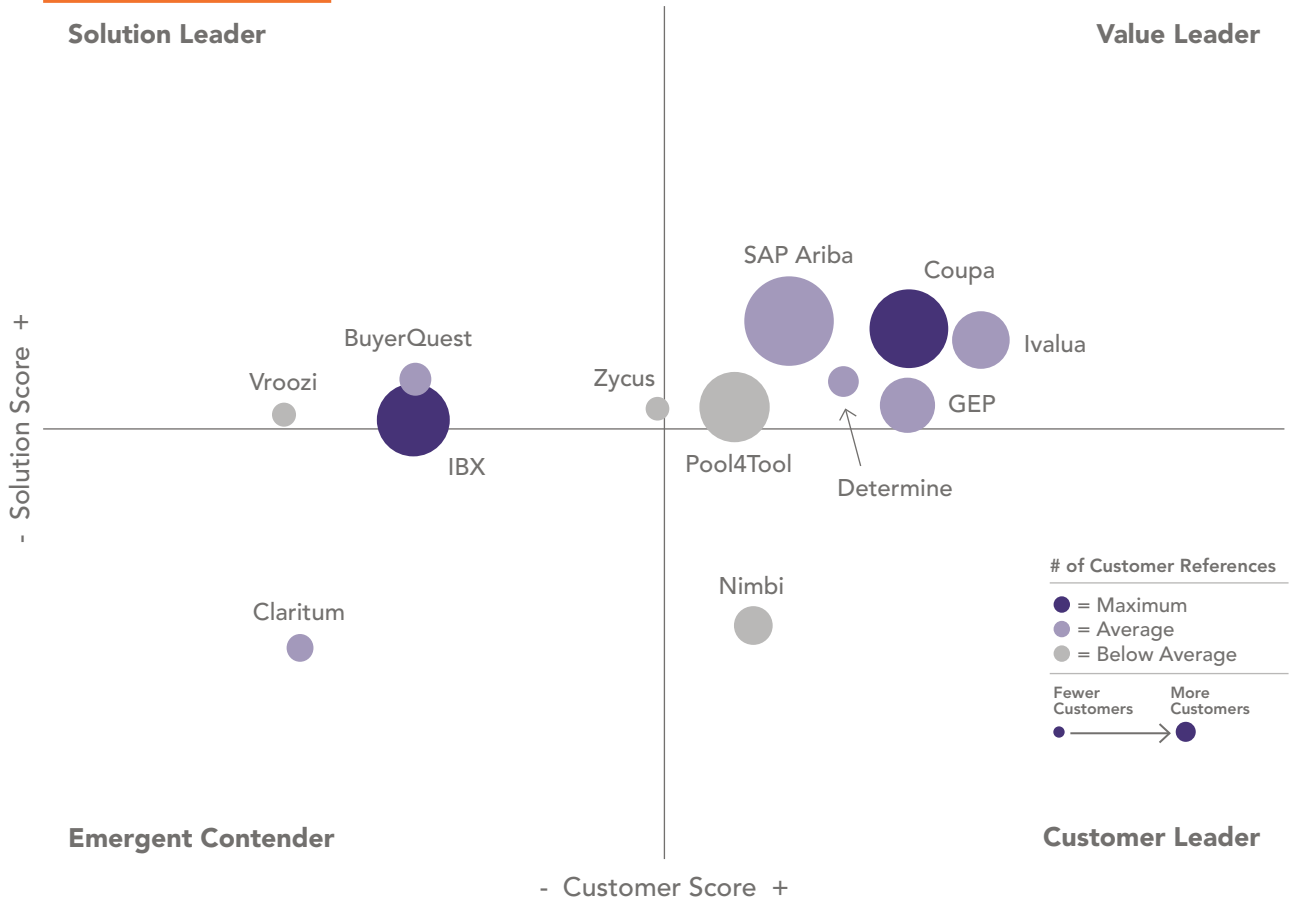
**My organization:** Highly sophisticated, rigorous, testing limits of tech and accepting consequences

**We need:** The best solution for the job, best-in-class functionality, no compromises

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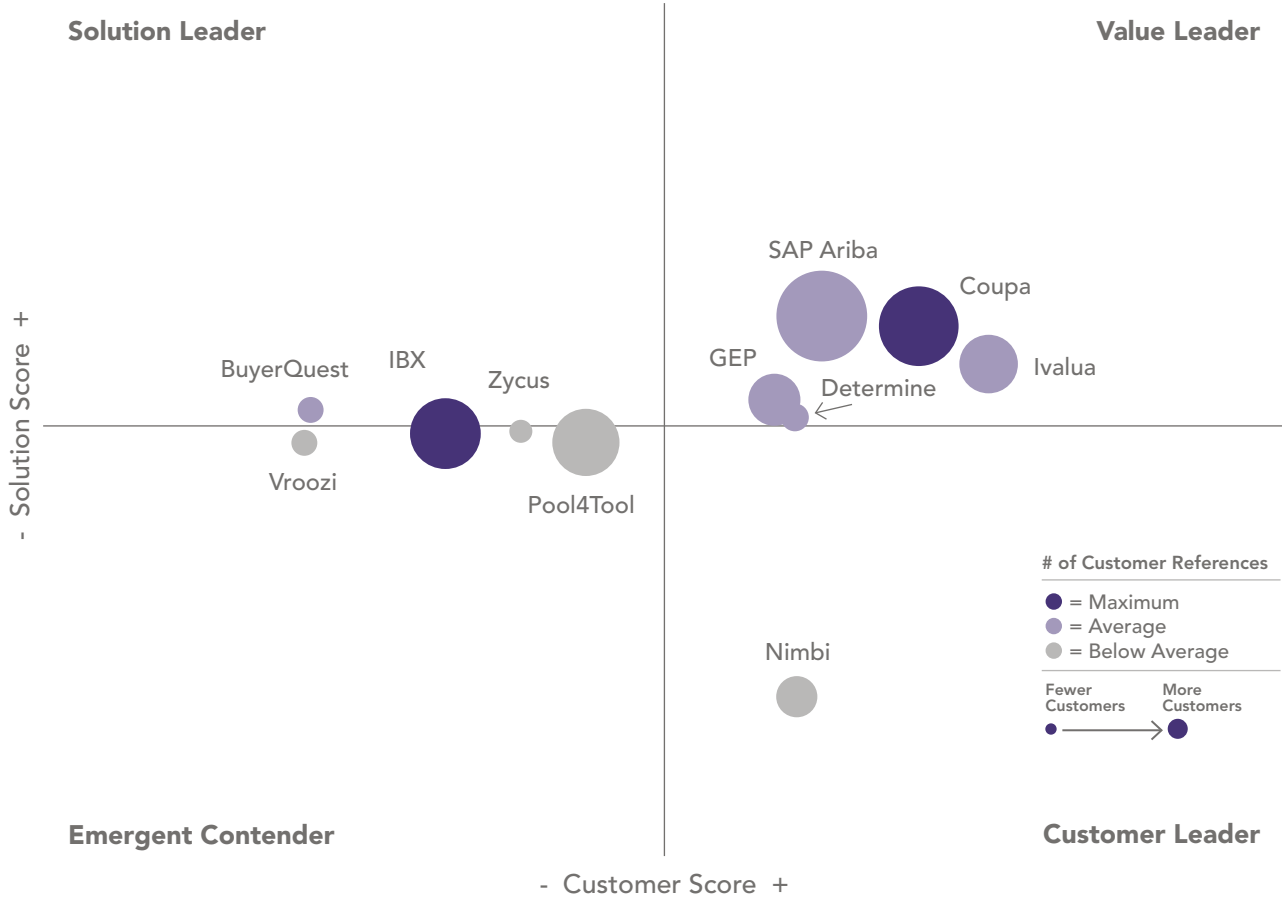
### DIY Persona

**My organization:** Moderately to highly sophisticated; unique process requirements

**We need:** Modularity, configurability, integration; supporting flexible, diverse and evolving needs

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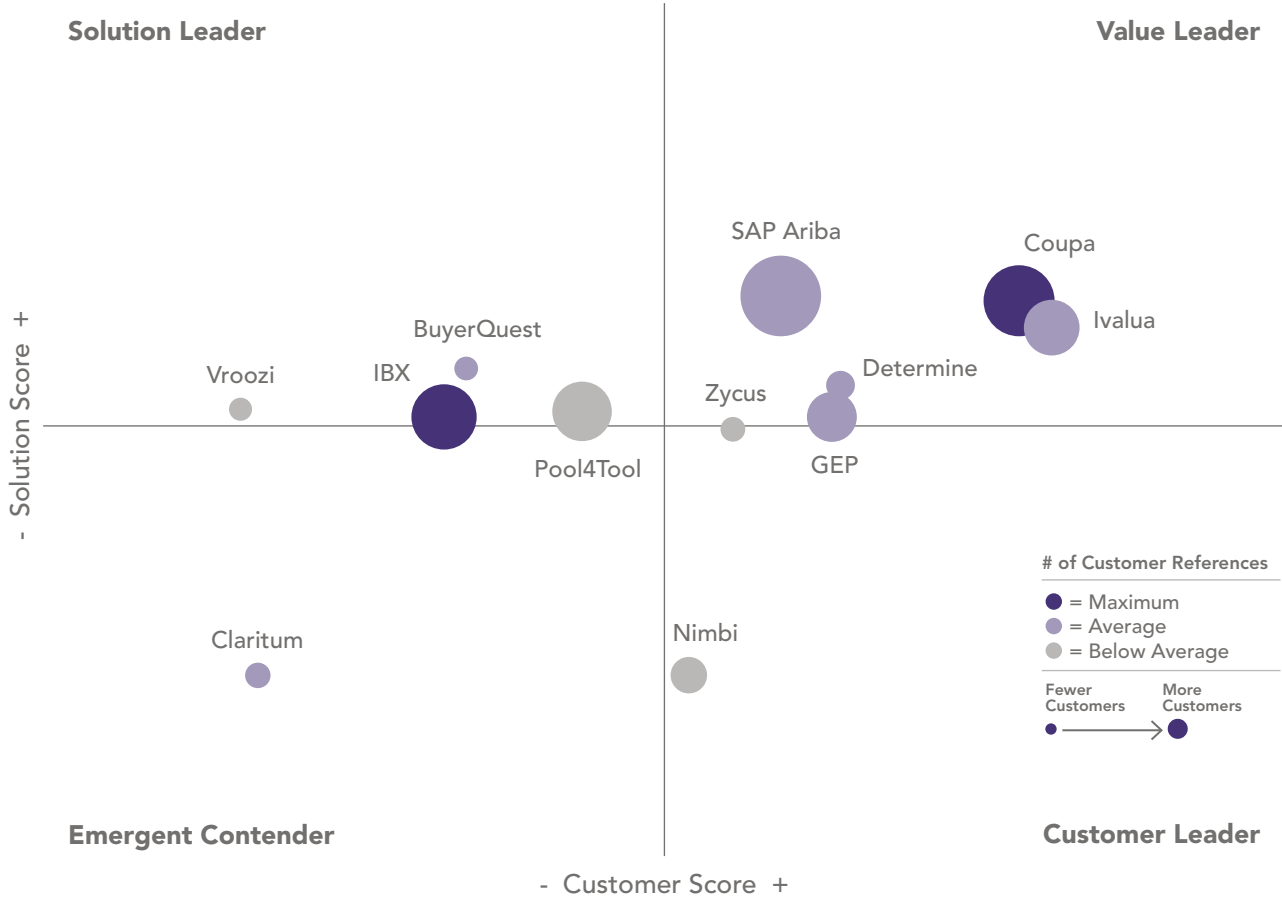
## MEGA Persona

**My organization:** Mature, outcome-focused; TCO approach to implementations

**We need:** Combo of functional capability/ solution enablement; pre-loaded capabilities and content; and tips, tricks and guidance

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## ERP WRAPPER Persona

**My organization:** Strong ERP backbone and investment underpins procurement collaboration with IT

**We need:** A new "skin" atop ERP to transform the user experience; strong supplier/content enablement and connectivity

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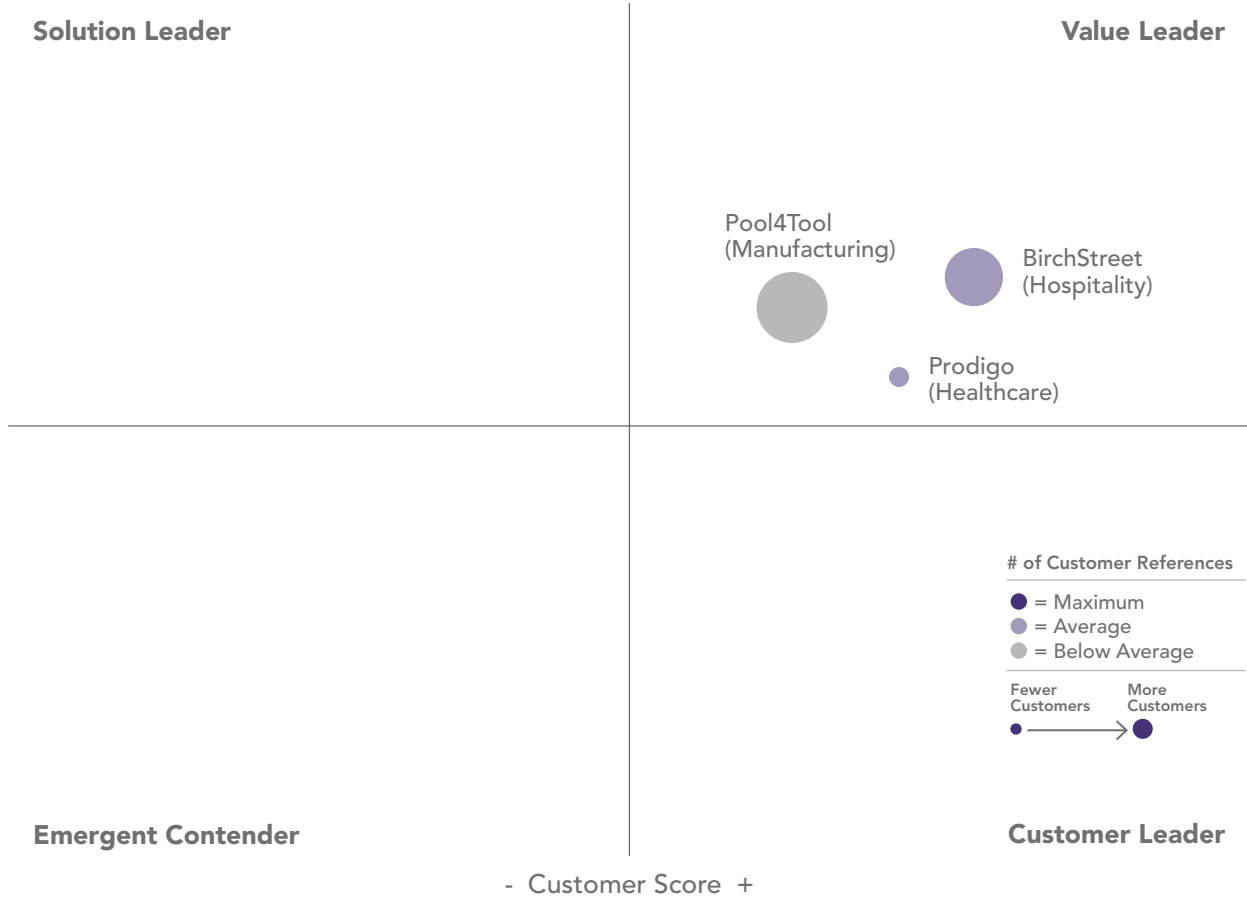
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Solution Leader

Value Leader

- Solution Score +



Emergent Contender

Customer Leader

- Customer Score +

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## INDUSTRY Persona

**My organization:** Industry-specific needs, unique compliance and/or end-user requirements

**We need:** Specialized capabilities/technology; support for industry business processes/requirements