

**LAWSON™**  
Win Loss External Interview

Customer (from Opportunity field)	La Quinta		Opportunity ID	1-XD8H	
Individual Interviewed	Colleen Ryan	Role	Project Leader	Phone #	214-492-6829
Post Install Contact	NA	Role	NA	Phone #	NA
				Planned Install Date	NA
Win or Loss	Loss	Deal Size	\$240,000	Interview Date	03/13/03
Competition	People Soft	Customer's Satisfaction Now (Positive, Neutral, Negative)	Negative		

Why did Lawson Win or Lose the Deal?

Lawson lost this deal because their HR/Payroll software did not meet La Quinta's functionality requirements. The Project Team had sent out an RFP to 8 vendors. Lawson scored at the bottom of that list for their functionality requirements. Someone from their team knew someone from Lawson's Sales team, so they considered Lawson. They brought in the top scoring 3 and Lawson. Lawson did not come close to meeting their 30 pages of detailed requirements. For instance, Lawson's software did not do some of the payroll process, so some customization would have been involved. The winning vendor was People Soft

After that decision there may have been future considerations of Lawson for Financials, but people were are not happy with the Lawson Sales Team. After the Sales Team found out Lawson had been eliminated, they asked for a meeting with the prospect. The Lawson Sales Team asked if they could send a letter to the Executive Team asking for another consideration. They showed the Project Team a copy of the letter they were going to send, and the Project Team approved it. The letter they ended up sending was very different. It was more accusatory, like they had not given Lawson a fair shot. They sent the letter to more people than just the Executive Team, like the Payroll Manager, trying to change minds. The Project Team had explained to Lawson's Sales Team that there were procedures to follow in chain of command, that they ended up violating by doing this.

28 attempts.

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