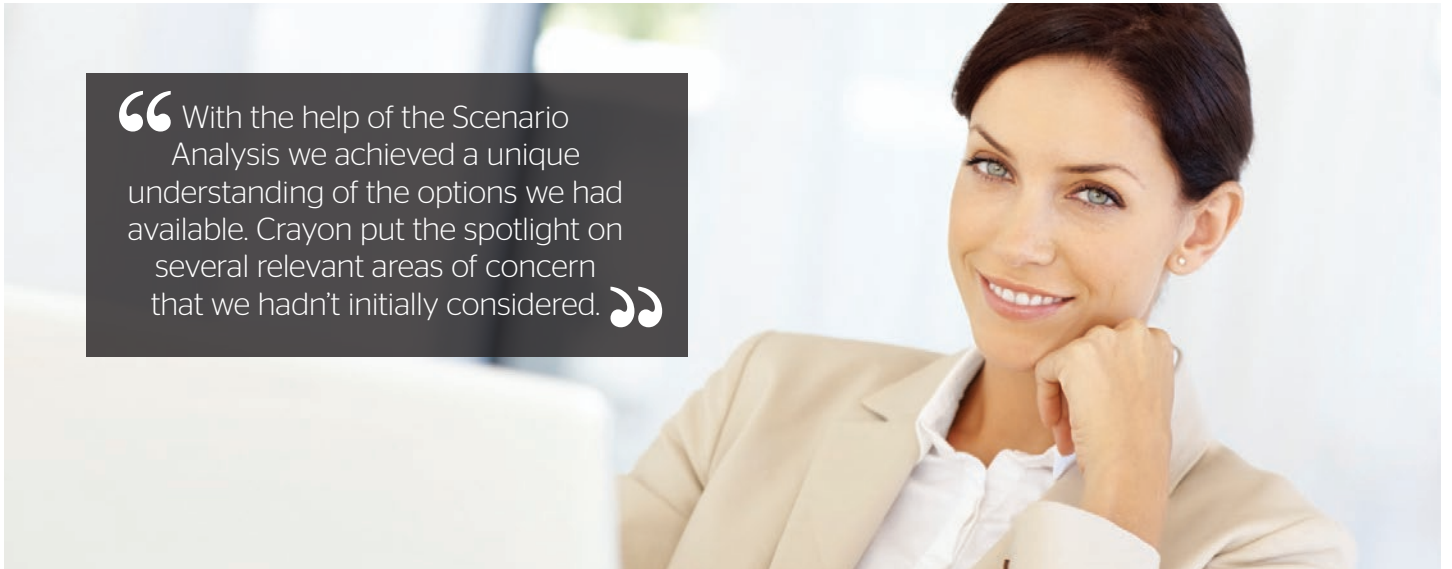


CRAYON CASE STUDY

Posten

“ With the help of the Scenario Analysis we achieved a unique understanding of the options we had available. Crayon put the spotlight on several relevant areas of concern that we hadn't initially considered. ”



Scenario Analysis - the Optimal Agreement for Posten

Using Scenario analysis, Crayon has advised several of Europe's largest companies on how to optimise their software agreements. Through precise analysis, we demonstrate the various possible outcomes from the different investment alternatives that the customer is facing.

“Posten has benefitted greatly from using Crayon as an advisor in these processes. By combining our expertise in buying with Crayon's know-how on licences and agreements, we managed to put together a unique negotiation team that provided Posten with tailor-made software agreements at very competitive terms.

With the help of the Scenario Analysis we achieved a unique understanding of the options we had available as a company, and possible outcomes from these choices. Based on the technology plans we had come up with, Crayon put the spotlight on several relevant areas of concern that we hadn't initially considered. The result was a clear and concise basis for evaluation aiding our management team in making sensible decisions.”

The scenario analysis is consolidated in a comprehensive report that highlights the

technological areas relevant to the customer; while at the same time, other non-technological aspects such as growth and liquidity can be taken into consideration.

“After the Scenario Analysis was developed and presented to management, we used Crayon as an expert advisor on our negotiation team. This gave us a better grasp of the options available to us during negotiations, and made us confident that everything throughout the process was presented with Posten's very best interests in mind.”

