

## **We seldom hear that our products aren't great**

What we do hear – usually between the lines – is the perfectly rational fear that we are too small. Too small to deliver to a large organization; too short of a track record to insure success; likely to disappear without a trace and leave you with a terrific, but unsupported system; just not quite ready....

The old axiom that nobody was ever fired for hiring IBM may still be true. However, we have years of experience on YOUR side of the transaction and the state of enterprise software has gotten complicated since the days when IBM ruled the world. So let's address each of the following typical concerns.

**We hold the contrarian view that our experience and focus serve our customers better than the larger Talent Management vendors – maybe even much, much better....**

Myth: Large, well-established vendors have experience in delivering their products, which lowers the risk.

→ Sometimes. But as often as not, you are dealing with a team that may not have the depth of experience in compensation that we bring to the table. With Laserbeam, you get the A team – we've been on your side and understand a great deal more than your typical project team.

Myth: The established vendors will be around to provide support for their product – they won't disappear.

→ In today's rapidly changing environment that simply isn't true anymore. Companies large and small go bankrupt, merge, are taken over and change direction – leaving you holding the bag. Of course we intend to stay around,

but since there are no guarantees, we've taken a different approach: cut the umbilical cord. We deliver tools that stand on their own, with enough flexibility to support changing needs. And we will make sure you are protected- we will escrow the code on request. So if we did disappear without a trace you could make modifications using standard programming language.

Myth: The experience of having many customers improves the chances that they can meet our needs.

→ Well, actually... proving that a vendor can meet your needs improves your chances. We, like most successful smaller companies, will spend a lot of energy proving ourselves over time. And we won't nickel and dime you to death with a change request every time you need to make adjustments. Things tend to crystallize once you get your hands on a tool beyond a simple demo. It's one of the reasons that we establish a "sandbox" environment early on.

Myth: The extra cost of an established product is worth it for peace of mind.

→ Sure. But what if the extra cost takes a long time to achieve ROI (Return on Investment)? More importantly, you should take the TOTAL cost of a product into account. Consider the cost of the amount of time it takes to go from concept to delivery; how big of a project is it going to be; what are the ongoing expenses; what is the impact to the rest of the organization (such as IT groups).

Want to learn more? Contact us for a no-obligation web demo today at

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