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To Whom It May Concern:

It is my pleasure to recommend Richard Case to your organization. Richard is a seasoned professional who offers a unique set of valuable skills. Utilizing those skills will positively impact your business.

Richard came to Vignette via Vignette's acquisition of OnDisplay. OnDisplay, a leader in business to business applications, had hired Richard for competitive analysis and the advanced Win/Loss Methodology he had created for his consulting company. Upon arriving at Vignette, he quickly learned Vignette's business and technology, expanding into high performance content management Web applications. The strategic competitive analysis and Win/Loss Methodology he brought were new to Vignette and provided significant value.

Each quarter Richard personally interviewed approximately 80% of our field sales reps and sales engineers from around the world. From these interviews, Richard constructed the following strategic deliverables:

- a Competitive "Pain" chart, detailing which competitors the field had to expend resources to fight against;
- a Win/Loss Ratio chart showing the win rate against specific competitors;
- detailed interviews with customers who were referenced by the field, delving into why they purchased from Vignette or from our competitors.

The first two deliverables were included in the quarterly package to the Vignette Board of Directors and were used in presentations by the CEO of Vignette and many other executives. These were used for strategic planning.

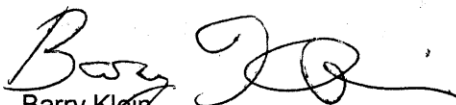
The third deliverable was particularly compelling for the front-line sales people and sales engineers. Richard interviewed dozens of Vignette's and competitors' customers to determine key purchase criteria and how Vignette and the competitors measured up to those criteria. Richard produced verbatim transcripts of those interviews together with executive summaries. The interviews were used by the Vignette field to understand which selling strategies worked and which did not, as well as how the competitors positioned Vignette and what the most effective strategies were to counter those tactics. The interviews were also used by Vignette executives to understand how effective marketing messages were, what the competition's tactics were, and what Vignette needed to change to be more effective.

Richard presented his findings and recommendations to the highest management bodies within Vignette as well as to the field. He produced slide shows, spreadsheets and extensive memos to document his findings. He distributed such deliverables by every means available in the company and to all levels.

Richard repeated these strategic activities quarter after quarter in a consistent and highly effective fashion. Richard always acted in a professional and ethical manner. He safeguarded confidential information in a completely reliable way.

Richard has the valuable talent of being able to communicate at four levels: technical, sales, management, and customer. He understands business and technical requirements and asks the right questions to penetrate to the details. His methodology is proven and his execution is precise.

Sincerely,


Barry Klein
Vice President
Sales Engineering
Vignette Corporation