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To Whom It May Concern:

The purpose of this letter is to endorse Richard Case of PSP Enterprises as an outstanding provider of competitive intelligence collection through highly effective customer interviewing techniques.

During 2002 and 2003 PSP Enterprises conducted one hundred forty-four customer interviews on behalf of BEA Systems, Inc. As a key part of this effort, PSP Enterprises spent a great deal of energy working directly with our sales force in order to collect customer contact information. This was no small task and proved critically important to the success of our project.

One hundred and thirty of these interviews focused on wins and losses across three different markets in which BEA competes. Twelve interviews were reference interviews where current customers of competitors were called and asked how their installations were going – for the purpose of uncovering competitors' difficulties.

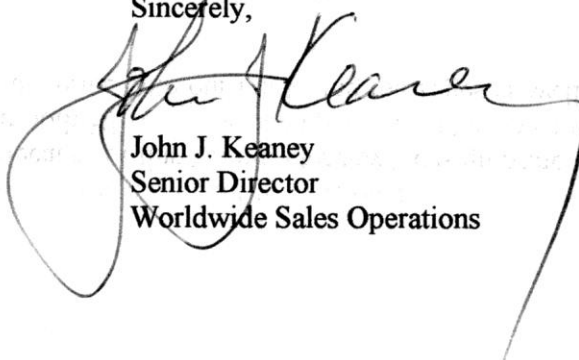
All of these interviews were conducted in English and without the customers knowing that PSP Enterprises was calling on behalf of BEA. Because of this "blind interview" design principle, the customers were completely candid regarding both BEA and our competition. Our objective was to gather that totally unfiltered input to help us refine both our marketing messages as well as our sales tactics.

Each completed interview produced a typewritten transcript (often 20+ pages long) which was delivered directly to the responsible sales reps as well as to multiple headquarters organizations. I've often received unsolicited email from our sales reps commending the value of the intelligence gathered through these interviews – which in turn encouraged our reps to participate in this program.

Richard leveraged his unique analytical approach to produce multiple executive presentations detailing his findings and provided a number of recommendations based on all the interviews. This information has been repeatedly referred to by different groups in BEA including marketing, product management, sales support, and others – as a critically valuable source of objective intelligence.

I recommend Richard Case and PSP Enterprises to any company that needs to uncover what customers actually think as a means to improve sales effectiveness.

Sincerely,

A handwritten signature in black ink, appearing to read "John J. Keane", is written over a large, stylized, looped graphic element that resembles a signature flourish or a large letter "K".

John J. Keane
Senior Director
Worldwide Sales Operations