

Q3

EMEA Sales

**Q3 performance
sets up a
focused Q4.**

Revenue reached 92% of target as win rate improved

\$2.84M

new revenue
vs \$3.1M target
(92%)

27%

win rate,
up from 22%

74 days

average
sales cycle

New revenue finished \$260K below target



Attainment
92%

Gap
\$260K
below target

Q4 pipeline covers target 3.1x

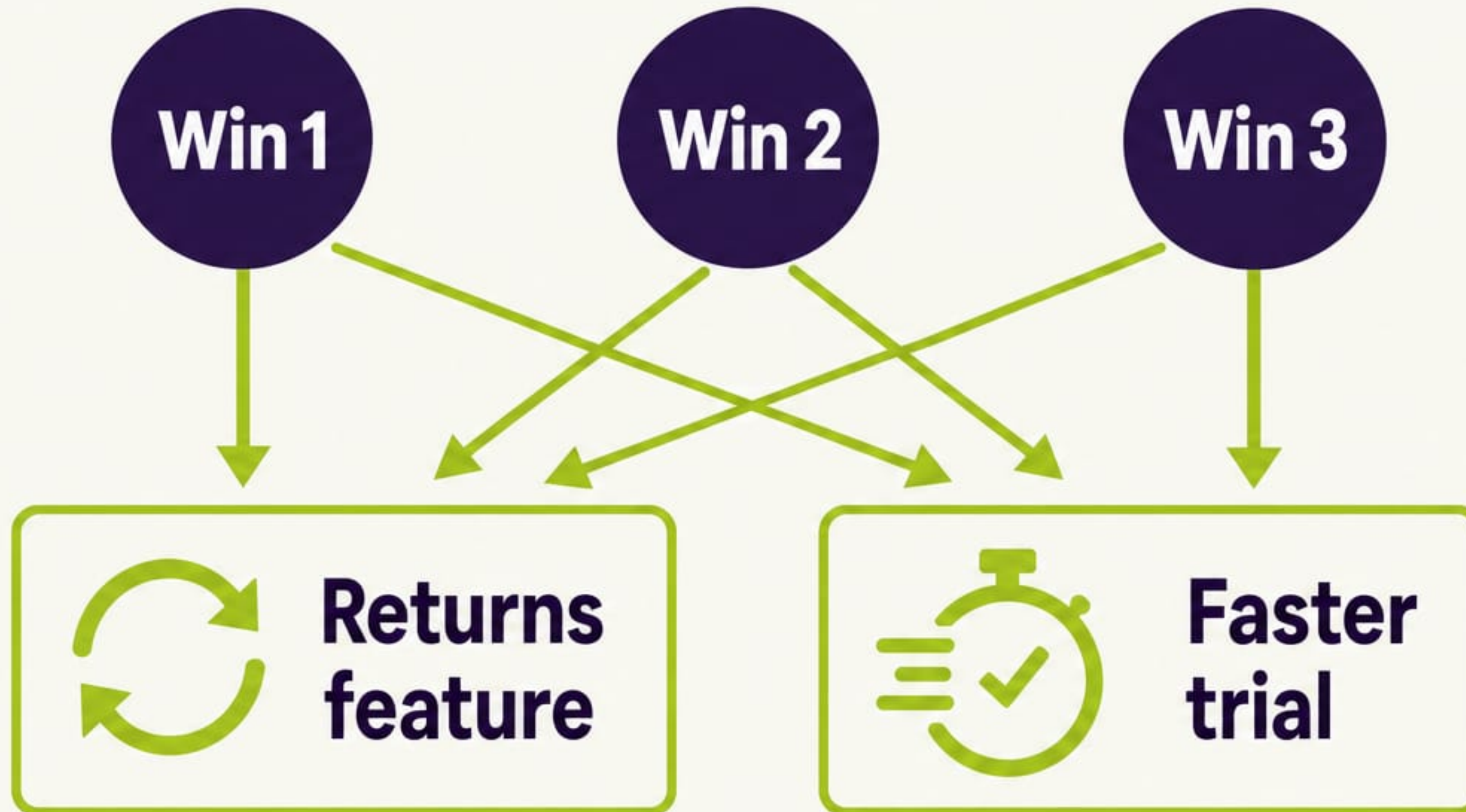
\$9.6M

Q4 pipeline

3.1x

target coverage

Returns and faster trials drove three wins



Price and customs gaps explain three losses

2

lost on price
to a cheaper
rival

1

lost on missing
customs
feature

Q4 changes target pricing and security friction



**Introduce a
mid-market
price tier**



**Shorten
security
review**

**Q4 forecast is \$3.3M,
with legal as the key risk**

\$3.3M

Q4 forecast



**Two large
deals need
legal approval.**

Q4 needs one solutions engineer and a price-tier decision



**Add one
solutions
engineer**



**Decide on the
mid-market
price tier**

