

# CROSBY

## ASSET MANAGEMENT

To whom it may concern

Crosby first engaged with Glow-Tek through Tim Metzger when evaluating Incentive Compensation Management (ICM) products in the market space. In line with the company's objective, we were looking for an innovative product, with exceptional in-depth analysis capabilities and deep ICM knowledge to back this offering up. Right from the outset, Glow-Tek proved themselves to be ahead of the game.

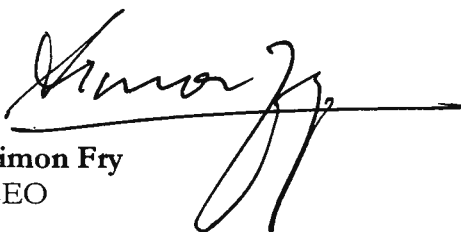
They arrived on-site to find an organisation going through a significant business transformation. Throughout the two day, on-site, fact finding workshop, it became very clear that Glow-Tek's staff were subject matter experts. Information gathered at this stage proved to be invaluable as a baseline, but also challenged our organisation to see if there was a better way of working. And there was.

Through a process of challenge and collaboration in a market space where Glow-Tek had to learn – and learn quickly, the capabilities and professionalism of Glow-Tek impressed not only the engagement team but also the business users and senior management who saw further opportunities to leverage the GloCent platform and Glow-Tek's expertise.

The engagement took longer than we had originally planned, but through no fault of Glow-Tek. This was due to the additional value that we did not anticipate as we implemented GloCent. It became apparent that we could also use the information contained within GloCent to capture accurate, timely Management Information. This facilitated improved business planning, enabled the effectiveness of sales strategies to be monitored very closely and was invaluable with operational activities, which previously had been a manual process. The ROI was immediate (reducing quarterly business activities from 4 weeks of effort to 4 days).

I would have no hesitation in engaging with Glow-Tek in and around the ICM space and I look forward to working with Glow-Tek again.

Regards,



**Simon Fry**  
CEO

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