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## ISCO International, Inc. Q3 2008 Earnings Call Transcript

### Question-and-Answer Session

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**Operator**

(Operator instructions) Mr. Mark Tanowski [ph], your line is open.

**Mark Tanowski**

Good morning, Gordon.

**Gordon Reichard**

Good morning, Mark.

**Mark Tanowski**

And Gary.

**Gary Berger**

Good morning.

**Mark Tanowski**

Couple questions for you, please. You talked about the new directive for your sales force here to go out and demonstrate the value propositions for our hardware products that there is an ROI that we need to stick in their face and that will convince them. I guess if you look back and listen to a couple of conference calls before you got here, Gordon, we were hearing the same thing that the hardware product that ISCO has fills in the perfect storm, it saves the customer money, obvious things. And so in trying times of a tough economy, I would think that these things would sell themselves than if the customer can actually save money by not having to spend for future deployment or can get more out of what they have by using our products. So, while I agree with you that, yes, this is a good thing, I'm not seeing a whole lot of change between the argument that you are going to use to try to sell the product and the same argument that we've been using for the last three or four years. And so therefore I ask, how is it that trying to sell using the same basis is going to be any different than the results we've seen before?

**Gordon Reichard**

Well, Mark, I'll try and be as concise as possible. It's hard for me to speak about the past. Amr and I – and you are all aware of Amr. Amr has been with the company a long time. He keeps me

fully informed and briefed on things that have occurred in the past and things that haven't occurred in the past. I can't speak first hand other than what I here my Amr what has really occurred and what really has not occurred. What I can tell you is, it seems to be from my personal engagements with customers, for whatever reason, we are getting good reception from the messaging, from the approach that seems to be new when we talk to these customers. So we're also hopeful for the next generation product because again the price point on that product, we haven't set the final pricing. The new product is different, like the DIF product, but that new price point could also open up some opportunities. But I guess at the end of the day, selling or engaging in these type of sales where you sell is very difficult. It takes a certain type of sales person and the – it takes all the materials and all the support behind that sales person to be there for that type of sale to come off. So I guess my short answer to my long explanation is, I can't speak to what has occurred in the past. I can only speak to what we are putting in place now, which seems to be new, and that I'm personally validating that the message seems to be making sense. It seems to be fresh when I'm talking to these customers.

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