

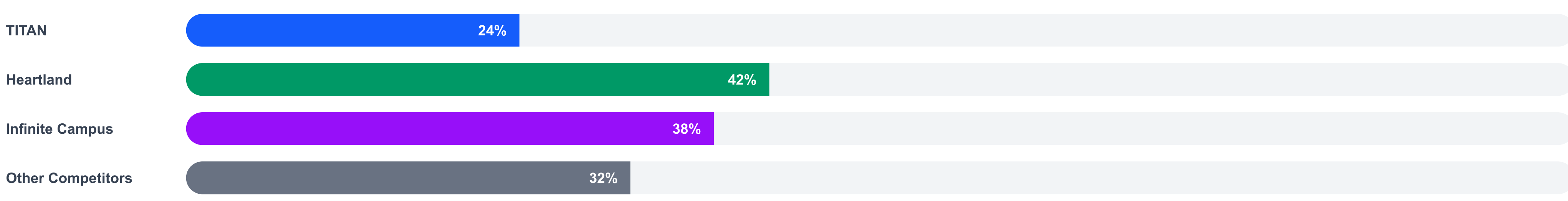
K-12 Software Ecosystem Strategy Analysis

Executive-level competitive positioning, market penetration analysis, and strategic opportunity mapping across nutrition, finance, and administrative software platforms.

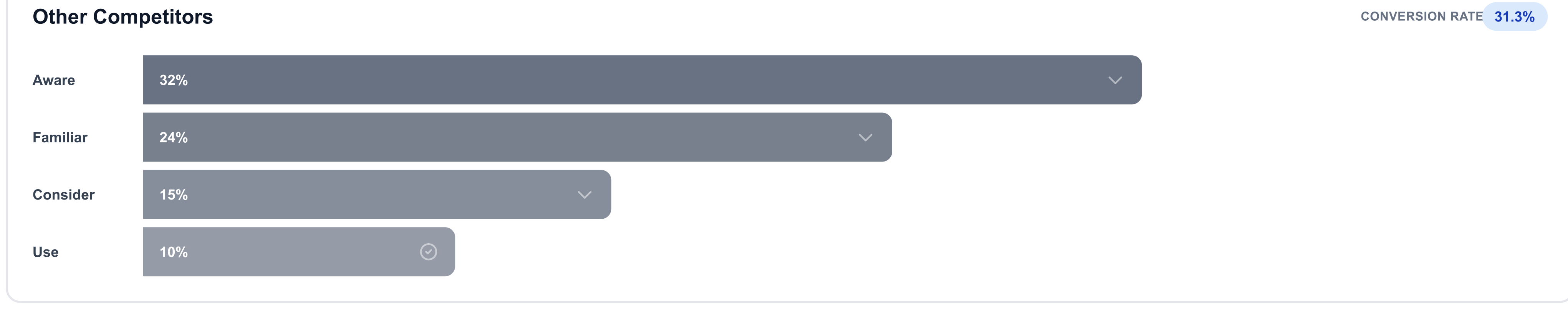
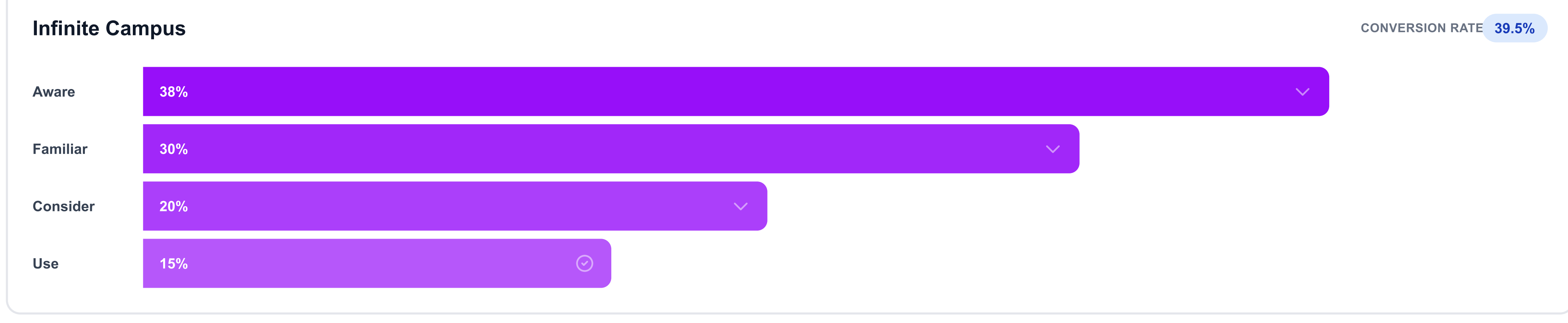
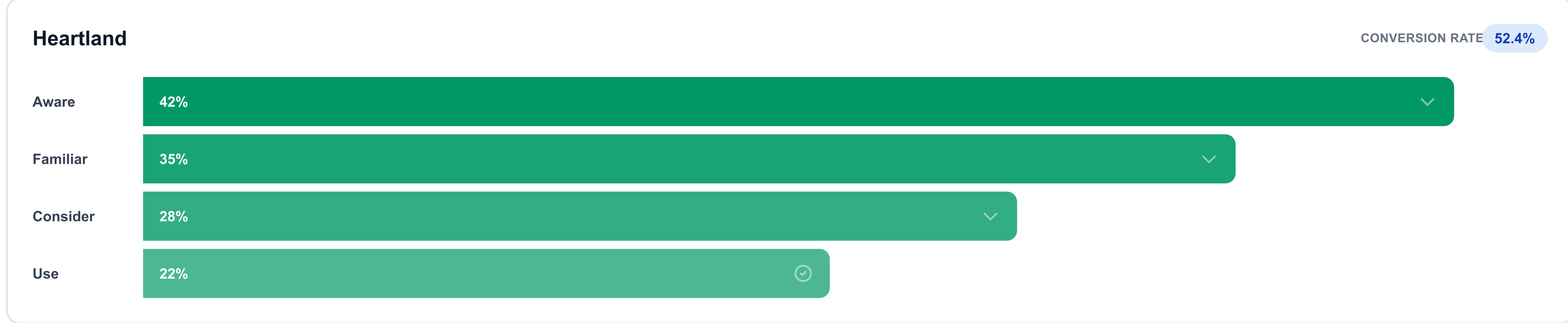
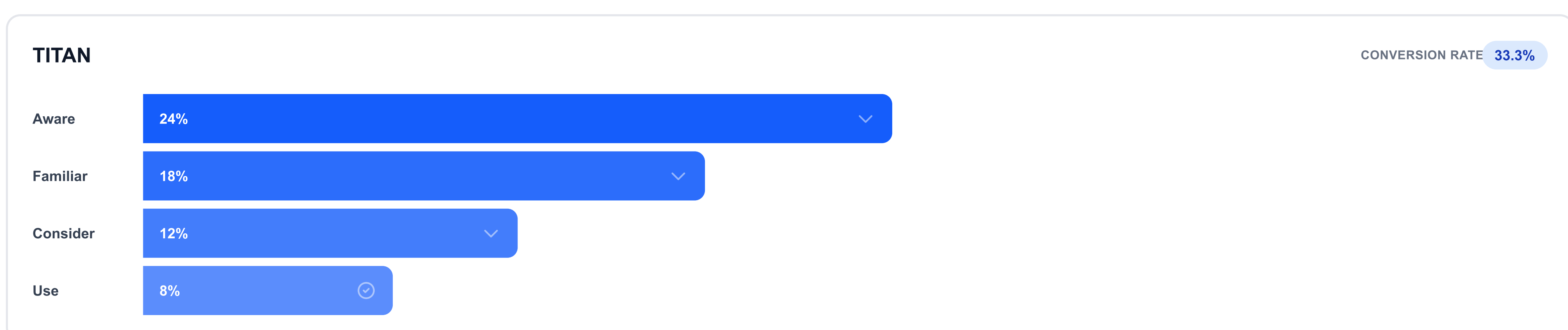
Visualization 1: Brand Awareness & Conversion Funnel Comparison

Survey Data

Total Brand Awareness



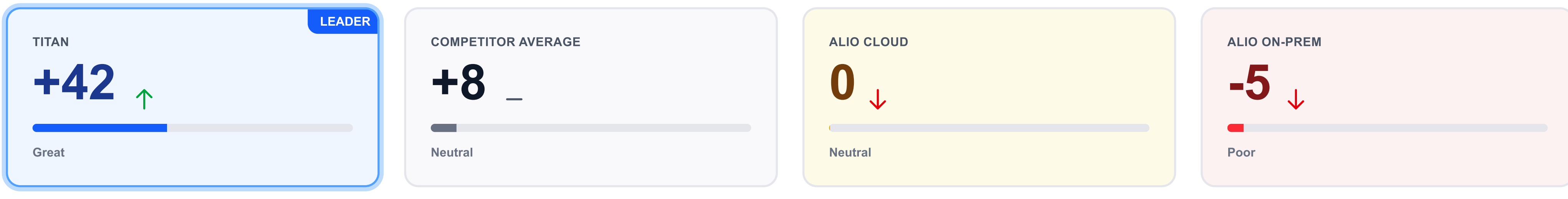
Conversion Funnel Analysis



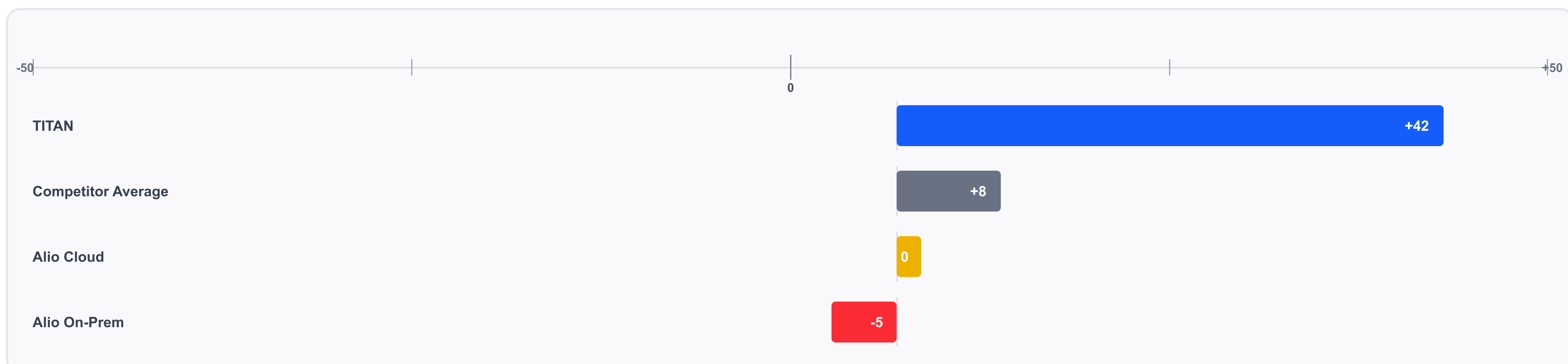
TITAN Gap: 18% awareness deficit vs. market leader Heartland
Conversion Challenge: TITAN shows steepest drop-off at "Familiar → Consider" stage
Opportunity: Improve brand familiarity to close awareness-to-consideration gap

Visualization 2: Net Promoter Score Benchmarking

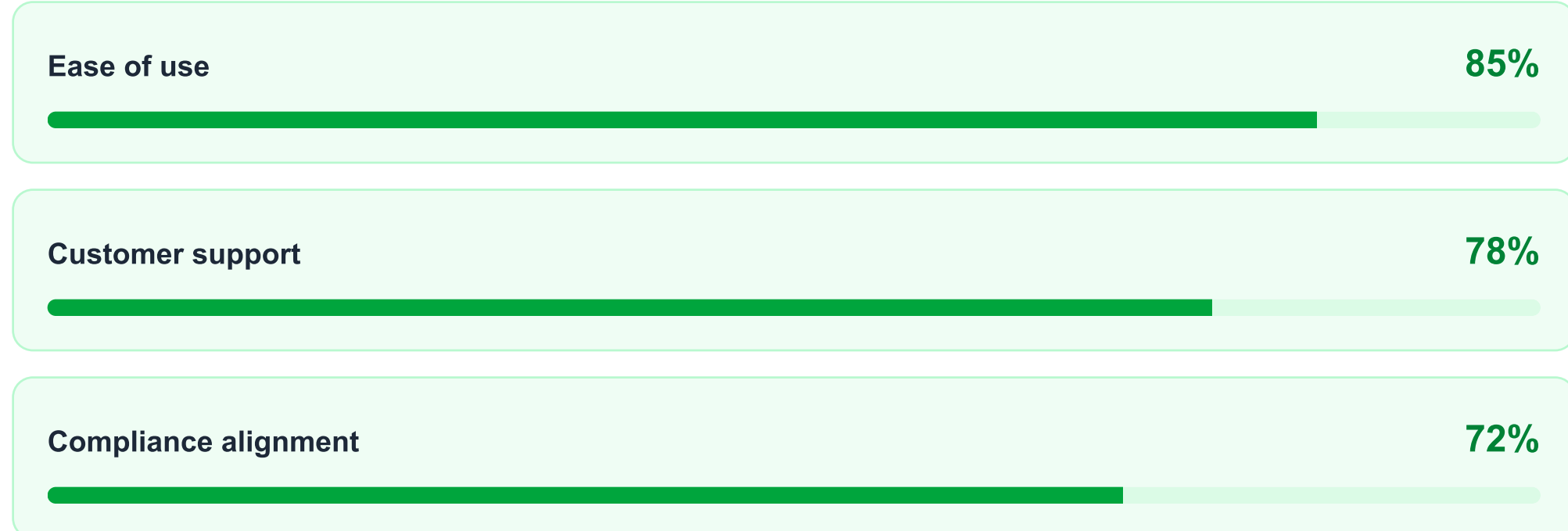
Industry Benchmark



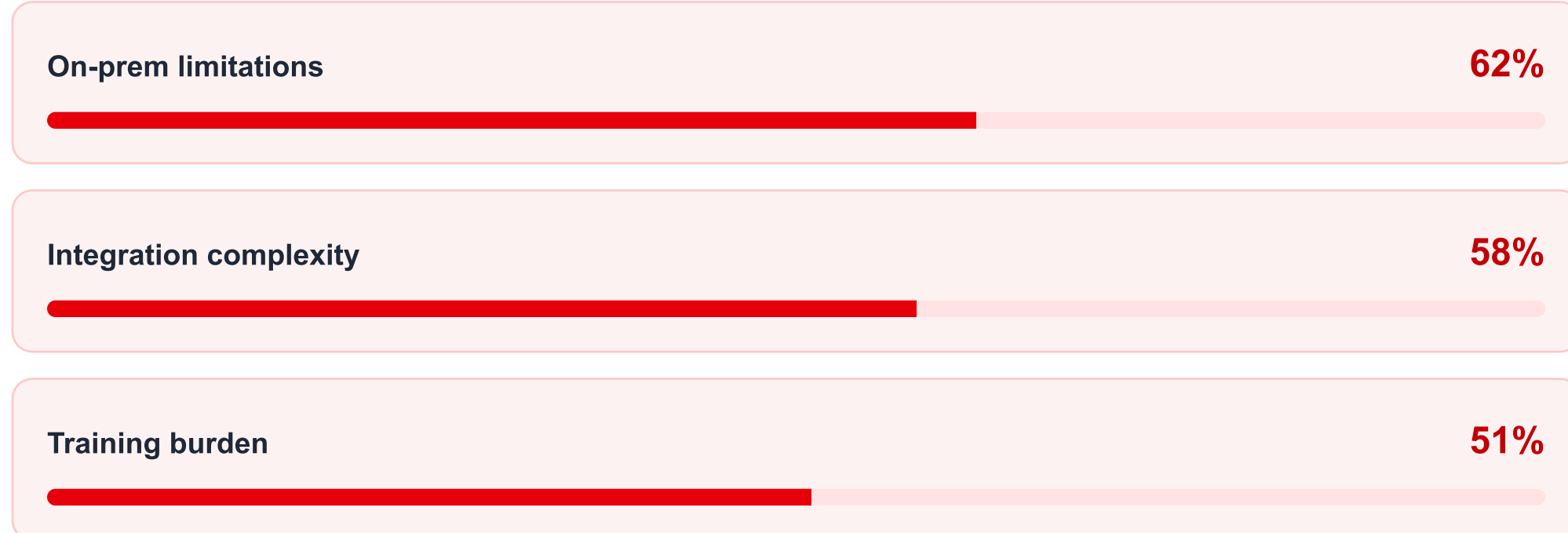
NPS Comparison Chart



Positive Satisfaction Drivers



Dissatisfaction Drivers



TITAN Leadership: +42 NPS leads all competitors by 34 points, demonstrating strong customer advocacy
Alio Challenge: On-prem version at -5 NPS reflects deployment model friction
Strength: Support: Customer support drives 78% positive sentiment, key differentiator

Visualization 3: Feature Capability Comparison Matrix

Legend: Advantage (Green), Parity (Yellow), Gap (Red)

SECTION A: TITAN Nutrition Platform Comparison

Feature Category	TITAN	Heartland	Infinite Campus
Menu Planning	Advantage	Parity	Gap
Inventory Management	Advantage	Parity	Parity
POS	Parity	Advantage	Parity
Reporting & Analytics	Advantage	Parity	Gap
Compliance Support	Advantage	Advantage	Parity
Summary	3 Advantages 1 Parity, 1 Gap	2 Advantages 3 Parity	0 Advantages 3 Parity, 2 Gaps

SECTION B: Alio Finance/HR Platform Comparison

Feature Category	Alio	Competitor A	Competitor B
Financial Management	Advantage	Parity	Parity
HR Management	Parity	Advantage	Parity
Applicant Tracking	Gap	Advantage	Advantage
Payroll	Advantage	Parity	Gap
Performance Management	Gap	Advantage	Parity
Summary	2 Advantages 1 Parity, 2 Gaps	3 Advantages 2 Parity	1 Advantage 3 Parity, 1 Gap

TITAN Strength: Strong lead in Menu Planning, Inventory, and Reporting capabilities
Alio Gaps: Missing Applicant Tracking and Performance Management features
Competitive Parity: Most categories show feature parity across platforms

Legend & Methodology:
 Advantage: Superior features, market differentiation, or demonstrated customer preference
 Parity: Comparable feature set with no meaningful differentiation
 Gap: Missing features, limited functionality, or negative customer feedback

Visualization 4: Market Penetration by State

Real States

TITAN Penetration Heat Map



Key Strategic States

TX Texas TITAN: 8% Colyar Present	5-10%
NY New York TITAN: 4% No Colyar	0-5%
VA Virginia TITAN: 15% Colyar Present	10-20%
MN Minnesota TITAN: 12% Colyar Present	10-20%
AR Arkansas TITAN: 22% Colyar Present	20%+

High Opportunity States

TX Texas ✓ Colyar Present + Low TITAN Penetration	8%
IL Illinois ✓ Colyar Present + Low TITAN Penetration	7%
OH Ohio ✓ Colyar Present + Low TITAN Penetration	9%
WA Washington ✓ Colyar Present + Low TITAN Penetration	8%

Expansion Strategy: States with high Colyar presence + low TITAN penetration represent immediate cross-sell opportunities through existing customer relationships.

12 States >10% Penetration | **11 States with Colyar Presence** | **6 High Opportunity States** | **38 Expansion Target States**

Arkansas Leadership: 22% penetration in Arkansas represents highest market share nationally
Cross-Sell Opportunity: 6 states have Colyar presence with <10% TITAN penetration
Large Market Gap: Texas, New York, California represent significant untapped potential