




IndustryGeniuses

EMEA GROWTH PARTNERS FOR APPEXCHANGE ISVS



A woman with long, wavy brown hair, wearing a white button-down shirt, is seated at a dark wooden desk. She is smiling and looking towards a laptop on the desk. She is holding a white ceramic mug with both hands. Her right hand is on the laptop's trackpad. The background is softly blurred, showing what appears to be an office or home workspace with shelves.

***“B2B digital leaders drive
five times more revenue
growth than their peers”***

McKinsey Insights



FOREWORD

I would like to thank you for taking the time and learning more about IndustryGeniuses. We are at an inflection point in human history that parallels industrial revolution. The digital economy of the next decade will create unprecedented opportunities with new business models for every industry.

At IndustryGeniuses we are developing a digital go to market platform where industries meet innovation. We partner with Salesforce AppExchange ISVs who are at the forefront of delivering industry tailored next generation use cases.

The old traditional methods of driving B2B go to market and reaching Customers are now obsolete. ISVs who use tech-enabled digital strategies to drive stakeholder outreach are the winners of the new era. Our GTM platform brings industry decision-makers, ISV start-ups, Salesforce and System Integrator teams all under the same umbrella. This creates unprecedented value for all stakeholders.

*Put it simply, **"We are delivering a new way of go to market"**.* For AppExchange ISVs who are looking to scale and grow globally across EMEA, we are the perfect partners. My team and I would welcome the opportunity to connect and demonstrate the holistic value of our proposition.

I look forward to embarking on my next partnership.

Zeeshan Idrees

CEO | IndustryGeniuses





OUR VALUES

We have three simple values that guide each one of us as we engage with each other, our customers, our partners and our local communities.

COMMITMENT:

We will always commit to what we propose and promise

CREATIVITY:

We will offer innovative solutions that produce real results

COMMUNITY:

We will serve our communities in an ethical, diverse and inclusive way





OUR SOLUTION



Introducing
C3 Go To Market Model
for ISVs to Scale and Grow

Industry Sales Plays
Account Based Marketing & Selling
PipeGen Campaigns
Deal Support

Webinars
Industry Blogs
Newsletters
C-Suite Roundtables
Use Case Marketplace



Innovation Lab
Digital Apps
Product Development Organisation (PDO)

Collaborate with Salesforce, SI and Complementary ISVs
Connect with Industry Decision Makers
Generate Pipe and Close Deals
Build Great Products



OUR EXPERIENCE

Our team has supported over 300 tech start-ups and brands to grow over the past decade

1

CUSTOMER REVIEWS

World class customer reviews ISV turned to us for developing its Go To Market proposition for the **EMEA** region.

We delivered industry collaterals, supported with geographic expansion in Europe and C-suite outreach campaigns

2

MULTICHANNEL LOYALTY

A large food retailer was looking for next generation loyalty program.

We teamed up with a global system integrator and loyalty software player to deliver personalized loyalty solution. This became the basis of Loyalty PoV for EMEA GTM

3

DIGITAL CONTACT CENTRE

We partnered with a SaaS player to develop its digital contact centre proposition for the Healthcare industry.

Our focus was to develop sales plays and run account based marketing campaigns. This led to a large win within the first 90 days





OUR FOCUS

Our primary focus is to drive GTM across EMEA



**EMEA
2B+ People**

**EMEA
GO TO
MARKET**

UK AND IRELAND

GERMANY

FRANCE

BENELUX

NORDICS

**ITALY, SPAIN
AND PORTUGAL**

**UAE AND
SOUTH AFRICA**

POLAND

COUNTRY TAILORED GO TO MARKET STRATEGY

THANK YOU

FOR FREE GTM ASSESSMENT, PLEASE CONTACT:



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