

NAVIGATING CLOUD GTM, ACCELERATING YOUR GROWTH



> WHO WE ARE

At Northbound Solutions, Inc., we specialize in Cloud GTM advisory and solution services, focusing on empowering software builders and channel partners to unlock new revenue streams with hyperscale partner programs and cloud marketplaces.

Our mission is to empower clients with tailored, results-driven Cloud GTM strategies. Leveraging deep industry expertise, we help navigate cloud ecosystems, develop high-impact partner programs, and unlock new revenue streams.



> OUR SOLUTIONS

Deliver clearly defined outcomes through a collection of solutions designed to address the most common challenges of activating the Cloud GTM motion.

Our team has deep experience across the GTM engine - sales, partnerships, revenue operations, and more. We exist for your success, full stop.

OUR COMMITMENT TO YOU: TRUST, ACCOUNTABILITY, OUTCOMES

Our success is measured by your growth, and we're committed to delivering tangible, sustainable results to your organization.

> OUR SOLUTION WHEEL

Crafted to overcome the most common challenges in activating the Cloud GTM motion, our Solutions are always tailored to the circumstance of each customer, as not two journey's to Cloud GTM are the same.



Designed to deliver specific outcomes over a 1-6 week period. Each workshop has a rhythm - prep, delivery, outcomes.

From \$5,500 one-time



Designed to help operationalize some or all of your Cloud GTM system. Each program is designed to extend a 3 - 12 months duration.

From \$1,100 per month



A fully managed service to assume some or all of the activities around co-sell management, listing maintenance, and private offers.

From \$3,300 per year

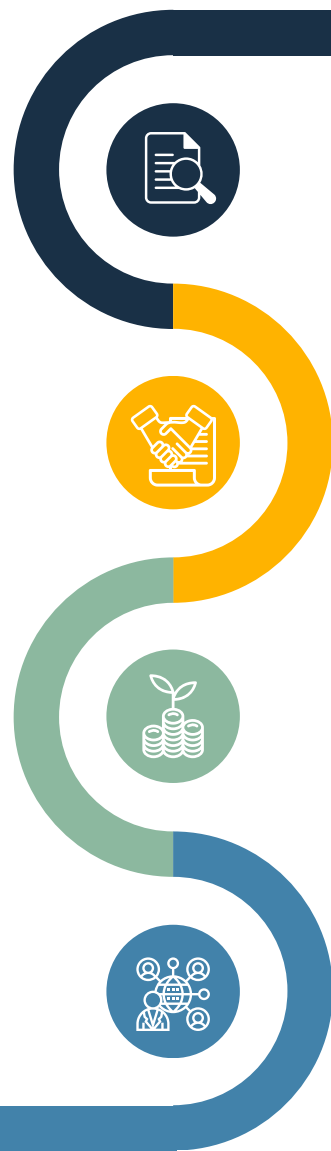
> TYPICAL OUTCOMES

Plans, enablement, positioning, and progress assessments are core to each Solution. We engage with you around firm outcomes - the most important of which: **transactions**.

4 ESSENTIAL STEPS TO MAXIMIZE IMPACT FROM YOUR CLOUD GTM SYSTEM

Activating a Cloud GTM program is a team sport. Success requires thoughtful planning, executive commitment, proactive communication, and execution excellence.

Consider these steps as the foundational layer of your execution plan. Review our [“Cloud GTM Value Framework”](#) for further details about the high impact components of a successful Cloud GTM System.



Measure Business Impact

Before activating your Cloud GTM system, assess the process change implications as well as the revenue growth opportunities. Quantify the ROI and measure KPIs.

01

Agree on a Sound Strategic Plan

Build a Cloud GTM strategic plan and align with the executive and functional leads. Staff and budget appropriately and activate with conviction, measuring aggressively.

02

Activate and Improve

Enact your plan for stakeholder enablement, sales understanding, field activation, and continuous improvement.

03

Activate Co-Sell and Partner Motions

Engage with purpose and persistence on these motions as you activate and embed Cloud GTM work flows into the GTM system.

04

