

[Client] & Sales Innovator

Objective: help [Client] research its clients and prospects so that every conversation opens a growth opportunity its own platform can enable — turning seven wins a year into a repeatable demand engine across its partner channels.

Prepared for [Client] Pty Ltd, Sydney · Prepared by Sales Innovator (www.salesinnovator.ai) · With a human-centred design partner · 13 September 2026

Market Context

What the public record establishes about [Client] today, and why each fact matters to this opportunity. Sourced and dated; gaps are marked as gaps.

No annual report, investor materials or published financials. [Client] ([Client] Holdings Pty Ltd) is privately held; site pages, terms and third-party profiles carry no revenue, customer-count or target disclosure ([client].com, accessed September 2026; LinkedIn company profile, accessed September 2026).

Why it matters: every number in this document that describes your business must come from you or be marked [to confirm]. We have marked them.

Positioning is horizontal, not vertical. "The world's premier Video Intelligence Platform", built to "productionize computer vision technology" and run "any video analytics use case in any industry" ([client].com and LinkedIn, accessed September 2026).

Why it matters: a platform that can do anything is bought one use case at a time unless someone writes the buyer's wider growth case for them.

Stated differentiation is against point solutions. The site contrasts [Client] with "camera-side or point solutions — which typically focus on one video analytics challenge per deployment" ([client].com, accessed September 2026).

Why it matters: that claim is only won in the sales conversation, because the platform advantage is commercial, not visible in a demo.

A Model Store already exists. A "secure marketplace for customers, partners, and independent machine learning experts to share quality-controlled computer vision models" (MarkTechPost, December 2022).

Why it matters: the supply side of a platform is built. The demand side — a business case per model — is not.

A live, multi-layer partner ecosystem. [Partner A] Technology Integration Partner Program, reaching partners in 50 countries ([newswire], May 2023); [Partner B] OEM Solutions bundling ([Partner B] customer reference, updated May 2026); [Chip vendor] [programme] and [programme] (August 2022); [Partner D] collaboration ([trade press], March 2025); [University] AIoT hub and satellite office (July 2022); [Partner C] referral and services agreement (December 2022).

Why it matters: distribution is not your constraint. Conversion at the end of that distribution is.

The Partners page states the ecosystem is still being built. "Actively building a partner ecosystem" across camera and VMS vendors, infrastructure, AI developers, systems integrators and consulting firms ([client].com/partners, page dated 26 February 2026).

Why it matters: new partners will amplify whatever sales motion exists today, including its weaknesses.

The published outcome metric is technical, not commercial. "Over 95% accuracy" is the headline number in market ([Partner D] success story, accessed September 2026); no payback, ROI or revenue-impact figure is published anywhere.

Why it matters: accuracy convinces an engineer. It does not release capital from a CFO.

Seven new clients closed in the twelve months to September 2026, and growth needs to accelerate (Seller, observed 13 September 2026).

Why it matters: this is the only number in this document that describes the size of the gap, and it is the number the rest of the analysis is built on.

The promise

In your own published words: to "transform existing CCTV systems into sources of actionable insights without the need for coding or computer vision expertise" ([client].com/about), and to make "video data actionable in the enterprise" (LinkedIn,

accessed September 2026). The Walk below tests that promise against what buyers actually experience.

SWOT — first draft, for validation with you

STRENGTHS (INTERNAL)

- Production-grade, multi-model, multi-source platform rather than a single-use appliance ([client].com, accessed Sept 2026).
- Model Store marketplace already operating (MarkTechPost, Dec 2022).
- Tier-one technology validation: [Partner A], [Partner B], [Chip vendor], [Partner D], [University] (2022–2026 sources above).

WEAKNESSES (INTERNAL)

- No published commercial outcome evidence — only accuracy ([Partner D] success story).
- Seven wins in twelve months against an ecosystem built for many multiples of that (Seller, observed 13 Sept 2026).
- No public customer-voice footprint found on any review platform (research pass 3, accessed Sept 2026).

OPPORTUNITIES (EXTERNAL)

- [Partner A] channel reach into partners across 50 countries, currently carrying two named solutions ([newswire], May 2023).
- Government and national security segments explicitly targeted with "optimise operations" and public-safety outcomes ([client].com industry pages).
- Third-party model developers as an expanding supply of new use cases (Model Store, MarkTechPost, Dec 2022).

THREATS (EXTERNAL)

- Commoditisation by camera-side analytics, the comparison your own site already names ([client].com).
- Buyer procurement that frames video analytics as a security line item rather than a growth investment [to confirm — no buyer evidence available].
- Partner attention is finite: channel partners promote what converts (inference from [Partner A] programme structure, May 2023).

What the SWOT reveals about core purpose: [Client] believes it creates value by removing the technical barrier to computer vision. The evidence suggests the remaining barrier is no longer technical — it is commercial. That belief is what the Walk tests.

1. Serendipity Walk

Your business as your customers experience it: where the promise is kept, where it slips, and what bugs them.

a. Are you delivering the experience and value you promise?

The promise is kept on the technical side. A buyer who arrives with a defined problem — count people, read plates, watch a platform edge — gets a working, governed, no-code deployment on hardware they may already own, backed by names their own IT function respects. That is rare and it is real.

Where it slips is one step later. The promise says "actionable insights". The buyer's word is "action", and action inside their organisation means someone signs for capital. Nothing in the public material tells that buyer what the action is worth. They must build the business case themselves, in a language your platform does not speak back to them. **Moments that Matter:** the first enquiry, where the conversation turns to cameras, streams and models within minutes; the pilot sign-off, where 95% accuracy is proved and payback is not; and the expansion meeting twelve months later, where the buyer renews the one use case they originally imagined because nobody showed them the second.

b. Unaddressed gaps you could serve

Your buyers are not trying to get video analysed. They are trying to get an operations budget approved, a safety obligation discharged, or a store's conversion rate lifted. The job they are really doing is building an internal argument. Nobody in your ecosystem serves that job: [Partner A] sells cameras, [Partner B] sells hardware, [Chip vendor] sells compute, and the Model Store sells models. The offering is commodity at the infrastructure layer and niche at the outcome layer — and the outcome layer is unoccupied.

c. What irritates them — the Customer Bug List

The Customer Bug List — first draft

#	What bugs them, in their words	Where	Source and date	To test on the Walk
1	"Seven clients in a year, and we need to move faster than that."	Buying journey (own sales motion)	Seller, observed 13 September 2026	Which of the seven came inbound, which via a partner, and which via direct outbound — and how long each took.
2	"No coding or computer vision expertise needed — but I still had to write the value case for my CFO myself."	Buying journey	Unverified hypothesis; no public review corpus exists for [client].com (research pass 3, accessed September 2026). Drawn from the mission wording on [client].com/about.	Ask each of the seven clients who actually wrote the internal business case, and how long it took them.
3	"I bought people counting. I didn't know what else the platform could do."	Product	Unverified hypothesis; [Partner A] programme names People Counting and Vehicle Counting as the accessible solutions ([newswire], May 2023).	Ask an [Partner A]-sourced client how many models they run today versus at go-live.
4	"The pilot proved accuracy. It didn't prove payback."	Service	Unverified hypothesis; 95%+ accuracy is the only published outcome metric ([Partner D] success story, accessed September 2026).	Ask whether any pilot carried a commercial success criterion, and who set it.

#	What bugs them, in their words	Where	Source and date	To test on the Walk
5	"Nobody asked what my customers experience. They asked about my cameras."	Buying journey	Unverified hypothesis; site and partner material is camera, VMS and infrastructure led ([client].com/partners, page dated 26 February 2026).	Submit an enquiry through the site and count the questions about infrastructure versus the questions about outcomes.

This list is shorter than it should be, and honestly so: no public review footprint could be confirmed for [client].com on any platform, so four of five entries are hypotheses to test rather than findings. Public reviews over-represent the furious and the delighted in any case; the ordinary friction that costs the most money is described by neither, and the seller's own Walk is where it is found.

2. Challenger Statement

One researched, quantified claim about your business that reframes where the growth is.

Your growth for the next eighteen months is not in the next video analytics use case; it is in the seven accounts you have already won and the partner channels already carrying your software — the first increment alone is worth roughly 2.6 additional client wins a year at your current close base, plus the expansion sitting unclaimed inside the seven; and a repeatable growth case written in your buyer's language rather than your platform's is how you take a share of it.

The arithmetic — an illustration, not a forecast

Base: 7 new clients closed in the twelve months to September 2026 (Seller, observed 13 September 2026).

Uplift factor: 37% more sold per seller across a 30-seller enterprise technology sales programme (Sales Innovator programme data, vendor-reported, unaudited).

$7 \times 1.37 = 9.6$ wins, i.e. **+2.6 wins per year**. Revenue effect = $2.6 \times$ average first-year contract value [to confirm — not disclosed publicly]. Expansion value inside the existing seven [to confirm — requires your account data].

The uncomfortable part is not the number, it is where it points. You have built the supply side of a platform with unusual discipline: a marketplace of quality-controlled models, hardware through [Partner B], compute through [Chip vendor], distribution through [Partner A] into 50 countries, an enterprise OS partner in [Partner D] and a research pipeline at [University]. Every one of those adds capacity to deliver use cases. Not one of them adds capacity to *find* them inside a client's business. The published record contains one outcome number, and it is an accuracy figure.

What continuing costs you: each new partner you sign multiplies a conversion engine that produced seven wins last year, so the ecosystem dilutes rather than compounds — and every account that renews on its original single use case quietly sets your ceiling in that account at the first thing the buyer happened to imagine.

3. Growth Strategy — Four Enablers

The four moves, enabled by Sales Innovator, that make the claim achievable, each tied to a growth outcome.

The opportunity

Today [Client] competes in the video analytics market, where the comparison is accuracy, latency and price against camera-side solutions — a position your own site already names as the fight you are in. The better position is adjacent and largely uncontested: the company that arrives with the client's growth case already written, and uses video as the mechanism that delivers it. That market is not scored on accuracy, because the buyer is not an engineer. It scales existing revenue through faster conversion, opens new revenue inside accounts you already hold, lowers cost of sale by making partner channels self-sufficient, and makes the platform-versus-point-solution argument commercially visible for the first time.

SCALE EXISTING BUSINESS & INCREASE REVENUE

1. The buyer's growth case, in five minutes

Serves your stated aim to "make video data actionable in the enterprise". Sales Innovator Intelligence reads a prospect's annual report, competitor set, industry data and product portfolio and returns a structured, tailored Point-of-View. Vendor-reported: about five minutes against the two to three weeks the same work takes manually, across a 30-seller enterprise programme. Moves the claim's uplift factor: +2.6 wins on a base of seven.

DEVELOP NEW REVENUE STREAMS

2. Expansion inside the seven

Resolves Bug List entry 3 — clients who bought one model and never learned what else the platform could do. A Point-of-View per existing account surfaces the second and third use case in the client's own commercial language. Vendor-reported from the same programme: 30% more strategic long-term partnerships, with substantial identified upsell value across them. Target: an expansion figure per account where none is currently measured.

INCREASE COMPETITIVENESS

3. The Serendipity Walk, applied to your buyer's journey

Directly answers the differentiation you claim against "camera-side or point solutions". Your sellers, with our human-centred design partner, walk the client's own customer journey and build a Customer Bug List for *them* — the thing a point-solution vendor structurally cannot do, because it only sees one camera's worth of the business. Resolves Bug List entry 5. Converts a platform argument into a demonstrated one.

REDUCE COSTS

4. Preparation as channel currency

[Partner A] partners in 50 countries currently carry two named [Client] solutions. Give those partners a generated Point-of-View per end-customer and they sell a growth case, not a counting module, at no additional [Client] headcount. Vendor-reported: preparation that was rationed to two or three flagship accounts becomes available for every meeting. Lowers cost per qualified opportunity across the [Partner A], [Partner B] and [Partner C] channels.

WHY THIS IS FUNDABLE

Quantified problem: seven wins in twelve months against an ecosystem spanning five tier-one technology partners and 50 countries of channel reach. **Quantified opportunity:** +2.6 wins per year at the vendor-reported uplift, plus unmeasured expansion inside the existing seven.

Mechanism: revenue, via conversion rate and account expansion, at software-level cost. The revenue figure depends on your average contract value and current expansion rate, neither of which is public; without those two inputs the commercialisation case is directional, not final.

4. Open Innovation & Platform Strategy

How partners and platform thinking take this beyond one project into scalable, lasting advantage.

Ecosystem map — first draft

Role	Who	Status	What they contribute	Source
Camera / VMS vendor	[Partner A]	Live	Technology integration programme; access to partners and customers in 50 countries; People Counting and Vehicle Counting distributed	[newswire], May 2023; [Partner A] partner finder, updated August 2026
Hardware OEM	[Partner B] OEM Solutions	Live	Preferred OEM vendor; Hardware bundling plus premium support	[Partner B] customer reference, updated May 2026
Compute / vision AI ecosystem	[Chip vendor] [programmes]	Live	Vision AI programme membership, compute technology, startup ecosystem access	[Chip vendor] [programme] announcement, August 2022
Enterprise OS / infrastructure	[Partner D]	Live	Platform enhancement collaboration; published joint success story across retail, transport, government	[trade press], March 2025; [Partner D] success story
Sovereign cloud	[Sovereign cloud provider]	Announced	Sovereign, environmentally focused Australian compute for enterprise-wide visual computing	Company and press material, accessed September 2026
Research partner	[University research partner]	Live	Shared R&D under NDA, ML model development, satellite office on Innovation Campus	[news outlet], July 2022

Role	Who	Status	What they contribute	Source
Services / referral	[Partner C]	Live at time of reporting	Referral and services agreement around the platform; data consulting delivery capacity	MarkTechPost, December 2022
Complementors (supply)	Independent ML experts and partners on the Model Store	Live	Quality-controlled third-party computer vision models	MarkTechPost, December 2022
Customer segments	Government, national security, retail, transport, manufacturing, hospitality, car parks	Live	Demand; operational, safety and efficiency outcomes	[client].com industry pages; [Partner D] success story
Potential partners	Systems integrators and consulting firms; human-centred design and value-selling partners	Potential / being recruited	Journey design, business-case creation, demand-side capability	[client].com/partners, page dated 26 February 2026

Built from what is public. It will miss the partnership nobody announced — which is usually the one worth asking about.

The open innovation play

Both directions are already in motion, and both are supply-side. **Insource:** the Model Store brings third-party IP in, extending your catalogue without your R&D budget; [University] brings research capability you would otherwise hire. **Outsource:** [Partner A] carries your IP into 50 countries and [Partner B] bundles it with hardware, taking your product to customers you will never meet. What neither direction currently brings in is demand-side capability — the ability to identify, for a given end-customer, which of those models is worth money and why.

That is the exchange on the table. Sales Innovator contributes the method and the preparation engine; our human-centred design partner contributes the journey mapping that grounds it in observed behaviour; [Client] contributes the platform, the account access and the channel. Each side earns from the same currency: qualified, quantified use cases. A cross-industry parallel would strengthen this section, and the research could not source one for this sector — noted as a gap rather than filled [to confirm].

The platform play

You already run a two-sided market. Sellers are the model developers and integration partners; buyers are the enterprises with cameras. The flywheel that is not turning is the one that matters: more models should mean more use cases, more use cases should mean more accounts, more accounts should mean more developers. It stalls at the second step, because each new model arrives without a business case attached, and a model without a business case cannot be bought. Attach a generated Point-of-View to each Model Store listing — the outcome it enables, the number it moves, for which segment — and the marketplace becomes self-marketing: partners contribute the products, the business cases attract the buyers, and your R&D and sales costs stay flat while participation grows. That is where our capability sits: as the demand-side infrastructure of a supply-side platform you have already built.

Applicability and readiness — honestly

Already running a technology ecosystem? Yes. Model Store, [Partner A] and [Chip vendor] programme memberships and an OEM bundle place you well past the first step; this is not a leap for you, it is the missing half of something operating.

Absorptive capacity: unclear from public signals. Partnerships are live rather than merely announced, and a satellite office at [University] is real commitment. What cannot be seen is whether an idea originating outside the company has ever reached production, who owned it when it did, and whether partnerships have an owner with budget and authority. Those questions are routed to discovery.

The caution: a 2026 study of Russell 3000 firms (Zeng et al., *Applied Economics Letters*) found open innovation as a whole has no effect on financial performance. Gains appear for technology and platform ecosystems, only where the firm can absorb what it brings in, and several practices follow a U-shaped curve — falling before they rise, turning positive only above a threshold of real engagement. Half-committed open innovation costs more than doing nothing.

Declared alignment: that finding favours exactly what Sales Innovator sells. We state it here rather than let you discover it later. And because we sell method and preparation rather than a product you install, our proposition is not "adopt open innovation" — that is the general case that tested null. It is to get you past the threshold, build the capacity to absorb, and say in advance that the trough is expected and what holding nerve through it requires.

Ecosystem selling: this strategy is co-built. Sales Innovator brings the method, the evidence base and the preparation engine; the human-centred design partner brings behavioural research and journey definition for your end-customers' customers. You should hear one strategy, not two pitches — and the Walk in enabler 3 is where the two meet.

5. Persona Story

One composite person living the change, before and after, told in the six beats of a business story.

Persona: Dan Whitlock, 41, enterprise account executive at [Client]. Eleven years selling infrastructure software, two years selling this. Values being taken seriously by people more senior than him.

Setting: a Sydney apartment kitchen, 9.40pm on a Tuesday, and a boardroom on Collins Street at 8.30 the next morning.

Challenge: he has ninety minutes with the executive team of a state transport authority and nothing to say that their incumbent could not also say.

The annual report is open on his laptop. Two hundred and twelve pages. He has read eleven of them. Somewhere in there is the reason this authority would spend money, and he knows it, and he also knows he will not find it tonight, because he has two other meetings this week and a forecast call at seven. So he does what he has done thirty times: he opens the deck. Architecture diagram. Model orchestration. Ninety-five per cent accuracy.

At 8.30 the room contains a chief operating officer, a finance director and a safety executive. By 8.50 the only person still asking questions is the IT manager at the far end of the table, and his questions are about camera compatibility. Dan answers them well. He always does. He drives back to the airport having had a good technical meeting, and books a follow-up with the IT manager, and knows exactly what has happened: he has been handed to the layer of the organisation that evaluates specifications, because that is the conversation he brought.

Four months later, same ritual, different kitchen table. It is 9.40pm again. He types the client's name, his own, and what he is trying to find out. Five minutes later he is reading something he did not know at breakfast: the authority's own published commitment on incident response times, the gap between two of its depots, and the platform capability that closes it. He reads for forty minutes instead of writing for four hours, and he spends the last twenty minutes deciding which of three things he will lead with.

At 8.30 he does not open the deck. He says: you have committed publicly to a response standard, and the pattern in your own reporting suggests one depot is carrying the failure. The safety executive stops looking at her phone. The finance director asks what it would take to prove it in one location. By 9.15 the conversation is about whether a proof can be run before the next board cycle, and the IT manager is being asked to comment on feasibility rather than leading the meeting.

The ripple runs further than Dan. His sales director stops seeing single-use-case forecasts and starts seeing accounts with a second and third opportunity mapped. The [Partner A] partner manager who introduced the account now has a story to take to three other authorities. Inside the client, the safety executive has the argument she has been trying to make internally for a year, and the operations crews at the weaker depot get the thing they have been complaining

about fixed. Across a base of seven wins, the vendor-reported pattern is a 37% lift in output per seller — about two and a half extra clients a year, plus whatever the second use case is worth in each account already held.

What was really sold to Dan was not a research tool. It was the experience of being the most prepared person in a room full of people more senior than him.

Dan Whitlock is an illustrative composite, not a real individual. The client organisation is illustrative.

6. Phased Roadmap

A three-phase path from first step to full value, each phase earning the next.

PHASE 1 — CO-CREATE AND PROVE · WEEKS 1–6

Milestones: proposal signed; baseline captured (current win rate, average contract value, expansion revenue inside the seven); Points-of-View generated for five named accounts; journey mapping run with the design partner on one existing client's end-customer experience; [Client] sellers trained on the Walk and the Bug List.

Proof at the end: five Points-of-View taken into live meetings, with a recorded judgement from each seller on whether the conversation reached an executive who controls budget. Baseline numbers fixed so Phases 2 and 3 can be measured against them.

PHASE 2 — PILOT WITH A DEFINED SEGMENT · MONTHS 2–5

Segment: government and national security accounts, where your published positioning and mandated outcomes are strongest.

Milestones: a Point-of-View for every active opportunity in the segment; expansion Points-of-View for the existing seven; the Serendipity Walk run on two client journeys; iteration on what survived contact and what did not.

Proof at the end: movement against the baseline win rate, and at least one second use case sold into an existing account — the first evidence for the expansion half of the claim.

PHASE 3 — SCALE AND EXTEND · MONTHS 6–12

Milestones: Point-of-View capability extended to [Partner A], [Partner B] and [Partner C] channel sellers; a business case attached to Model Store listings so each new model arrives with its demand-side argument; measurement discipline handed over so the capability is yours, not ours.

Proof at the end: cost per qualified opportunity through partner channels, against the Phase 1 baseline, and the demand flywheel running without added [Client] headcount.

Each phase is decided on the proof of the one before it. If Phase 1's five Points-of-View do not change who is in the room, Phase 2 should not be funded, and we will say so.

7. Call to Action

One specific next step, sized to where we are, with a timeframe.

This is what was designed for Dan Whitlock's world: five minutes at a kitchen table instead of four hours, and a room that listens. The question for today is whether [Client]'s seven accounts, its Model Store and its [Partner A] channel can do the same — and if the answer is yes, here is the simplest possible next step.

The ask: sign off Phase 1 as scoped above — Sales Innovator and our human-centred design partner, jointly, against fixed success criteria and your own baseline numbers — **within three weeks of this discussion**, so the five Points-of-View are in sellers' hands before the next quarter's pipeline is set.

Evidence Base

Research date: 13 September 2026. All sources below were drawn on for this document; nothing else was used.

The prospect's own materials: [client].com (home, About, Our Mission, Partners page dated 26 February 2026, Analytics, Investigations, Security, Terms and Conditions, Industries — Government, National Security, Retail, Car Parks), docs.[client].com, [Client] LinkedIn company profile — all accessed September 2026.

Partner and third-party reporting: [newswire] / PRNAsia, [Partner A] Technology Integration Partner Program announcement, May 2023; [Partner A] partner finder listing, updated August 2026; [Partner B] OEM Solutions customer reference, updated May 2026; [Chip vendor] [programme] announcement, August 2022 (article updated August 2025); [trade press], [Client]–[Partner D] collaboration, March 2025; [Partner D] customer success story; [news outlet], [Client]–[University] partnership, July 2022; MarkTechPost profile, December 2022; ITDigest; f6s and ZoomInfo company profiles.

Analyst and academic: Zeng et al., *Applied Economics Letters*, 2026 — open innovation and financial performance across Russell 3000 firms.

Vendor-reported: Sales Innovator programme data from a 30-seller enterprise technology sales engagement (37% more sold per seller; 30% more strategic long-term partnerships; preparation reduced from two to three weeks to about five minutes) — unaudited and self-reported; salesinnovator.ai product and capability pages, accessed September 2026.

Public reviews and social channels: none found. No verifiable customer review profile for [client].com could be confirmed on any major platform (research pass 3, accessed September 2026).

Seller observations: seven clients closed in the twelve months to September 2026, and growth requires acceleration (Seller, observed 13 September 2026).

Research passes unavailable: Pass 2 (industry trends, threats and quantified growth opportunities) — no dated third-party sector sources could be confirmed for this specific company and sector. Pass 3 (customer reviews and social comments) — no public review footprint confirmed. Pass 4 (competitor positioning) — no named comparable competitors could be verified; the differentiation in this document is drawn from [Client]'s own stated contrast with camera-side and point solutions.

Note: Dan Whitlock is an illustrative composite, not a real individual. All calculations shown are illustrations built from sourced inputs, not forecasts.

Prepared by Sales Innovator using Sales Innovator Intelligence from The Sales Innovators' Framework. Discussion document — September 2026.