

## CRATON ISV ADVISORY SERVICES

Craton brings unparalleled expertise to Independent Software Vendors (ISVs), **helping you accelerate customer acquisition and achieve sustainable growth.** With over 15,000 deep industry relationships, we empower ISVs with strategic insights to refine your product-market fit, ensuring your solutions resonate with target audiences. Our guidance extends beyond strategy; **we build robust implementation ecosystems that drive customer outcomes**, laying a critical foundation for long-term success.



**Pipeline  
Generation & Sales  
Enablement**



**Competitive  
Market Analysis**



**Partner & PS  
Enablement**



**Product Roadmap  
Alignment**



**Implementation  
Excellence**



**Talent  
Accelerator**

## PRODUCT EVALUATION & THE FOUR FITS - HOW WE ADVISE OUR CLIENTS

### FUNCTIONAL

DOES THE SOFTWARE MEET  
CURRENT & FUTURE NEEDS?

- What is the functional footprint & options to responsibly extend?
- What is the 3-yr product roadmap vision?
- What are the target use cases & industries?

### TECHNICAL

HOW WELL DOES IT INTEGRATE  
INTO CLIENT ARCHITECTURE?

- How does the product fit in client target architecture?
- What is the integration strategy & API approach?
- What are the performance benchmarks?
- What is the business continuity strategy?

### COMMERCIAL

IS THE PRICING FAIR WITH  
REASONABLE TERMS?

- What is the monetization strategy, entry point & growth strategy?
- What is the 1-5 yr TCO?
- What are the ISV services rates & additional charges?

### INTANGIBLES

DOES THE VENDOR HAVE A  
PROVEN TRACK RECORD?

- Financial risk
- M&A risk
- Resource attrition risk
- Customer success history
- Growth trajectory & health of SI ecosystem
- Strength of exec relationships

For decades, Craton and the Advisor Network have been advising clients in evaluating ISV options and selecting the best fit for their current and future sales and monetization needs. Our experience and approach ensures a thorough, strategic understanding of the ISV landscape, allowing us to provide a clear and comprehensive view of each vendor's capabilities and roadmap. This insight is critical to guiding our clients to solution options that support their long term success.

## Craton Advisor Network - Delivering Outcomes

**Craton's in-house expertise is further enhanced by the broad capabilities of our Advisor Network.**

With over 15,000 deep industry connections and 200 years of combined experience in strategy, technology, operations, and finance, we unite our collective insights to guide businesses through the complexities of the Quote-to-Cash ecosystem, delivering impactful and sustainable results.



Tom Stergios



Kevin York



John McGregor



Lynn Mickleburgh



David Novak



Ted Brookbank



John Stame