Accelerating Growth Industries' “Unify and Grow” Revenue Engine

GTM Solutions × Growth Industries — A strategic partnership for your most critical commercial moment

18% YoY Growth
Board confidence high

7,000+ Customers
Cross-sell headroom

Meridian Risk Live
May 2026 partnership

Window Open
Identity + fraud leadership

Presented by Dan Whitfield, GTM Solutions

Why This Moment Is Different for Growth Industries

Growth is re-accelerating

18% YoY revenue growth — board confidence and investment appetite are real

New CRO is defining the playbook now

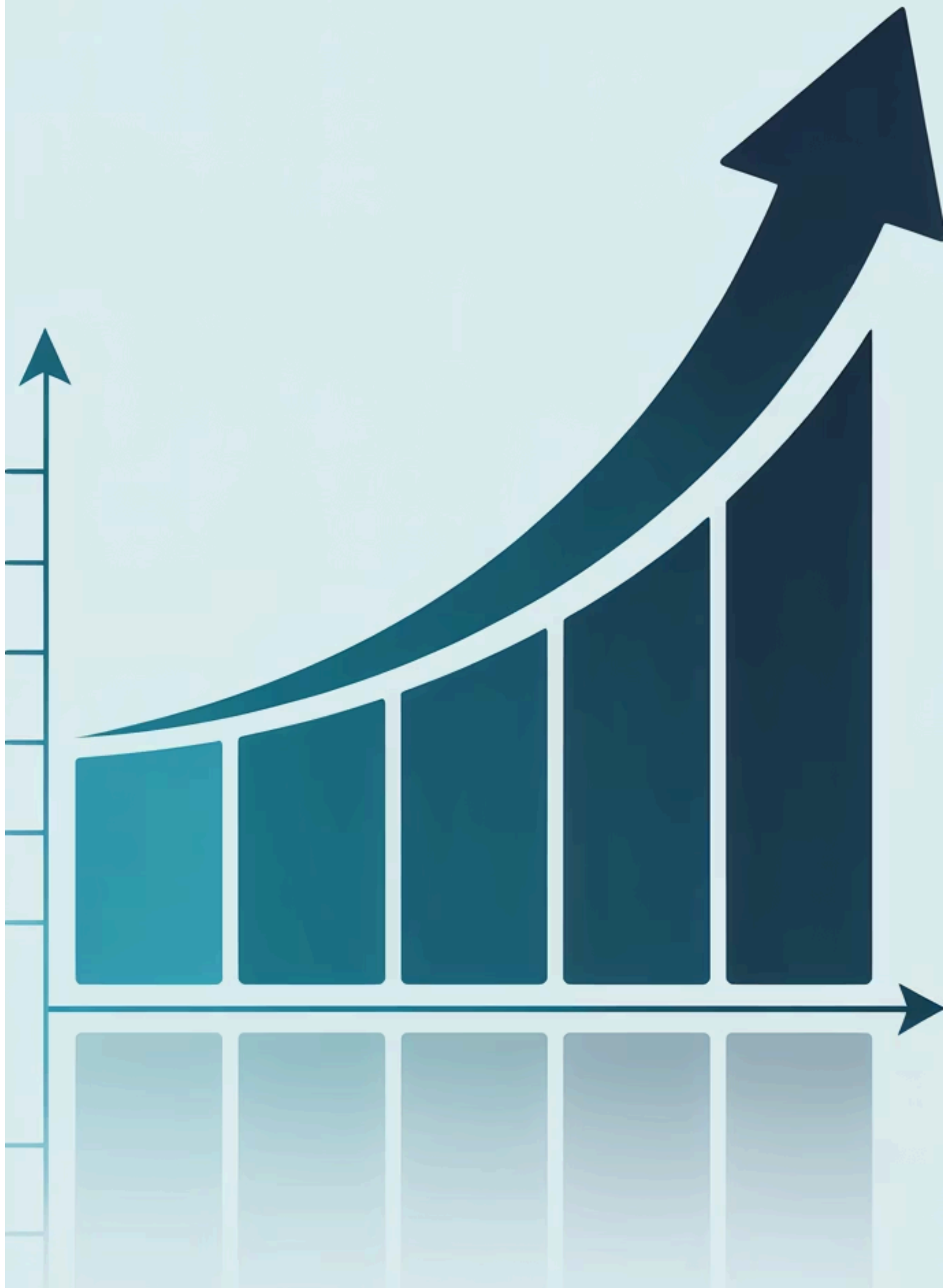
Quota structures, partner priorities, and sales methodology being set in real time

Market urgency is compressing cycles

Synthetic identity fraud (32% CAGR) and eIDAS 2 deadline (Dec 31, 2026) create genuine buyer urgency

Differentiation is a messaging battle

Competitors moving faster on self-service and API velocity — narrative matters as much as product



Growth Industries' Strategic Priorities — As We See Them

Built from analysis of your market position, Meridian Risk partnership, and competitive landscape. Invite your team to confirm or correct.

Expand SaaS Attach Rates

Fraud & Identity SaaS grew 37% YoY — but thousands of accounts remain single-product

Defend Regulated Enterprise

In-house build threats and point-solution erosion in banking and insurance

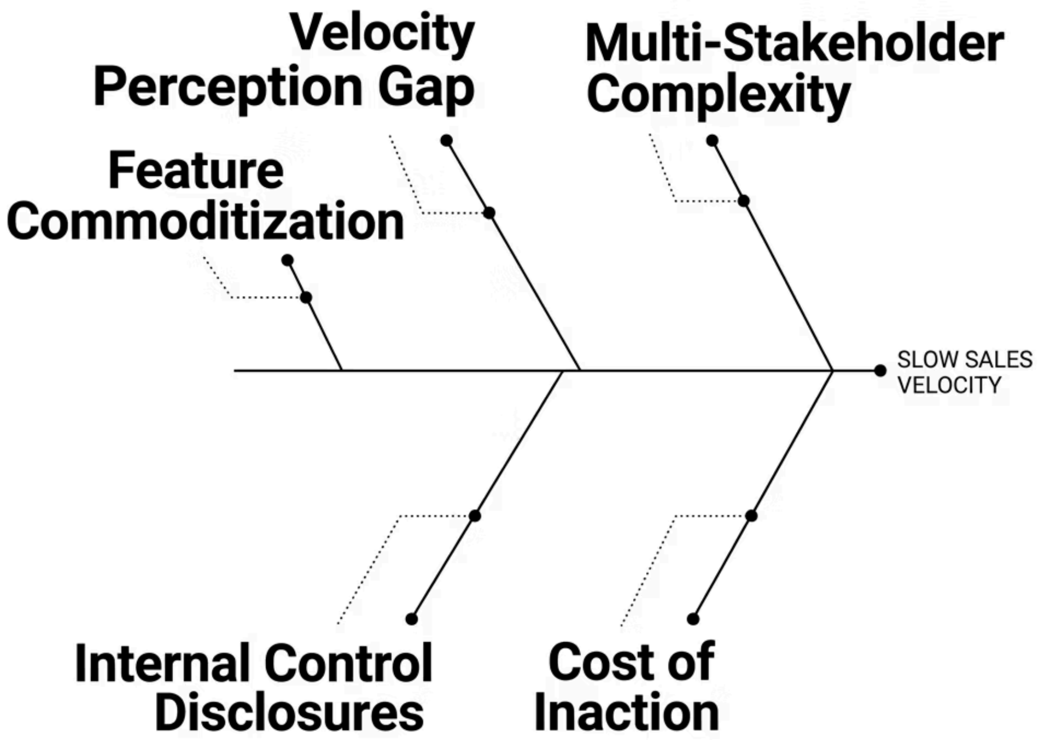
Accelerate Meridian Risk Co-Sell

Financial institution channel requires buyer-centric identity-plus-risk narratives

Win Multi-Stakeholder Deals

CISOs, Heads of Fraud, and Heads of Digital Onboarding each require a distinct conversation

What's Slowing Growth Industries' Sales Velocity



The Core Risk

Every quarter without improved attach rates and pipeline velocity is cross-sell revenue left in the installed base — and new logos won by faster-moving competitors.

> ⚠️ Single-threaded deals lose to competitors who engage the full buying committee.

How GTM Solutions Maps to Your Priorities

Deep Account Intelligence

AI-native analysis of regulatory exposure, fraud posture, and stakeholder priorities — reps open with insight, not generic pitches

Buyer-Centric Narratives by Persona

Tailored messaging for CISOs, Heads of Fraud, and Heads of Digital Onboarding — each conversation earns credibility

Multi-Stakeholder Playbooks

Structured engagement for 8+ buying committee members — building consensus instead of chasing a single champion

GTM Solutions Outreach

AI-powered activation of Meridian Risk co-sell targets and cross-sell candidates at scale — personalized, CRM-integrated

What Changes for Growth Industries' Revenue Team

30–50%

Faster Engagement

Reduction in time to first meaningful conversation — new logos, Meridian Risk co-sells, and cross-sells

20–300%

Cross-Sell Lift

Improvement in cross-sell success with account-specific expansion narratives

50–100%

Close Rate Gain

Improvement on complex enterprise opportunities with full committee engagement

50%

Faster Rep Ramp

New reps reach full productivity faster with intelligence-driven documented playbooks

Outcomes grounded in GTM Solutions' value model — discovery with Growth Industries will validate which metrics matter most and establish your baseline.

Why GTM Solutions — Differentiated Where It Matters

AI-Native, Not AI-Washed

Built from the ground up as an agentive GTM platform — not legacy tools with an AI layer

Buyer-Centric by Design

Every output grounded in the buyer's regulatory environment and stakeholder priorities — not the seller's catalog

Full Committee Coverage

Role-specific narratives for CISO, CFO, Head of Fraud, Head of Onboarding — every persona, every meeting

Scales With Every Motion

Enterprise direct, Meridian Risk co-sell, and CS expansion — one platform across all revenue motions

Proposed Path Forward

Discovery

Weeks 1–4: joint session to map metrics

Pilot

Weeks 5–12: activate GTM Solutions for enterprise reps

Measure & Scale

Months 4–6: review results and plan rollout

The discovery session is the only commitment needed today — 90 minutes with CRO and VP Sales to map current state and define success criteria.

Confirm Priorities

Cross-sell attach, Meridian Risk co-sell activation, enterprise close rate — the right top-three?

Identify Pilot Cohort

Which 5–10 reps? Existing base expansion or Meridian Risk new-logo co-sell?

Schedule Discovery

90-minute session within 10 business days — pilot launch within 30 days of agreement