XplainIQ™ by Innovative Networx

Unlock GTM Clarity. Act with Precision.

Built for Technology Service Providers (TSPs)

XplainIQ is a fast, insight-rich go-to-market (GTM) assessment built for emerging, small, and mid-sized TSPs navigating complex sales environments. From UCaaS and CCaaS providers to cybersecurity firms and MSPs, we help teams pinpoint where execution is breaking down — and what to do next.

What XplainIQ Can Answer Well

- What are the right **maturity indicators** and **GTM benchmarks** for our stage?
- How should we **integrate Sales, Marketing, and Channel** functions effectively?
- What **frameworks** or **operating models** should we follow to scale?
- Where are the **risks** or **execution gaps** holding us back?
- What metrics truly reflect GTM performance?
- How do we design effective **enablement**, **comp plans**, and **governance**?
- What are the right **technology layers** to support scale and visibility?

What You Get

- **XplainIQ GTM Maturity Score** across business areas
- **Blind Spot Diagnosis**: Find what's missing and what's misaligned
- **Action Prioritization**: Quick wins + long-range strategic shifts
- **Executive Matrix**: Visualize impact vs. effort
- **Speed**: Full analysis in days — not months

Engagement Options

- **XplainIQ Assessment** — Fast, focused report + executive review
- **XplainIQ 2.0 Deep Signal** — Cross-functional analysis with roadmap and GTM traps to avoid
- **Consult & Advisory Services** — Ongoing support for high-growth execution

Built by Experts. Focused on Growth.

We've designed and scaled GTM systems inside high-growth TSPs. Our team brings deep experience in:

- IT distribution and TSD/TSB channel dynamics
- PE-backed, high-velocity organizations
- Strategic integration of Sales, Marketing, Comp, and Delivery

Start Your GTM Assessment Today   **XplainIQ@innovativenetworx.com**