CYDEX

THE CYDEX APPROACH

Commercial experience.
Practical execution.
Measurable results.

YOUR PARTNER IN COMMERCIAL GROWTH

We help ambitious technology businesses strengthen their commercial capability, unlock opportunities and translate strategy into tangible progress.

TURNING TECHNOLOGY INTO REVENUE

CYDEX.CO.UK

OUR PHILOSOPHY

Commercial advice is only the start

We combine the judgement of experienced commercial leaders with the energy and capacity to put plans into practice.

SENIOR COMMERCIAL EXPERIENCE

- Real-world leadership across enterprise technology sales, growth and commercial operations.
- Experience of complex propositions, major customer relationships and commercial negotiations.

PRACTICAL, HANDS-ON EXECUTION

- Work alongside management and sales teams to move opportunities forward.
- Take responsibility for agreed actions, rather than leaving the customer with a report.

FOCUS ON MEANINGFUL OUTCOMES

- Prioritise activity that can improve pipeline, conversion, account growth or revenue.
- Agree practical measures of success and adapt the plan when circumstances change.

OUR METHODOLOGY

Five steps from insight to impact

A consistent process that adapts to each customer, from a focused project to ongoing commercial leadership.

01 DISCOVER

Understand your business, ambitions, customers, sales approach and the obstacles to growth.

02 SCOPE

Identify the strongest opportunities, prioritise actions and prepare a tailored, commercially grounded proposal.

03 AGREE

Set clear deliverables, responsibilities, timescales, investment and measures of progress.

04 DELIVER

Work directly with your people to execute the agreed plan and build momentum.

05 REVIEW

Assess progress, learn from results and adjust the next set of priorities.

WHAT YOU CAN EXPECT

A clear recommendation explaining where we can help, why it matters and how we would deliver value.

01 / DISCOVER

Understand the business first

We begin with an informed commercial conversation, not a predetermined solution or a rigid consultancy checklist.

YOUR BUSINESS AND AMBITIONS

- Products, services, differentiation and target customers.
- Growth objectives, strategic priorities and current market position.
- What success would look like over the next six to twelve months.

YOUR COMMERCIAL REALITY

- Sales pipeline, conversion, account development and route to market.
- Existing leadership, sales, marketing and partner resources.
- Challenges, missed opportunities and constraints on execution.

THE DISCOVERY OUTCOME

A shared view of the priorities that matter, the questions worth investigating and where Cydex may add meaningful value.

02 / SCOPE

From discovery to a compelling proposal

We turn the insight gathered into practical recommendations, tailored to the company's ambitions and resources.

IDENTIFY AND PRIORITISE OPPORTUNITIES

- Pinpoint growth opportunities and the factors limiting commercial performance.
- Consider likely impact, urgency, resources and feasibility.
- Focus on the areas where Cydex can contribute most effectively.

BUILD THE COMMERCIAL CASE

- Recommend actions, delivery approach and realistic milestones.
- Explain the expected benefits, important assumptions and dependencies.
- Define the resources, investment and measures of success.

A PROPOSAL YOU CAN ACT ON

The proposal explains what we recommend, why it is relevant, what Cydex will deliver and how the engagement would work.

03 / AGREE

Clear expectations. Flexible engagement.

We agree a sensible structure that gives both parties clarity while allowing room to respond to new opportunities.

OBJECTIVES AND DELIVERABLES

- Define the business outcomes we are working towards.
- Agree specific activities, deliverables and project boundaries.
- Set practical milestones and reporting arrangements.

PEOPLE, INVESTMENT AND TIMING

- Clarify who owns decisions, actions and customer-side dependencies.
- Agree fees, duration, working cadence and review points.
- Establish how changes in scope will be handled.

A STRAIGHTFORWARD PARTNERSHIP

Commercial arrangements are tailored to the requirement — from a defined project to a longer-term fractional or improvement engagement.

04 / DELIVER

We don't just recommend. We deliver.

Cydex becomes an extension of the team, combining leadership, commercial expertise and hands-on execution.

CREATE COMMERCIAL MOMENTUM

- Refine propositions, messaging and routes to market.
- Develop channels, partnerships and priority customer opportunities.
- Support complex sales, account development and negotiations.

STRENGTHEN THE COMMERCIAL ENGINE

- Improve sales discipline, pipeline quality and forecasting.
- Coach teams, establish accountability and remove execution barriers.
- Build repeatable processes and capabilities that remain with the business.

OUR DIFFERENCE

We work alongside your people, taking an active role in the work needed to make commercial progress.

05 / REVIEW

Measure, learn and keep improving

Progress is reviewed regularly against agreed objectives, with a focus on commercial results rather than activity alone.

MEASURE WHAT MATTERS

- Review relevant indicators such as qualified pipeline, conversion and revenue.
- Track delivery against agreed milestones and responsibilities.
- Make progress, obstacles and emerging opportunities visible.

REFINE AND BUILD ON RESULTS

- Identify which actions are producing value and which need changing.
- Adapt priorities as the market and business evolve.
- Agree the next phase of work only where it creates additional value.

A PARTNERSHIP THAT ADAPTS

The objective is sustainable commercial improvement, supported by practical insight and continuous action.

WAYS TO ENGAGE

Support built around your needs

Our three engagement models share the same practical approach, with scope and commitment tailored to each business.

FRACTIONAL COMMERCIAL LEADERSHIP

- Senior leadership and direction without a full-time executive appointment.
- Hands-on support with teams, priorities, key accounts and execution.

COMMERCIAL PROJECTS

- Defined initiatives with agreed outcomes, responsibilities and timescales.
- Examples include market entry, propositions, channels and major opportunities.

REVENUE IMPROVEMENT PROGRAMMES

- Focused support to strengthen pipeline generation, conversion and growth.
- Practical changes to sales execution, processes and account development.

LET'S EXPLORE WHAT'S POSSIBLE

Start with a conversation about your goals and challenges. We'll identify where Cydex could help and develop a tailored proposal. CYDEX.CO.UK