

## Partner Opportunity Spotting Guide



We created a simple guide to help highlight common signals and what to listen for that may indicate a fit for a Catalyst Group introduction. It's designed to be quick to reference during everyday conversations, no technical deep dives required. Target decision makers are IT Directors, CIO's and CFO's.

Practice Area	Customer Signals	Potential Opportunity	When To Introduce Us
<b>Connectivity</b>	Rising Internet costs, multiple providers, office moves, performance complaints	Carrier sourcing, SD-WAN strategy, contract optimization	When connectivity decisions are coming up or provider frustration exists
<b>Unified Communications</b>	Phone system feels outdated; Teams calling issues; slow support; contract renewal approaching	Platform evaluation, migration planning, vendor comparison	When dissatisfaction or renewal timing appears
<b>Mobility</b>	Wireless bills confusing; too many carriers; device management challenges; no recent plan review	Carrier optimization, lifecycle visibility, plan alignment	When wireless spend hasn't been reviewed recently
<b>Cloud and Data Center</b>	Considering Azure/AWS; messy environments; migrations planned; outdated backup/DR	Cloud strategy, provider selection, architecture alignment	When modernization or migration discussions begin
<b>Cybersecurity</b>	Uncertain security posture; insurance or compliance pressure; rising email threats; considering tools	Security posture assessment, roadmap planning, vendor evaluation, layered protection strategy	When customers question whether their security approach is complete or are evaluating improvements
<b>Telecom Expense Management</b>	Invoices hard to track; contracts auto-renew; too many vendors; unclear telecom spend	Cost optimization, lifecycle visibility, contract strategy	When customers want clarity across providers
<b>Our Platform</b>	No complete inventory; leadership wants reporting; renewals are surprises; documentation scattered	Centralized infrastructure visibility and renewal tracking	When customers lack a single source of truth