

Business Opportunity Guide

Confidential
Partner material

Find the right customer segment and open the right business conversation.

SIBGuard can be used across many industries and operational environments. This guide helps partners quickly identify the right customer opportunity, scenario or use case.



Safety opens the conversation.
Visibility data, savings and ROI strengthen the business case

1 READY SCENARIO

Use when the customer fits one of our existing operational areas

1. Aerospace

2. Defence

3. Energy & Infrastructure

4. Filed Services

5. Emergency

6. Manufacturing

7. Public safety & Security

8. Rail

9. Logistics & Warehouse

10. Shipyard

11. Smart Cities

12. Gas & Chemical

13. Heavy Metal Industry

BEST FOR:
Direct customer targeting

OUTPUT: 13 scenarios + outcomes

2 INDUSTRY ANGELS

Use when the industry combines several operational needs.

AUTOMOTIVE INDUSTRY
manufacturing + logistics + filed services + energy

HIGH TECH MANUFACTURING
manufacturing + logistics + warehouse + field services

LOGISTIC & WAREHOUSE
logistics & warehouse + manufacturing + field services

ENERGY & INFRASTRUCTURE
energy & infrastructure + field services + gas & chemical

BEST FOR:
Industry specific: sales conversation

OUTPUT: Combined scenario
Tailored sales angle

3 PARTNER OPPORTUNITIES

Use when the company sells, services or support industrial customers.

REFERRAL SALE
Lead introduction

BUSINESS DEVELOPMENT PARTNER
Opportunity development

IMPLEMENTATION PARTNER
Deployment support

SERVICE PARTNER
Technical services

PORTFOLIO PARTNER
Portfolio extension

BEST FOR:
Partner sales, referrals and local market access

OUTPUT: Partner sales path
Customer introduction

1 WHERE DO PEOPLE WORK?

Factory, warehouse, field, infrastructure, hazardous, area, customer site or city operation

2 WHAT IS THE BUSINESS PAIN?

Safety, downtime, response time, space utilization, contractors, compliance, data, savings or ROI.

3 WHO OWNS THE PROBLEM?

CEO, Operations, EHS, Maintenance, Facility, Security, Services management or City Management.

PARTNER MESSAGE
Bring us the customer context.
We will help you select the right scenario, prepare the message and support the first meeting.

www.sibguard.com

2026 @ RallCont - All rights reserved

SIBGuard