

GLEXSCALE MARKET FIT SCORECARD

# GMFS™ Analysis Report

Prepared for **Businessmark Services, Technology Services Pvt. Ltd.**

India-delivery IT services firm: staff augmentation, cloud migration, ERP implementation, data engineering and managed services. *Mid-market focus.*

UAE / GCC

United Kingdom

Netherlands

Belgium

Germany

Saudi Arabia

France

## SEVEN MARKETS AT A GLANCE · GMFS™ COMPOSITE

UAE / GCC	<div><div style="width: 77.4%;"></div></div>	77.4
United Kingdom	<div><div style="width: 77.2%;"></div></div>	77.2
Netherlands	<div><div style="width: 69.4%;"></div></div>	69.4
Belgium	<div><div style="width: 65.2%;"></div></div>	65.2
Germany	<div><div style="width: 63.6%;"></div></div>	63.6
Saudi Arabia	<div><div style="width: 63.2%;"></div></div>	63.2
France	<div><div style="width: 57.6%;"></div></div>	57.6

# How the GMFS™ is built

Six weighted dimensions, each the average of four evidence-scored sub-metrics (0–100). The proprietary weighting model that combines them into the composite GMFS™ is withheld from this sample.

<p><b>EPI</b> <span style="float: right;">demand pull</span></p> <p><b>External Pull Index</b></p> <p>Strength of market demand pulling the solution in: size, growth, regulatory triggers, talent gaps, transformation urgency.</p>	<p><b>BRS</b> <span style="float: right;">friction</span></p> <p><b>Barrier to Reach Score</b></p> <p>Structural friction to enter: language, entity rules, compliance load, partner qualification. Read as lower-is-better.</p>
<p><b>CFS</b> <span style="float: right;">channel</span></p> <p><b>Channel Fit Score</b></p> <p>Health of the partner channel: ecosystem maturity, partner availability, distribution-model alignment, named-partner access.</p>	<p><b>TDAS</b> <span style="float: right;">delivery</span></p> <p><b>Technical Delivery Alignment</b></p> <p>Fit between delivery capability and market expectations: certifications, support complexity, capability match, delivery model.</p>
<p><b>OCF</b> <span style="float: right;">economics</span></p> <p><b>Operating Cost Fit</b></p> <p>Commercial economics: gross-margin potential, deal size, revenue recurrence, and cost-arbitrage opportunity.</p>	<p><b>SALI</b> <span style="float: right;">velocity</span></p> <p><b>Sales Acceleration &amp; Leverage</b></p> <p>Speed and leverage to revenue: sales-cycle length, decision complexity, existing beachhead, and go-to-market leverage.</p>

**The composite weighting formula is proprietary.** In the full engagement, each dimension is combined under GlexScale's calibrated GMFS™ weighting model and every sub-metric is supported by sourced evidence tagged [Fact], [Inference], or [Uncertain + Benchmark].

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## Reading the score

<p><b>70–100</b></p> <p>Strong Fit · Execute</p>	<p><b>55–69</b></p> <p>Conditional · Adjust then Enter</p>	<p><b>40–54</b></p> <p>Weak Fit · Hold</p>	<p><b>&lt; 40</b></p> <p>Reject</p>
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# Cross-market ranking

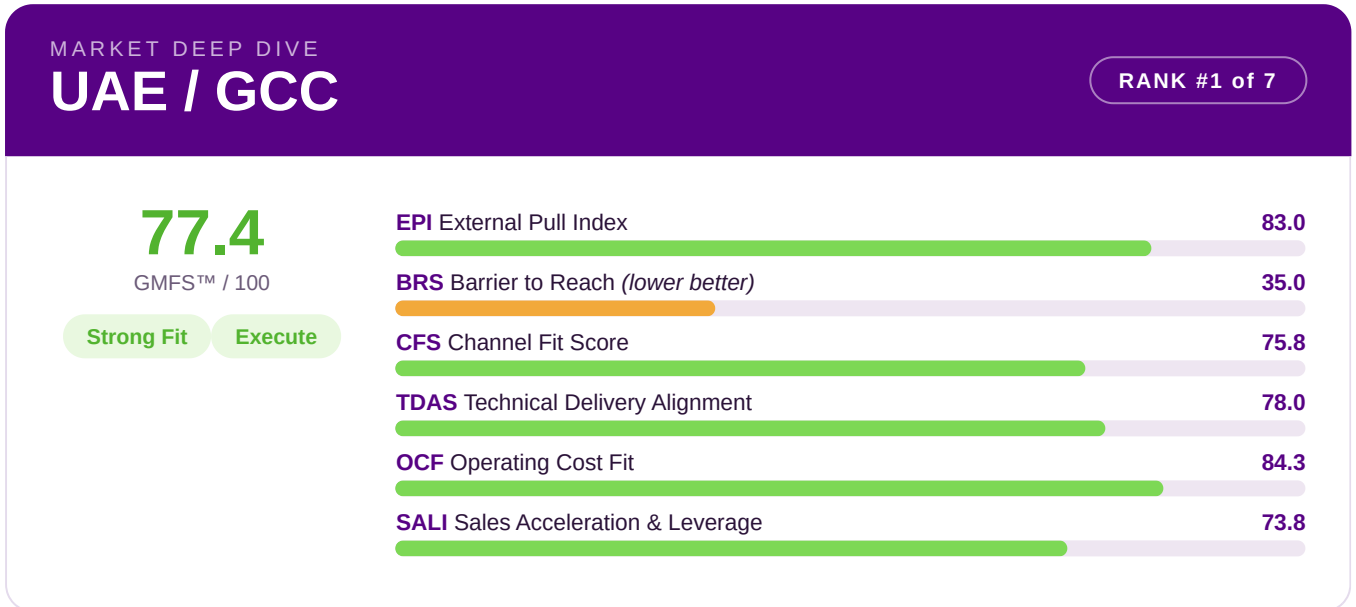
Two markets score as Strong Fit and carry an Execute recommendation; the remaining five are Conditional Fit, sequenced for adjusted entry. Operating-cost economics are strong across all seven, so the differentiators are barrier height (BRS) and sales velocity (SALI).



**The full report scores all six dimensions for each market.** The side-by-side dimension matrix (EPI / BRS / CFS / TDAS / OCF / SALI per market) and the per-market evidence tables are included in the complete engagement.

# Per-market deep dive

One of seven market profiles shown as a structural sample. Each profile in the full report carries the composite gauge, all six dimension scores, four evidence-backed sub-metrics per dimension, analyst rationale, and ranked opportunity drivers and risks.



EPI · External Pull Index		83.0
Market Size & Growth Rate	82	
Regulatory-Driven Demand	85	
Talent Shortage / Offshore Pull	80	
Digital Transformation Urgency	85	

▲ TOP OPPORTUNITY DRIVERS · IN FULL REPORT

▼ TOP RISKS · IN FULL REPORT

Full deep dive includes analyst rationale and complete sub-metric evidence for EPI, BRS, CFS, TDAS, OCF and SALI, for all seven markets.

# Key findings & analyst commentary

Eight cross-market observations are drawn from the full set of seven GMFS™ assessments. Four are shown here.

1

## Two clear Execute markets, start there

Both score above 77 (Strong Fit), well ahead of the pack. One benefits from the client's existing in-region presence, which removes the cold-start problem entirely; the other from English as the commercial language and the most mature partner ecosystem in EMEA. These two markets should capture the majority of first-year GTM investment.

4

## One market outperforms its regional neighbour on channel fit

Two neighbouring markets both land as Conditional Fit, but one scores materially higher on Channel Fit because India-delivery is already an established, documented norm there and the hybrid managed-services model is treated as the regional reference architecture. That lowers buyer-education cost and makes it the natural entry point for the region.

6

## OCF is the most consistently strong dimension; BRS and SALI are the real differentiators

Operating Cost Fit sits in a tight 70 to 84 band across all seven markets, confirming India-delivery economics are structurally attractive everywhere. Markets diverge most on barrier height (BRS) and sales velocity (SALI). The question is not whether the margin is real, but how fast and at what entry cost it can be reached.

7

## The regulatory-compliance wave is a cross-market tailwind, but timing varies

NIS2, DORA and equivalent mandates are pulling forward identifiable, compliance-triggered procurement across most of the studied markets, but transposition dates and enforcement deadlines differ by country. Sequencing go-to-market to land just ahead of each near-term deadline is a concrete acceleration strategy that the full report maps market by market.

### FINDINGS 2, 3, 5 AND 8 ARE INCLUDED IN THE FULL REPORT

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3

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[Blurred text for finding 5]

8

[Blurred text for finding 8]

# This is a 6-page sample of a 35-page market-entry decision.

The full GMFS™ engagement scores every target market on six weighted dimensions, backed by sourced evidence and an analyst-led entry sequence, so you commit GTM budget where the fit is real, not where the market is merely large.

## All six dimensions, all markets

Full EPI / BRS / CFS / TDAS / OCF / SALI scoring with the side-by-side matrix.

## Evidence behind every score

Four sourced sub-metrics per dimension, tagged [Fact] / [Inference] / [Benchmark].

## Per-market deep dives

Analyst rationale plus ranked opportunity drivers and risks for each market.

## Sequenced entry plan

Which markets to Execute now, which to adjust, and in what order.

[Request the full GMFS™ report →](#)