

A UK SME looking for partners to sell their low-code software platform. The company aims to expand its partner network in the telecommunications, energy & utilities, manufacturing & logistics industries via a reseller and partner agreement.

Summary

Profile type

Business Offer

Company's country

United Kingdom

POD reference

BOGB20250318015

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- **Ireland**
- **Netherlands**
- **Denmark**
- **Finland**
- **United Kingdom**
- **Norway**
- **Belgium**
- **Sweden**

Contact Person

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Term of validity

18 Mar 2025**18 Mar 2026**

Last update

18 Mar 2025

General Information

Short summary

The UK Limited SME are the authors of a low-code application platform with a focus on data integration, analysis, quality, management and application creation.

Scalable, all-in-one low code platform to integrate siloed data to:

- enable businesses to identify and correct data quality issues
- to automate processes
- configure applications

The company is seeking new partners to implement solutions on the platform using their professional services consultants via a reseller & partner agreements.

Full description

The company is seeking to develop their existing portfolio of partners across Europe to represent their interests, sell the platform and to provide supporting professional services, consultancy, to enable the successful delivery of projects to the partners customers.

The platform is a robust, scalable solution to enable businesses with accurate, curated data to transform their business operations, to enable process automation to drive actionable insights and revenue growth, helping them to address key challenges such as optimising revenue streams, ensuring regulatory compliance and modernising legacy systems.

Delivering a comprehensive, end-to-end data integration, analytics, data management and low-code application development solution, it offers a scalable solution for managing high-volume, complex data from multiple sources, featuring integrated powerful analytics capabilities. The platform enables effortless creation of custom reports, screens, and applications to investigate and interact with the data, while ensuring a full end-to-end audit trail and reconciliation for transparency and compliance.

Building on the SME's existing partner portfolio in the UK, Germany and Poland, this SME is seeking further partners from UK, Belgium, Denmark, the Netherlands, Finland, Norway, Sweden and Ireland.

Current partners utilising similar partnering models, are seeing 40% growth per annum in the overall revenue generated, increased acquisition of new customers and, extended sales into their existing customers. This is spread across multiple industries from Telecom to Blue Light through to Industrial/Manufacturing and Retail.

The relationship is managed through a reseller and partner agreement. This provides full flexibility to licence the platform, create and sell solutions built on it, as well as work with the company where a remote hosted and supported SaaS solution is preferred. This enables partners of different sizes to work efficiently and flexibility to provide the most suitable solution to their customers.

Advantages and innovations

This software platform has three core capabilities:

- Data Integration
- Integrated, powerful, Data Analysis
- Low-code application development

There are other platforms that perform well in one of those areas, but where this software comes into its own is when you need to address two or more requirements to solve a complex business problem.

This allows businesses to complete the task using a single platform, rather than multiple, which sees the following benefits:

- One license fee – cost reduction
- One platform to learn and manage
- Single point of support
- A full audit trail covering the complete journey
- Full data security and management
- Quicker time to solution deployment

The Customer Delivery Team work with the customers (and partners) business and technical teams to ensure successful and timely delivery of solutions from day 1, unlike other platform vendors who rely on customers accessing an ecosystem of third-party developers to help solve problems and build solutions. The team have

decades of experience, spanning across multiple industries, which results in a faster time to deployment.

The company also has decades of experience in delivering solutions that scale from smaller, point solutions through to Enterprise scale solutions addressing the most complex finance, business and operational systems. The leadership team are all highly experienced in the creation and delivery of solutions, with deep domain knowledge across the Telecoms and Utilities verticals and the Finance and operations departments within businesses. They have strong domain knowledge of many other industries providing a flexible partnership to support the partner company in identifying and securing business.

Technical specification or expertise sought

The partner commercial team will have:

- Strong sales and marketing skills
- A well-developed existing customer base
- The ability to generate new opportunities
- Good relationship management to develop opportunities within customers to extend the platform use
- Good regional and domain knowledge
- Experience in selling a combined services and technology solution

The partner technical team will have:

- A proven track record of quality contribution to software consultancy businesses
- Good business analysis skills
- Experience with SQL and analysing data.
- Good understanding of schema principles in the design of applications
- Experience of any scripting language (e.g. perl, javascript, php) or other programming background
- Experience in deploying and managing SaaS (optional, PhixFlow can and do provide this) and on prem

platforms

- API configuration and connection:
- Ideally some familiarity with UX
- Screen / dashboard design
- Drag-and drop platforms

Stage of development

Already on the market

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**
- **Goal 8: Decent Work and Economic Growth**

IPR Status

Secret know-how

IPR Notes

Partner Sought

Expected role of the partner

The relationship is expected, and proven, to be a mutually beneficial arrangement where both parties contribute to sales and marketing efforts, the development of marketing materials with active programmes of engagements and feed requirements into the technical development roadmap.

The company will provide access to the software with full training on its use, deployment and the delivery of solutions, ongoing support and mentoring to allow the technical team to secure relevant Consultancy recognition and qualifications.

The company will provide marketing materials such as brochures, overviews, white papers, etc. for the promotion and explanation of the software. This will include example blogs, engagement emails, nurture campaigns, etc. It also provides specific and bespoke materials to support key customer engagements.

The sales team will work with the partner sales team on identifying opportunities, understanding and presenting key USP's, delivering presentations and demos, etc. to enable them to effectively engage prospects and close new opportunities.

The partner should have the following characteristics:

Geographic:

Regional focus i.e. 1-3 (max) countries per partner

Dynamic:

An agile organisation with a clear focus on growth and partnerships

Focus:

Delivering integrated solutions and services

Experience:

Strong existing customer base with trusted advisor position

Previous product sales experience:

An experienced, technical delivery team

Market focus:

Delivering solutions and services to:

- RevOps (Finance and Billing)
- IT
- Operations

Industry Focus:

Telco, Energy & Utilities, Manufacturing, Logistics – others considered

The partner will benefit from:

- Increased revenue
- o Predictable and scalable income from shared licence fees
- o Sales of own consultancy services
- Rapid delivery of solutions to their customers
- o Close deals faster
- o Faster time to revenue
- Increased engagement with their customers
- o Extend the depth and breadth of the customer engagement
- No cost access to:
 - o Training
 - o Support

- o Marketing materials
- o Demo systems
- Use of platform for their own internal use

Current partners are seeing 40% growth per annum in the overall revenue generated, increased acquisition of new customers and, extended sales into their existing customers.

The partners customers will benefit from:

- Faster time to deployment
- o Solutions will be configured and deployed up to 70% faster than traditional methods
- Access to an Enterprise grade platform
- o Once installed the use of the platform can be easily extend using composable elements, re-usable connectors and fully customisable, templated dashboards
- Fully integrated data
- Integrate all data systems
- o Seamlessly connect, correct, transform and integrate the data to provide accurate curated data sets for consumption by other systems or configured applications.
- Benefit from improved ROI
- o Subsequent applications can be implemented at reduced cost, benefitting the customer, partner and users

To assist in understanding the characteristics of a successful partner the company would be looking for:

The partners commercial team will have:

- Strong sales and marketing skills
- A well-developed existing customer base
- The ability to generate new opportunities in new organisations
- Good business development skills to identify opportunities and sell the platform into existing customers
- Good regional and domain knowledge
- Experience in selling a combined services and technology solution

The partners technical team will have:

- A proven track record of quality contribution to software consultancy businesses
- Good business analysis skills
- Experienced in data analysis
- Good understanding of data architecture
- Strong Application and solution design skills
- Experience in deploying and managing SaaS (optional, PhixFlow can and do provide this) and on prem platforms
- API configuration and connection
- Ideally familiarity with UX, Screen / dashboard design

Type of partnership

Commercial agreement

Type and size of the partner

- **Big company**
- **SME 11-49**

Dissemination

Technology keywords

- **01003010 - Databases, Database Management, Data Mining**
- **01003006 - Computer Software**

Targeted countries

- **Ireland**
- **Netherlands**
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Market keywords

- **02007002 - Database and file management**

Sector groups involved