

HOW INTERSYSTEMS ACCELERATED ENTERPRISE DEALS AND NEW MARKET EXPANSION WITH FRACTIONAL VALUE EXPERTISE



Industry: Enterprise Software / Healthcare Technology / Data Platforms



Business Model: Enterprise software platforms supporting healthcare, financial services, manufacturing, and data-intensive industries



<https://www.intersystems.com>

EXECUTIVE SUMMARY

InterSystems is a global leader in data platforms and solutions, with a strong reputation for technical excellence and mission-critical deployments. As deal sizes grew and the company expanded into new markets, InterSystems identified a gap in its go-to-market motion.

The organization did not have dedicated value consultants or value engineers to support large, complex deals or new product launches. As a result, teams often succeeded in technical evaluations, but struggled to elevate conversations with business leaders, especially in new verticals where buyer pains and outcomes were not yet clearly defined.

InterSystems partnered with Genius Drive to provide **fractional value consulting support**, helping accelerate large healthcare deals and enabling value-led positioning for new solutions entering new markets.



MIKE PELUSO,
HEAD OF SALES, FINANCIAL
SERVICES AND SUPPLY CHAIN
SOLUTIONS, INTERSYSTEMS

As we brought new solutions to market, we needed help connecting good tech capabilities to real buyer pains and business outcomes. Genius Drive helped us create clear, compelling value stories that allowed us to elevate conversations beyond technical audiences.

CHALLENGE

Large, Complex Healthcare Deals



No internal value consultants or engineers to support key multi-million-dollar opportunities



Needed customized value assessments and executive presentations to justify investment



Risk of stalled deals or reduced deal size late in the buying process.

New Solutions and New Markets



New solutions were being pitched primarily on features and technical capabilities



Difficulty connecting to compelling buyer pains and business outcomes in unfamiliar verticals



Conversations remained anchored with technical or tactical buyers



Initial interest was strong, but deals often stalled before reaching executive decision-makers.

InterSystems needed a way to consistently elevate conversations, justify value, and support both mature and emerging solution areas.

SOLUTION

Genius Drive partnered with InterSystems to deliver **fractional value consulting services** across both large healthcare deals and new solution launches.

Value Support for Large Healthcare Opportunities

For major hospital and healthcare system deals, Genius Drive worked directly with deal teams to:

- Conduct targeted discovery to uncover operational, financial, and clinical impacts
- Build customized business value models aligned to each customer's environment
- Develop and deliver executive-ready value presentations to support final decision-making

Value Story Development for New Solutions

For new solution areas, Genius Drive collaborated with InterSystems teams to create a scalable value foundation across three markets:

- Life Insurance Underwriting
- Manufacturing Warranty and Repair
- Financial Asset Management

This work included:

- Value storytelling workshops to define buyer pains, impacts, and outcomes
- Creation of value storytelling frameworks and visual infographics
- Development of prospecting guides to support early-stage conversations
- Business value frameworks and executive presentation templates for repeatable use

Together, these efforts enabled InterSystems to shift from feature-led discussions to outcome-driven, executive-level conversations.

RESULTS AND BENEFITS

The partnership delivered both immediate deal impact and long-term enablement:



Accelerated progress on key, multi-million-dollar healthcare deals



Maintained deal size and improved win rates in late-stage opportunities



Enabled stronger executive engagement and faster buying decisions

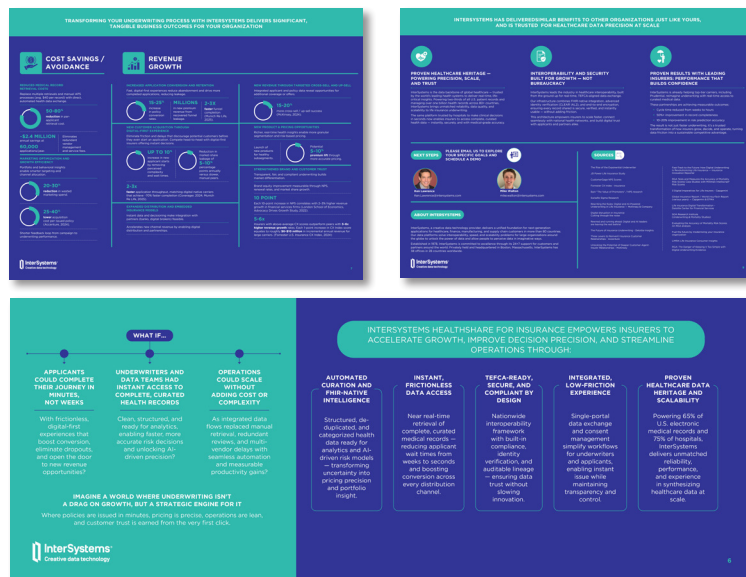


Improved positioning and launch success for new solutions in competitive markets



Secured more executive-level meetings and early deal wins in new verticals

InterSystems emerged with greater confidence and consistency in articulating value across both established and emerging markets.



MIKE PELUSO,
HEAD OF SALES, FINANCIAL SERVICES AND SUPPLY CHAIN SOLUTIONS, INTERSYSTEMS

With Genius Drive's fractional value consulting support, we were able to accelerate new solution deals, engaging many more executives with credible, customized value communication and justification. It made a measurable difference in how deals progressed and closed.