

BATTLE CARD



PARTNER OVERVIEW

COMPANY DESCRIPTION

Liderança Group, Inc is a Microsoft Co-Sell, ISV, SaaS Provider that leverages data analytics to promote meaningful change in organizational Diversity, Equity, and Inclusion with our DEInamics™ product solution by identifying barriers around DE&I.

MARKET SUCCESS

- Over 500 Customers across hundreds of thousands of users leveraging DEInamics™ that is built on multiple instances of Azure
- Selling through Microsoft partners
- Average Sales Cycle is 1-4 months
- In process of implementing 10 Pilots in January 2020

AZURE SOLUTION OFFERING

DEInamics™ is a 100% Azure-powered software that uses the full stack of .Net stack and leverages all the solutions set for scalability and elasticity for dialing up the services as needed depending on clients and end user needs.

CUSTOMER USE CASES

DEInamics™ will assess organizational end user intentions vs. perceptions of the company's health in the areas of Diversity, Equity and Inclusion by identifying barriers around DE&I allowing for implementation of DE&I Programs that make and intentional and collective impact. Our highly trained senior consultant will work with the companies' leadership teams to identify some the areas of opportunities and coach them on ways and recommend solutions to improve their DEI posture.

CUSTOMER TARGET PROFILE

Customer Segments: SMB, MM, Enterprise

Priority Industries: This solution applies to all industries

Geography: Initial focus is North America with global expansion

SOLUTION DEAL SIZE

MSFT Products & Workloads: infrastructure as a service using the .net stack

Avg. Annual Partner Deal Size: \$75,000 per client

Avg. Customer Deal Size: \$15,000-\$50,000 per client

CASE STUDY: ATLANTA INTERNATIONAL SCHOOL

Industry: Education

Business Challenge: To create globally-minded and critical-thinking innovators ready to re-shape the world for the better, AIS wants to foster a deep sense of belonging and inclusion throughout their faculty, staff, students and stakeholders.

Financial Impact if Not Resolved: If a diversity framework model is not implemented to create intentional and collective social impact to better support and improve the internal climate (values and culture), people (staff, faculty and students), and the community, AIS will be adversely impacted by limiting the growth and enrollment of this private institution.

Solution and Business Outcome: Diversity and Inclusion initiatives will encourage behavioral changes that lead to a great ROI business impact. Using our DEInamics™ tool to create foundational measurement for improvement, using a common framework will:

1. Create an infrastructure to support diversity and inclusion initiatives.
2. Foster a climate that is inclusive of all on campus and beyond.
3. Develop and support the people who comprise AIS' learning institution.
4. Engage in our community to understand cultural context.

