

# Cuemby Potential Customer Screening Sheet

This sheet serves as a **guide** to help sales partners assess whether a prospect is a qualified lead for Cuemby's solutions. If you are **unsure about any responses**, always reach out to Cuemby company reps for assistance.

## Section 1: Business Challenges, Geography & Pain Points

**Q1: Where is the customer located?** (Check all that apply)

- ☐ North America (USA, Canada)
- ☐ LATAM (Colombia, Mexico, Brazil, Chile, Argentina, etc.)
- ☐ Europe (EU countries, UK)
- ☐ Other: \_\_\_\_\_

**Qualification:**

- **Priority Regions:** Cuemby actively focuses on **AMER (North & South America)** and **select EU markets**.
- **Outside these regions?** Lead may still be viable but **check with Cuemby company reps**.

**Q2: What are the customer's main pain points?** (Select all that apply)

- ☐ Scalability issues
- ☐ Security & compliance concerns
- ☐ High cloud costs
- ☐ Legacy infrastructure
- ☐ Lack of in-house expertise
- ☐ Vendor lock-in concerns
- ☐ Other: \_\_\_\_\_

**Qualification:**

- If they have **scalability, security, cost, or vendor lock-in concerns**, they are a **strong potential lead** for **Cuemby Cloud & Cuemby Platform**.
- If they struggle with **legacy infrastructure** or **lack expertise**, they may need **Professional Services or Managed Services**.
- If they **don't have clear challenges**, they may not be ready for Cuemby's solutions or may need our audit services to identify areas of improvements.

## Section 2: Technology Stack & Infrastructure

**Q3: What is their current infrastructure setup?** *(Check all that apply)*

- ☐ AWS / GCP / Azure (public cloud)
- ☐ On-premise data centers
- ☐ Hybrid / Multi-cloud
- ☐ No cloud usage
- ☐ Not sure

**Qualification:**

- **Using hyperscalers?** → Cuemby Cloud offers a **cost-efficient alternative with data sovereignty advantages as we are expanding regions**.
- **On-premise or hybrid cloud?** → They may need **migration support, Cuemby Cloud, or Professional Services**.
- **Not using cloud / unsure?** → They may need **Digital Transformation consulting first**.

## Section 3: Budget & Cost Considerations

**Q4: What is their estimated cloud or infrastructure spend?**

- ☐ <\$5,000/month (Not a priority lead unless growth potential exists)
- ☐ \$5,000 – \$10,000/month (Moderate potential lead)
- ☐ \$10,000+/month (High-priority lead)
- ☐ Not sure

**Qualification:**

- If spending **\$10K+ per month**, they are a **high-priority lead for Cuemby Cloud, Cuemby Platform, or Managed Services**.
- If spending **\$5K+ per month**, they may be a **moderate-priority lead**, especially if growing.
- **No budget / unsure?** They may not be **immediate** leads but could be nurtured. Cuemby Platform may help them scale without investing too much in infrastructure and a DevOps team.

## Section 4: Compliance & Security Needs

**Q5: What compliance or security concerns do they have? (Check all that apply)**

- ☐ Data sovereignty (need local hosting)
- ☐ SOC2, ISO27001, GDPR, LGPD compliance
- ☐ Cybersecurity / ransomware protection
- ☐ No security concerns

**Qualification:**

- If **data sovereignty, certifications, or security concerns exist**, Cuemby Cloud & Professional Services can be a **strong solution**.
- If **they have no security concerns**, their **need may not be urgent**.

## Section 5: Decision-Making & Timeline

**Q6: Who are the key decision-makers? (Check all that apply)**

- ☐ CTO / CIO / Head of Engineering (High-priority lead)
- ☐ CFO / COO (Budget decision-makers, may need cost justification)
- ☐ Procurement (Important for finalizing contracts)
- ☐ Individual contributor (Limited influence)

✓ **Qualification:**

- **If speaking to a CTO/CIO, strong lead.** If not, **try to get an intro** to decision-makers.
- If speaking to **CFO/COO**, emphasize **cost savings & ROI**.
- For individual engineers, there may not be an immediate need for engagement but encourage them to test Cuemby Platform's free tier.

**Q7: What is their buying timeline?**

- ☐ Immediate need (High-priority lead)
- ☐ 3-6 months (Moderate lead)
- ☐ 6+ months (Nurture lead)

**Qualification:**

- **Immediate or 3-6 months? Strong lead.**
- **6+ months? Engage but keep in long-term pipeline.**

## Section 6: Competitive Evaluation

**Q8: Are they currently evaluating or using another solution?**

**CLOUD**

- ☐ Yes, using a hyperscaler (AWS/GCP/Azure)
- ☐ Yes, using a local provider
- ☐ No, but considering cloud solutions
- ☐ No, and not interested

**PLATFORM**

- ☐ Yes, using a tool to manage cloud and software lifecycle (flightcontrol, fly.io, Devtron, Heroku etc)
- ☐ Yes, our in-house team manages the cloud / software infrastructure.
- ☐ No, but considering solutions and/or training in-house team.

- ☐ No, and not interested

**Qualification:**

- If using hyperscalers, position Cuemby Cloud as cost-efficient & sovereign alternative.
- If evaluating, engage in active discussions to differentiate Cuemby's value.

## Section 7: Additional Services & Support Needs

**Q9: Do they need additional services?** *(Check all that apply)*

- ☐ Technical training
- ☐ Consulting for modernization
- ☐ Managed services
- ☐ None

**Qualification:**

- If they need **training, consulting, or managed services**, **Professional Services & Squad Teams** can be introduced.
- If **none**, **focus on core Cuemby products first**.
- If **none**, we can propose a lightweight audit to identify areas for improvement and to support their growth.

## Final Qualification Criteria

Criteria	Lead Strength
Located in AMER or select EU markets	✓ Strong Lead
Pain points exist (scalability, cost, security, legacy issues)	✓ Strong Lead
Cloud spend > \$10K/month or growing rapidly	✓ Strong Lead

Has compliance/security concerns	✓ Strong Lead
Talking to CTO, CIO, or Head of Engineering	✓ Strong Lead
Buying timeline < 6 months	✓ High Priority
Actively evaluating new solutions	✓ Strong Opportunity
No clear pain points or immediate needs	✗ Low Priority
No budget and no interest in modernization	✗ Nurture

## Next Steps:

- If they qualify as a **strong lead**, you can set up another call to further learn about their pain points and complete a lead submission form (available on the Partner resource page).
- If they need further **evaluation**, schedule a **Discovery Call** with Cuemby representatives.
- If they are **not ready**, **nurture** them through ongoing engagement and content.

## Pro Tip:

- **Ask deeper follow-ups** if the customer is unsure about their needs.
- If unsure, **consult Cuemby's internal team for additional support**.
- **Not all leads convert immediately!** Keep an eye on long-term opportunities.