

BEAM GLOBAL

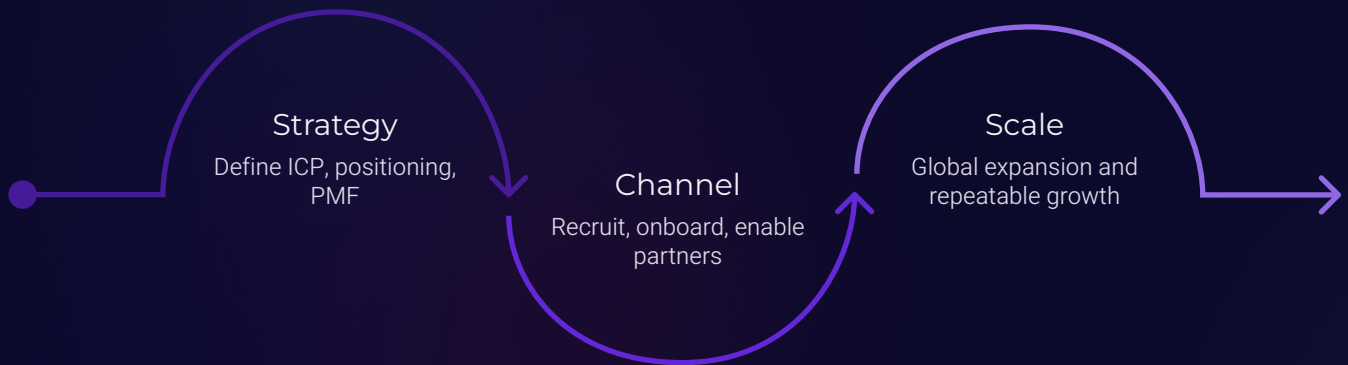
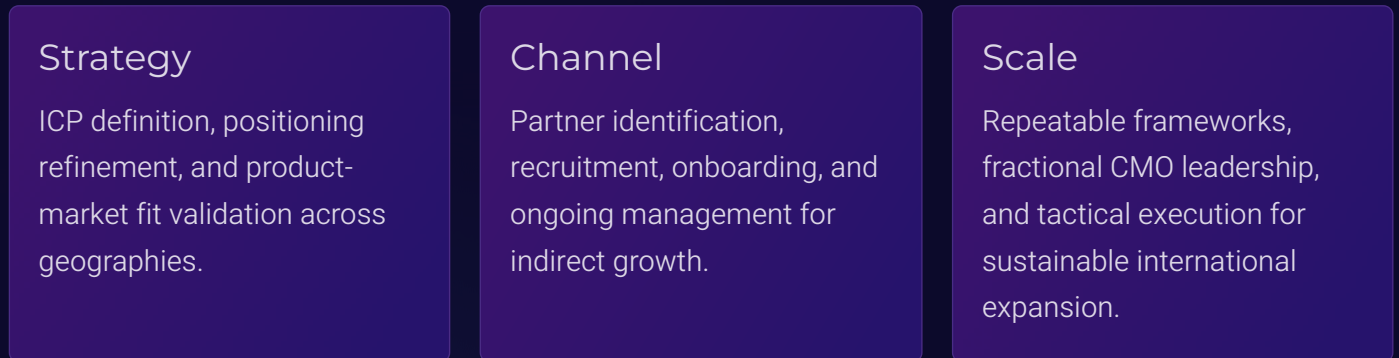
GLOBAL B2B MARKETING & SALES

From Strategy to Scale

Global GTM and Channel Partner Case Studies — a curated portfolio of international go-to-market engagements spanning cybersecurity, SaaS, ITSM, DAM, and beyond.

Our GTM Approach

BEAM GLOBAL partners with B2B technology companies to design and execute global go-to-market strategies that scale. Every engagement is built on three core pillars:



This proven methodology has been applied across eight technology companies, each at a different stage of global expansion.



AimBetter

Contact: Afik Cohen, EVP

www.aimbetter.com

DATABASE PERFORMANCE MONITORING

GLOBAL GTM

CHANNEL STRATEGY

Case Study: AimBetter

Led the development of a comprehensive global go-to-market strategy focused on scaling AimBetter's database performance monitoring solution into international markets.

→ ICP & Positioning

Defined the Ideal Customer Profile, refined positioning, and aligned product-market fit across geographies.

→ Indirect Channel Model

Designed and executed a partner identification, recruitment, and ongoing management framework.

→ Scalable Expansion

Structured partner onboarding and enablement as part of a repeatable global expansion framework.

AI GOVERNANCE


CYBERSECURITY

PARTNER ECOSYSTEM

Case Study: Pragatix by AGAT Software

Designed and implemented a channel-first GTM strategy to support the global expansion of Pragatix's AI governance and cybersecurity platform.



 Contact: Reuvain Aarons, EVP
Sales & Partnerships
agatsoftware.com

Partner Ecosystem Design

Defined partner profiles, sourced and scored potential partners, and developed a scalable partner program aligned with enterprise buyer expectations.

Channel-First GTM

Strategic emphasis on aligning indirect channels with global enterprise markets, with onboarding plays and enablement as part of a long-term partner-led growth strategy.

Case Study: That's IT — IT Care Center



That's IT (IT Care Center)

Contact: Rani Fuchs, Founder & CEO

it-care-center.com

Supported the transition to a global GTM model for an ITSM/ITM and ESM platform through a structured channel partner strategy combined with strategic marketing leadership (fractional CMO).

01

Channel Messaging

Refined messaging for international audiences and defined target segments across IT Management and Enterprise Service Management domains.

02

Partner-Led Distribution

Established a partner-led distribution model to accelerate global reach and build local credibility in target markets.

03

Channel Recruitment & Management

Executed channel recruitment and ongoing management as part of a broader strategy to enable scalable growth across international markets.

Case Study: Checker Solutions

Conducted in-depth market research to inform a comprehensive global GTM strategy for Checker's market research software platform. The engagement included categorizing and restructuring multiple product lines, refining their positioning, and defining clear unique selling propositions for each offering.



Contact: Assaf Shany,
COO & CRO
checker-soft.com



Market Research

In-depth analysis to identify high-potential international markets and competitive differentiation.



Product Line Restructuring

Categorized and repositioned multiple product lines with clear USPs for each offering.



ICP Alignment

Aligned Ideal Customer Profiles with product architecture and global market needs.



Perimeter 81

Contact: Sagi Gidali, Founder & CMO

perimeter81.com

CYBERSECURITY

B2C TO B2B PIVOT

ENTERPRISE GTM

Case Study: Perimeter 81

Supported a strategic transformation from a B2C to a B2B global GTM model, including redefining target segments, messaging, and sales motion for enterprise cybersecurity buyers in international markets.



Case Study: IDEA Information Systems — MasterDAM

DIGITAL ASSET MANAGEMENT

NEW PRODUCT LAUNCH

FRACTIONAL CMO



Led market research and strategic planning for the launch of a new Digital Asset Management (DAM) product in global markets. A central part of the engagement focused on defining and validating product-market fit, including target segments, use cases, and positioning.

Contact: Lior Govrin, CEO
idea-alm.com

PMF Definition

Defined and validated product-market fit including target segments, use cases, and global positioning for the MasterDAM platform.

Global GTM Strategy

Developed a comprehensive GTM strategy to support international expansion with a differentiated market presence.

Fractional CMO

Provided ongoing strategic marketing leadership aligned with the broader objective of building a strong global brand.



Case Study: Radix Technologies

Contact: Dov Shoham, Founder & CEO
radix-int.com

Conducted market research and developed a global GTM strategy to support the expansion of Radix's device fleet management and security solutions.

- ❏ Strategic analysis compared a horizontal MDM approach versus a verticalized solution tailored for the education sector — resulting in focused positioning and international growth recommendations.

RADVIEW

PERFORMANCE TESTING

CHANNEL PARTNERS

GLOBAL EXPANSION

Case Study: RadView

Contact: Firas Matar, CEO

radview.com

Developed and executed a channel partner strategy to support RadView's global expansion in the software performance testing market.

Strategic Partner Identification

Identified and recruited strategic partners aligned with target geographies and industries.

Partner Management Framework

Structured partner management as part of a broader GTM strategy to increase market coverage and leverage local expertise.

Scalable Indirect Growth

Designed tactical partner engagement activities to support long-term, scalable growth through indirect channels.