



AN INNOVATIVE SHARED PLATFORM to improve your business performance and value.

Cross X Platform (CXP) delivers the power of acceleration and scale into the small professional services business through an integrated platform of business services spanning business development, sales management, marketing support, accounting, cash management, IT and more. Together, and by bundling each company's capabilities across business functions, we are all able to successfully compete, increase in value, and deliver a broad set of integrated professional services - including Software Development, Engineering, Recruiting Services, Accounting and IT Management and more - to mid-large organizations, and Fortune 500 companies.

CXP SUPPORTS YOUR CORE AND MANAGES YOUR NON-CORE BUSINESS FUNCTIONS AS WELL

Our executive team has run sales, accounting, recruiting, marketing and operations for some of the region's most successful companies. For decades companies have outsourced non-core business functions to our executives so they can focus on core business and customers.

Cross X Platform (CXP) combines the most common non-core business functions into a single integrated business offering so small and medium sized businesses (SMBs) can do what larger companies have done for years – increase utilization, service delivery, customer satisfaction and ultimately grow their bottom lines.

CXP DELIVERS BUSINESS ACCELERATION AND VALUE CREATION

Our best practices have been honed across large and small companies. CXP's integrated business offering focuses on the Top Line in the Front Office and the Bottom Line of the Back Office.

CXP FRONT OFFICE | Accelerating Your Top Line

- ◉ **Positioning**
Brand / Market Assessment and Enhancement
- ◉ **Sales Process Improvement**
Pipeline, Flow, Metrics and Process Development
- ◉ **Awareness Generation**
Rich Targeting, Messaging, SEO, SEM, Social
- ◉ **Business Development**
Identification, Channel Partner Qualification
- ◉ **Sales Lead Generation**
Identification, Targeting, Qualification of Leads
- ◉ **Marketing Support**
Go-to-Market Strategy, Campaign Generation and Management, Digital and Social Outreach
- ◉ **Proposal Management**
Coordination of CXP Combined Offerings
- ◉ **Cross Selling Between Companies**
Collaborative Networking within Partner Companies

CXP BACK OFFICE | Improving Your Bottom Line

- ◉ **Information Technology**
Support Improved Processes, Offload Existing IT
- ◉ **Accounting**
Full Transparency and 3rd Party Verification
- ◉ **A/P and A/R**
Optimize Cash Flows Including Collections
- ◉ **Contract Administration**
Improve Controls and Optimize Compliance
- ◉ **Recruiting**
Profiling, Sourcing, Screening, On-boarding
- ◉ **HR Management**
Skills Management, Compliance, Benefits Admin



EXIT ENHANCEMENT WITH CXP

Our CXP's shared equity arrangement is designed to multiply each partner company's equity value. Our partner companies enjoy equity in each of their fellow CXP partner companies and in CXP itself. The diversification protects our partners from having 'all their eggs in one basket'. Ultimately each business owner controls if, and when, they sell - and when they do, all the partners benefit. Furthermore, should CXP's combined owners decide to collectively exit, the sum of the whole is greater than the parts and therefore, each individual partner company's exit multiples will increase by virtue of being part of a larger scale business with integrated business functions.

SEAMLESS TRANSITION WITH CXP

Because we have acquired, sold, managed, merged and integrated large and small businesses for decades, CXP has developed a best practice methodology to migrate non-core business functions that are flexible - and ensures no business disruption. CXP's Business Function Transition Plan allows each partner company's business owner the ability to tap into CXP's business function offerings in a controlled, methodical way. The Transition Plan is designed to leverage each partner's existing capabilities so that non-core business functions may be seamlessly migrated. The Transition Plan methodology follows a process, managed by CXP but controlled by partner companies. Each business function is evaluated against the partner's existing capabilities such that the highest value functions are transitioned first. A 'Current-Future State' analysis permits each business function to be optimized to leverage our partner company's existing capabilities and specific business requirements.



Ultimately, CXP portfolio companies remain in control of every aspect of their business. CXP becomes a set of levers which each owner may pull as needed to accelerate their top line, improve their bottom line, and maximize their exit value.

How do you make sure that your business continues to thrive and grow in today's uncertain business environment? You can start by having a brief conversation with us at CXP.

To learn more, visit us at www.crossxplatform.com or contact:

Terry Williams 610-539-2297 (ext. 307)

Christopher Mengel 610-539-2297 (ext. 304)