

Business, Product & Market Architecture for Technology B2B



CEKYS
SOLUTIONS



Who We Are

CEKYS Solutions is an independent business and strategic partner for B2B technology companies and foreign manufacturers operating in or entering the markets of the Czech Republic, Slovakia and the CEE region.

With more than 20 years of experience in B2B technology environments, we ensure that business, product and market operate as a connected and managed system. We help businesses make decisions that align with market realities – even when those realities are not comfortable.

We are not a marketing agency, reseller or crisis manager.

We are a partner for structured business decision-making, market and product architecture, and their practical implementation within the organisation.

How We Operate

We support technology companies across the entire business cycle – from market entry and setting up a business model through its implementation and high-quality after-sales service to team development and strategic management decisions.

We do not address isolated symptoms. We focus on the underlying drivers that determine whether a technology gains real market traction or remains a technically strong solution without commercial success.



Market Entry & Sales Diagnostic

We provide a fact-based view of the market environment and the current commercial model in practice. We help determine the company's current position in relation to its realistic market potential and separate facts from assumptions to identify the real causes of problems before crucial decisions are made.

This service often addresses situations where management senses that performance does not reflect the product's potential, yet lacks the data to clearly identify the root cause.

When does it make sense

- Uncertainty about market potential
- Stagnation without a clear cause
- Preparation for entering a new market
- Doubts about the functionality of the business model

The scope may include:

- Analysis of market potential in a given region
- Analysis of market structure, target segments and competitive environment
- Assessment of value proposition and pricing
- Business process review
- After-sales service and customer feedback analysis
- Identification of opportunities and risks, weaknesses and barriers to entry

Output

A clear, fact-based assessment serving as a foundation for further management decisions.





Business, Product & Market Architecture (B2B)

A service focused on structuring a business model, a specific product or an entire portfolio in a B2B technology environment.

It follows up on the previous analytical phase or is based on details and documents provided by the customer. The goal is to design a commercially robust model with clear internal coherence and strategic market positioning.

It is especially relevant when technically strong products struggle with positioning, prioritisation or clear commercial focus in the market.

The architecture defines the target segments, value proposition and how the product will be launched and managed in the market. The model must stand up to everyday business practice.

The scope may include:

- Design of a marketable product and service structure
- Positioning definition and clarification
- Technical know-how translation into a value proposition
- Definition of target segments and business priorities
- Realistic market potential verification
- Setting up a go-to-market approach
- Pricing framework and economic assessment of the solution
- Design of an after-sales service system
- A structured foundation for further portfolio development

Output

Optimally configured business and market architecture that can be used for market entry, growth management and model stabilization.

For foreign manufacturers, this primarily involves adapting the portfolio to the region and designing a local go-to-market approach.





Sales & Market Development

Designed for situations where a strategy is defined but the organisation has not yet translated it into consistent commercial results.

This service is particularly relevant when strong products fail to convert into expected market results or distributors underperform despite clear market demand.

We enter into the implementation phase with a clearly defined engagement in terms of scope and duration and a specific mandate and goal.

Cooperation can take the form of, for example:

- Fractional Sales Director
- Fractional Senior Sales Manager
- Fractional Country Manager
- Development of business presence in a specific market, segment or product line

The goal is to:

- Stabilize or increase business performance
- Set priorities, functional processes and roles
- Establish consistent sales cadence and operational discipline
- Translate strategy into tactics and day-to-day operations
- Prepare the company for sustainability without permanent external support

Our involvement is tailored to market conditions and the company's actual capabilities. It respects the company's technical capabilities and organisational structure, and consistently protects its reputation in the market..

For foreign manufacturers, the service may also include:

- Identification and selection of suitable distributors
- Arrangement and management of negotiations with future partners
- Support in setting up a local sales and technical team
- Connection with verified local partners (legal, accounting, tax, marketing or HR services)

Result

Secure market entry or controlled development of business presence in the region.





Strategic Partner for Executive Management

A service for conditions where the management considers decisions with a long-term impact on the business, portfolio or strategic business direction.

Particularly relevant when leadership must decide between several strategic options without having the full market picture or clear internal alignment.

This is not a one-time consultation, but an ongoing strategic partnership bringing external perspective, structured thinking and objective decision support without being burdened by internal dynamics.

Partnership makes sense especially when:

- The business is changing its strategy or business model
- The business is being reorganized
- There is a need to align the technical level of the product with business ambitions
- The management is faced with a decision under conditions of uncertainty or requiring a comprehensive assessment of many interrelated factors
- There is a mismatch between the company's vision and performance

Cooperation takes place at the level of owners or senior management.

It focuses on:

- Translating visions into actionable steps
- Translating key strategic decisions into structured managerial action
- Assessing strategic options, including simulation of their market and performance impact
- Prioritization and resource management
- Maintaining focus under pressure or change

For foreign manufacturers, this includes defining the appropriate market entry structure and establishing a sustainable local presence.

Sales & Technical Teams Development

“A strategy is only valuable if the team understands it, accepts it and is able to translate it into performance.”

A service designed for conditions where a strategy exists but its implementation has not yet delivered stable performance. This is not training, but focused performance-driven development work directly linked to business outcomes.



Strategic Mastermind

A format for conditions where:

- The company encounters recurring barriers (e.g. internal limits, repeatedly getting stuck in the same phase of the process)
- Business is stagnating or declining
- There is a mismatch between strategy and performance
- The conditions are perceived differently by the management and the team

Mastermind opens up key topics and focuses on identifying the real causes.

Output

Consolidated insights and concrete recommendations for further management action

Targeted Team Development

Follows up on specific business requirements or mastermind outputs.

It may include:

- Subject related workshops focused on specific business or technical topics
- Multi-day masterclasses with explanations of principles, practical demos and support for their application in practice
- Follow-up mentoring or practical training in the field
- Development of distributor and partner network effectiveness

We focus on:

- Sales cycle weaknesses
- Delivering value to customers
- Combining technical expertise with business arguments
- Managing the phase of business negotiations and systematic opportunity and risk management
- Aligning expectations between the management and the sales team

We address both processes and individual performance barriers that influence overall team culture and effectiveness.

The goal for the team is to:

- Understand their roles, attitudes and responsibilities
- Act with greater confidence and expertise towards customers and within the company
- Translate strategy into tactics and measurable performance
- Utilise the strengths of individuals for the benefit of the team

Outcome

Stronger and scalable commercial performance, greater team resilience and sustainable organisational growth.



How Services Work Together

Cooperation is modular and scalable to the company's specific situation. Services can be used separately or combined to meet the specific needs and the phase of the business cycle.

Our objective is to strengthen the company's commercial foundation from business model through customer management to strategic decision-making enabling it to compete effectively and grow sustainably in demanding and competitive market conditions.

For foreign manufacturers, this involves a carefully planned and secure market entry, setting up local cooperation with partners, and the controlled development of their business presence in the region.



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