



PRE-CALL BRIEFING DOCUMENT

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URGENT: Meeting in 17 minutes

Meeting: inry meeting -1

Date: 6/8/2025, 3:30:00 pm

CLIENT CONTEXT

INRY, a ServiceNow Elite Partner recently acquired by Cprime, specializes in digital workflow automation across corporate functions (HR, IT) and business operations (sales, marketing). This meeting explores potential synergies between Cprime's digital transformation & cloud migration expertise and INRY's existing ServiceNow implementations.

ENGAGEMENT HISTORY

No prior meetings; this is an initial exploration of collaboration opportunities after Cprime's acquisition of INRY.

EXTERNAL INTELLIGENCE

INRY's strength lies in ServiceNow implementation; Cprime aims to leverage this for comprehensive digital transformation solutions, offering cloud expertise.

TALKING POINTS

- ▶ 1. Highlight Cprime's capabilities in Cloud Migration & Architecture, focusing on how we can optimize INRY's ServiceNow environments.
- ▶ 2. Discuss Cprime's DevOps & CI/CD Implementation expertise, improving INRY's development and deployment processes.
- ▶ 3. Present Digital Transformation Consulting services, helping INRY expand its offerings beyond ServiceNow implementation to broader strategic initiatives.

- ▶ 4. Explore potential integration points between Cprime's and INRY's service offerings, creating a unified value proposition.

KEY QUESTIONS

- ▶ 1. What are INRY's biggest challenges in serving their clients, particularly around cloud infrastructure and DevOps?
- ▶ 2. What are INRY's growth plans and where do they see opportunities to expand their service offerings?
- ▶ 3. How can Cprime's expertise complement and enhance INRY's existing ServiceNow practice?
- ▶ 4. What are the key priorities for INRY in the next 6-12 months regarding digital transformation?

RISKS & OPPORTUNITIES

⚠ **Risks:** Potential overlap or confusion in service offerings post-acquisition; clearly define roles and responsibilities. • Integration challenges between Cprime and INRY's cultures and processes. • Resistance to change or internal competition between teams.

🚀 **Opportunities:** Cross-selling Cprime's services to INRY's existing ServiceNow client base. • Developing joint solutions combining ServiceNow workflow automation with Cprime's cloud and DevOps expertise. • Leveraging INRY's ServiceNow expertise to enhance Cprime's digital transformation offerings.

CPRIME EDGE

Services: Cloud Migration & Architecture | DevOps & CI/CD Implementation | Digital Transformation Consulting

Differentiators: End-to-end cloud migration expertise • AWS Advanced Consulting Partner • Located in IITM Research Park, Chennai

Pre-Meeting Checklist: Review action items • Prepare technical diagrams • Confirm attendees • Ready follow-up template

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