ICP

ICP - Company

USE CASE: TOP DOWN, MEDIUM-LONG TERM STRATEGY FOR TEAM, ORG, OR COMPANY

Employee Size:

Companies with **1,000+ employees**, ensuring sufficient organizational complexity.

Annual Revenue:

Typically **$100m+ in revenue**, indicating capacity for strategic software investments.

Industries:

Healthcare: Hospital networks, IDNs, CROs, medical device manufacturers.

Manufacturing: Industrial equipment, specialty chemicals, food & beverage, consumer goods.

Telecommunications: Telecom providers, broadband, and satellite providers.

Automotive: OEMs, Tier 1 suppliers, EV manufacturers, and aftermarket companies.

Utilities: Water, energy, infrastructure operators.

Education: Universities, Research Institutes, Labs.

Geography

Primary focus: NA, UK, Germany, ANZ
Strong presence in regions with complex and large-scale operations.

Example Industries

Hospital systems

Large market with high ACV potential. Typically matrixed organizations that align well with Cascade. We already have experience in this space.

Universities & schools

We have experience here, but most are strategically immature and have low ACVs.

Automotive

We've seen traction in this vertical. Market size is limited if we focus only on manufacturers. Potential to expand to dealers.

Credit unions

Small market with low ACVs. We've had some success, but varied operating models can make repeatable sales motions difficult.

Health Networks/Insurance

Large, complex market with layered strategy. Could be a good fit for Cascade and complements hospital systems.

Retail

Large market with fragmented execution. ACVs are lower and ops models vary. Multi-region orgs could offer better opportunity.

Construction

Large, project-based industry with high ACV potential. We already have some successes in the industry.

Utilities

Large, regulated market with structured planning cycles and consistent ops models. Good ACV potential.