

Campoli Consulting — Capabilities Matrix

Roles / Domains	AI Sovereign AI	CS Managed CyberSec	DC AI Datacenters	NaaS NaaS
Product Advocacy	Positioning & narrative Residency + governance CIO/CISO messaging	MSSP value proposition Outcome-led packaging Buyer messaging	AI-ready DC story Automation + observability Efficiency framing	NaaS strategy Cloud on-ramps + SASE Reliability
GTM & Sales Coverage & process diagnostics • Hunter/Farmer balance Sales hygiene audit • Sales org redesign (ICT & SP SI)	ICP + segmentation Partner ecosystem Regulated GTM plays	Offer catalog + pricing Channel/MSP motion Enablement + plays	Sales motion redesign Capex→Opex packaging Partner-led delivery	Offer catalog design Pricing + bundling Pipeline plays SP Sellers enablement
CEO Advisory DeepTech & Digital Services	Build/partner/buy Operating model Risk & governance	Board-ready metrics SOC operating model Integration lens	Roadmap + capacity Automation strategy Sustainability trade-offs	Platform strategy Cloud convergence Service reliability
M&A	Target screening AI/IP + compliance diligence Integration plan	MSSP/SOC diligence Contracts + SLAs Talent retention risks	DC automation diligence Ops maturity assessment Value creation plan	Footprint + partners Product maturity PMI execution

Commercial models

- Classical Statement of Work (SoW)
- Referral fee (fixed or base + variable)
- Revenue / profit sharing
- Work for equity

Roles

- Fractional CxO
- CEO advisor
- Sales GM
- Independent Consultant

References

- NEC • Telecom Italia • Join Capital (VC) • Osmania (Malaysia SI) • nuPSYS (DC automation), • DataKrypto (Confidential AI), • REW Technology (ICT Services), • PhotonPath (Optical) • Astrape (AI DC switching) • ActifAI (CVM)