

THE CVCC GROWTH CHECKLIST for ISVs

Practical ways to strengthen clarity, visibility, community, and collaboration in ERP ecosystems.

1. CLARITY

- ☐ messaging clearly explains what your solution does
- ☐ partners can easily describe your value
- ☐ positioning reflects real-world use cases
- ☐ capabilities connect to practical outcomes
- ☐ messaging is consistent across channels



2. VISIBILITY

- ☐ participating in educational events
- ☐ sharing practical insights
- ☐ contributing to industry conversations
- ☐ appearing consistently in ecosystem discussions
- ☐ reinforcing positioning regularly



3. COMMUNITY

- ☐ participating in shared learning environments
- ☐ contributing expertise to conversations
- ☐ engaging with partners regularly
- ☐ supporting knowledge sharing
- ☐ building familiarity through participation



4. COLLABORATION

- ☐ connecting with complementary ISVs
- ☐ participating in joint initiatives
- ☐ creating shared content
- ☐ demonstrating practical alignment
- ☐ contributing to ecosystem conversations



MOMENTUM INDICATORS

Partners recognize your solution more easily.

Introductions happen more naturally.

Conversations begin with shared context.

Familiarity grows over time.

Opportunities develop more easily.

Momentum builds through repeated exposure.



Get The ISV Guide
to Grow Your
Audience