

OT/IT Convergence — GTM Executive Summary

The Strategic Foundation of Industrial Autonomy

Industrial enterprises are collapsing the divide between OT and IT. This convergence enables Digital Twins, Physical AI, predictive operations, and cyber-physical resilience.

Why It Matters

- Real-time decision cycles
- Reduced downtime
- Improved throughput
- Stronger safety
- Faster AI deployment
- Enterprise autonomy

GTM Strategy

1. Lead with Operational Pain
2. Translate to IT Architecture
3. Elevate to CFO Economics
4. Expand Across the Facility

Buyer Personas

- COO / VP Ops
- CIO / CDO
- CFO / CEO

Impact Metrics

- 40% sales cycle reduction
- 75% engagement improvement
- 3–5× ACV expansion
- 95% retention