



On Wednesday we showed Hyvara to the person who runs Partner Experience at Adobe. She asked to see more, and she asked to bring her team.

Sarah Lacey leads Partner Experience at Adobe. Before that she spent four years on the Accenture alliance building their Adobe practice, and led the team that builds practices for around eighty regional partners across the Americas. She has been the partner. She has also sold platform integration that did not exist yet, and said so. She is exactly the person whose opinion is worth having, and exactly the person hardest to impress.

Kyle Chau made the introduction and stayed on the call. Fifty minutes. No slides.

WHAT SHE SAID

“It’s solving for insights in the human behaviour. Insights in the human connection. We can scale process and insights from Adobe’s perspective — but when you start to go one on one with humans, this helps to inform those interactions.”

SARAH LACEY — UNPROMPTED, NEAR THE END OF THE CALL

That is a better description of what we are building than anything currently on our own website, and nobody fed it to her. She arrived at it herself, after fifty minutes of looking at what this team built.

“I love this view, actually.”

On the coverage graph

“I like how this is customer focused. It’s customer centric.”

Comparing our starting point to account mapping, which begins with the partner manager

“This is impressive.”

Closing the call

“I would love to see that.”

On the collaboration flows — the half we ran out of time for

WHAT SHE WAS REACTING TO

The map nobody has

Every partner, every account, every seller, in one view — sized by real footprint rather than by tier. She stopped the demo to keep looking at it.

Evidence, not claims

Trust scored from what a partner can actually prove, with every claim linking back to a public source she could click and verify live on the call.

The human moment

Two strangers on opposite sides of a deal, neither over-exposing first. She recognised the problem before it was finished being described.

WHERE WE ARE

895

Adobe partners processed

0

Adobe systems accessed

9

months from idea to this call

1

meeting needed to earn the second

THE LINE THAT CHANGED THE ROOM

Roughly halfway through, she asked where the partner data came from. Kyle answered before we could:

“Remember — he doesn’t have access to your stuff. He’s just crawling to get this data. Imagine if you actually gave him the information.”

KYLE CHAU

Her answer, looking at our numbers next to Adobe’s own: that this was **probably more accurate than what they have**.

That is the most valuable thing this team has built. Not the interface — the fact that 895 partners were processed and scored from nothing but public information, and it stands up next to the real thing.

WHAT WE BELIEVE OUR VALUE IS — CONFIRMED, NOT ASSUMED

The last mile	Account mapping tells you two companies share a logo. It stops there. We start there — who is actually credible on that account, what can they prove, and how do two people who have never met get to a working conversation.
Trust is earned	Scored from evidence over time, not self-declared on a capability slide. The inputs stay unpublished so they cannot be gamed. She tested this directly and the answer held.
Both sides matter	Partner sellers and alliance managers are treated as second-class across this entire industry, not just at one company. Building for them is not charity, it is the unserved half of the market.
Exoskeleton	AI that makes a person better at their job rather than replacing them. We closed the call on this and it landed.

BEING STRAIGHT ABOUT IT

She did not commit to anything, and we did not ask her to. This was a first meeting. What we won is a second one with more people in the room, which is exactly what a first meeting is for. There is a competing tool already inside Adobe with budget behind it, and that did not change on Wednesday. We also got caught not knowing something about their ecosystem that we should have known — the data has to be right before it is in front of her team.

WHAT HAPPENS NEXT

This week	Three short recordings of the collaboration flows — the part she asked to see and we ran out of time for. Built so she can forward them to her leadership without having to explain them.
Next	A working session with her team. She asked to bring people.
The ask on the table	Six months of design partnership. No licence, no fee, nothing to sign. We build against what their team says is broken.

Thank you. Nine months ago this was an idea about a problem nobody had solved. On Wednesday someone who has lived that problem from both sides looked at what you built and said it was impressive, then asked to show it to her boss. That happened because the thing works.