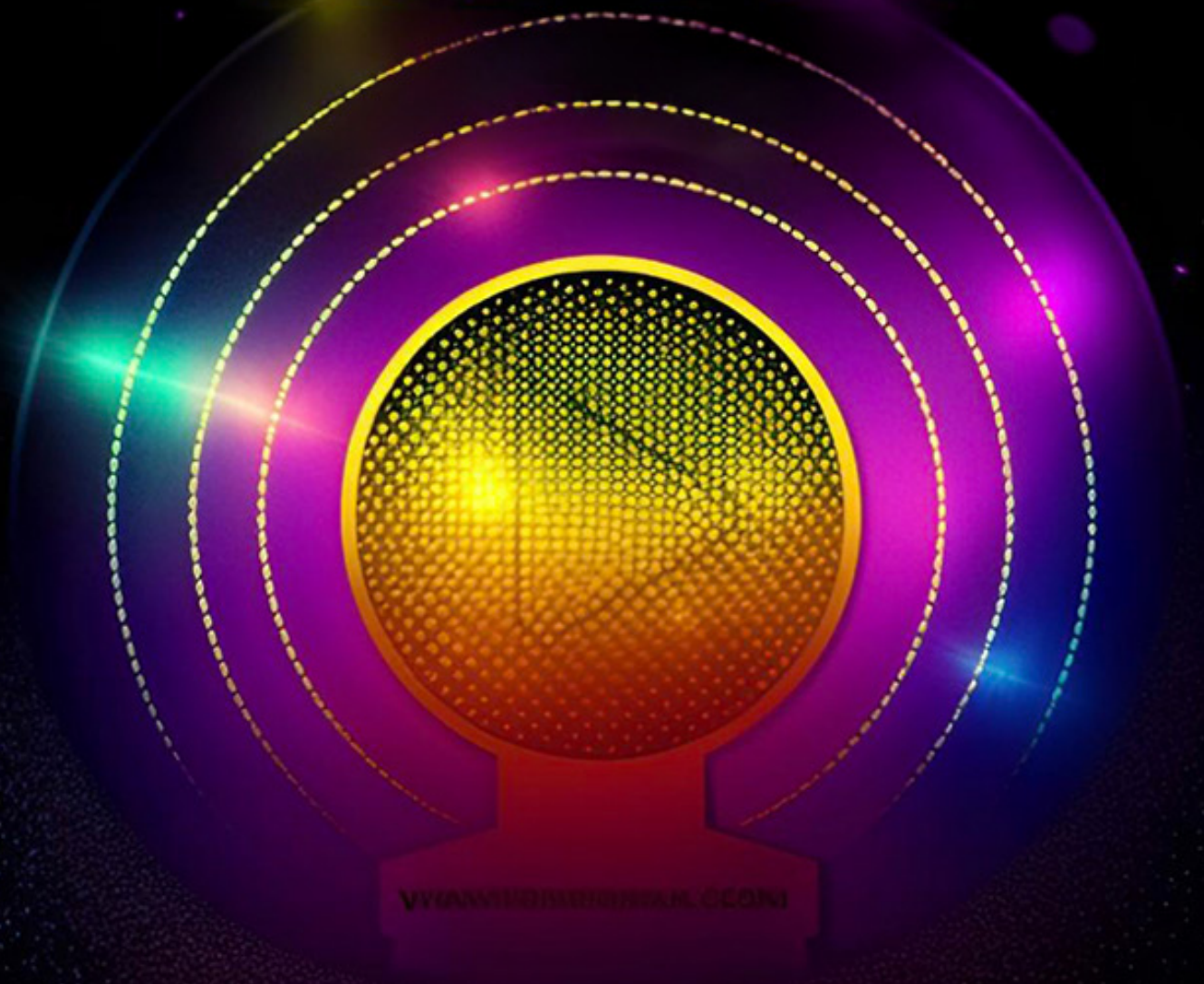# LEADSCALE®

Q2 2025 Gen5 Publisher Webinar

Robin:
Great, let's proceed. Thank you all for joining. Today, I'll give you an update on our next-generation engine technology.

[LEADSCALE ENGINE Overview]
First, let's set the scene. Many of you know LEADSCALE® has two divisions: the Engine department and Services. Today, we're focusing on LEADSCALE ENGINE.

This sketch shows our Microsoft Azure-hosted environment. We maintain ISO 27001 standards, ensuring all client data is logically and physically secure. Annual hosting costs are around £500K—this isn't cheap, but it's necessary for compliance and security.

To clarify, the 'blue layer' in the sketch includes our team—Samar, myself, and others—all operating within the privacy framework. We cover ISO 27001 controls and are migrating to the 2023 standard.

Samar:
Gen5 is our evolutionary leap in lead generation. We've invested over £1M since October 2022, designing 2,000+ workflow screens. Development began in January 2024, with Phase 2 launching June 2025—though internally, we're targeting May.

Gen5 is multi-tenant. Each advertiser (e.g., Intel) licenses their own 'world' within the 'universe.' Suppliers can join multiple worlds under one login—no more duplicate accounts.

Robin:
Imagine Intel's super-user invites colleagues and suppliers to their world. Suppliers access libraries for RFPs, creatives, and legal terms upfront. This democratizes the RFP process—you can accept/reject terms before committing.

[Workflow Automation]
Libraries are segmented: legal, creatives, data. A CRM manager won't see creative assets, and vice versa—this ensures compliance.

Jobs move from draft » planning » live » archived, with full audit trails.

Robin:
Ping-pong workflow automates RFP exchanges. Advertisers and suppliers can negotiate terms, specs, and pricing within the platform, replacing endless emails and Slack threads.

[Market Growth and Early Adopters]
Post-COVID, the market bottomed out mid-2024 but is recovering. Q1 2025 was stronger than Q1 2024. Now, our Gen5 pipeline includes:

- A global brand likely to sign (£1M/year, 90% probability)
- A strategic pilot (50/50 chance, £10M/year potential)

Samar:
Critically, Gen5 works alongside tools like Integrate or Convertr. Advertisers don't need to rip out existing systems—they can layer Gen5 for pre-lead management.

Robin:
Questions? Type them or raise your hand. If you're shy, email us later—we'll share answers anonymously.

Samar:
Publishers, join our Entity Directory to access RFPs. Let's schedule demos if you need a refresher. The goal? More advertisers mean more budgets for you.

Robin:
Thank you all! Look for follow-up notes and a one-pager on Gen5 updates. Stay safe, and if you can't be good... don't get caught!

For more information about how LEADSCALE ENGINE works, email us at:
info@leadscale.com