



THE RISE OF REVOPS AUTOMATION

THE EVOLUTION OF B2B GROWTH TECHNOLOGY

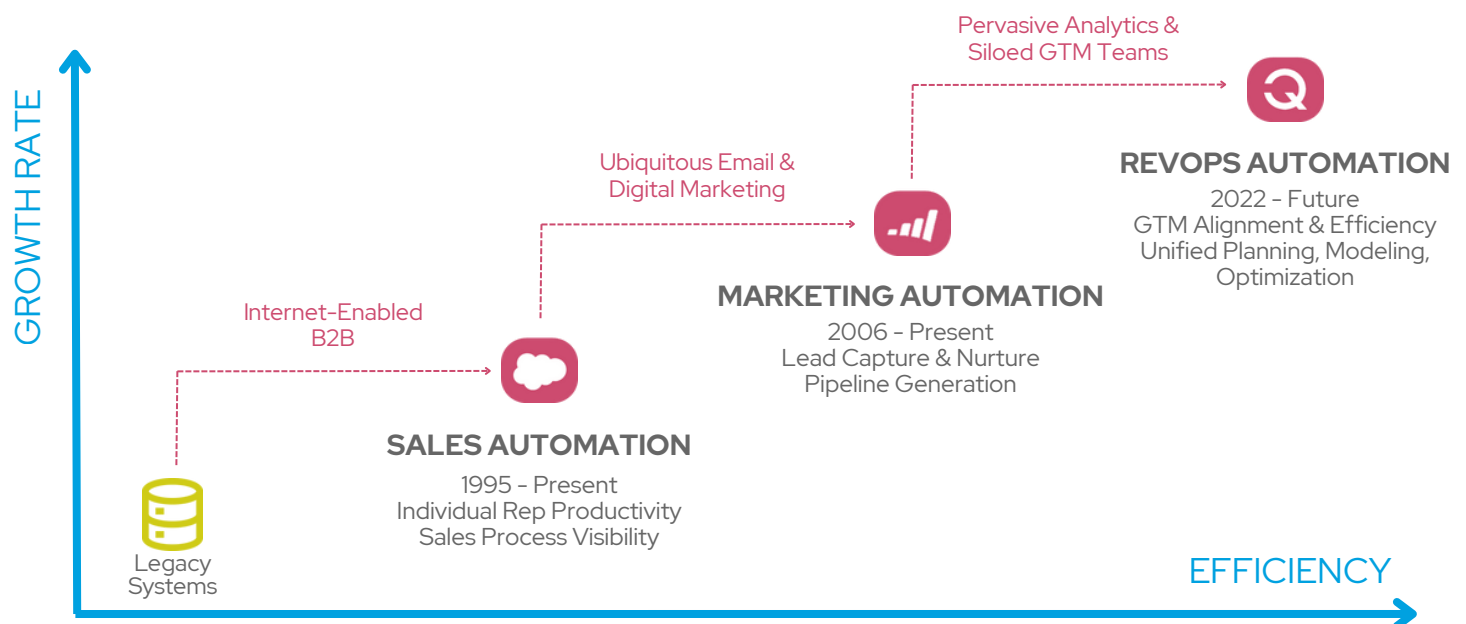
EXECUTIVE SUMMARY

B2B growth has entered a new era – one that demands more than activity tracking. It demands precision, predictability, and alignment across every revenue function. As shown in the Evolution of GTM Platforms, growth technology has advanced in waves:

- Sales Automation brought visibility to individual productivity.
- Marketing Automation expanded reach and nurtured leads at scale.
- But these systems remained siloed – powerful in isolation, yet disconnected from the company's financial reality.

Today, B2B leaders are entering the next phase: RevOps Automation – a unified approach to growth where strategy, data, and execution are connected in one intelligent system.

EVOLUTION OF GTM PLATFORMS



ayeQ is the first platform built for this transformation. It bridges the gap between CRM, marketing automation, and finance to model, monitor, and optimize growth in real time. As the next evolution in GTM systems, ayeQ doesn't replace CRM or marketing automation – it unites them, creating the **Strategic Operating System for Growth**.

THE LIMITS OF YESTERDAY’S SYSTEMS

For decades, B2B companies have relied on systems built to track activity, not accelerate growth.

CRM platforms like Salesforce.com and marketing automation tools like Marketo and HubSpot revolutionized how businesses captured data – but not how they managed growth. They digitized customer interactions, but they never connected the dots between strategy, execution, and financial results. Today, every company faces the same reality:

“THE NEXT WAVE OF GROWTH TECHNOLOGY ISN’T ABOUT MANAGING ACTIONS – IT’S ABOUT MODELING OUTCOMES.”

- Data is everywhere, but insights are disconnected.
- Teams are busy, but not aligned.
- Forecasts are created, but rarely believed.

RevOps Automation changes that.

THE EVOLUTION OF GROWTH TECHNOLOGY

ERA	PURPOSE	PRIMARY USER	LIMITATION
CRM Systems	Track and manage customer interactions	Sales Teams	Tactical visibility without predictive insight
Marketing Automation	Capture, nurture, and score leads	Marketing Teams	Disconnected from sales outcomes and revenue attribution
RevOps Automation	Model, align, predict, and optimize growth	CXOs and the Entire Revenue Engine	Unified, intelligent, validated system for predictable growth

WHAT REVOPS AUTOMATION OVERCOMES

1. The Chasm Between Leads and Contacts

In Salesforce and similar CRMs, people exist as two different objects – Leads and Contacts. This structure fragments marketing and sales data, making it nearly impossible to connect campaigns to pipeline or measure marketing-sourced revenue accurately.

ayeQ unifies all people data into a single object, integrating engagement, qualification, and pipeline performance across the entire buyer journey. *The result: Complete attribution and visibility from first touch to closed revenue.*

2. The Misalignment between Marketing and Sales Metrics

Marketing automation tools optimize for top-of-funnel activity – clicks, opens, and MQLs. CRMs track opportunities and bookings. Neither system connects to financial targets.

ayeQ bridges that gap. It creates a single performance model linking marketing, sales, and finance. Campaign ROI, pipeline generation, and bookings forecasts are now part of the same growth equation. *The result: Every team speaks the same language: growth, efficiency, and ROI.*

3. The Lack of Financial Context in CRM Forecasting

CRMs record deals; they don't validate whether targets are achievable. Forecasts often rely on "gut feel" or rep-level optimism rather than data-driven modeling.

ayeQ introduces financial and operational intelligence. It models capacity, win rates, and pipeline coverage to determine whether growth plans are realistic – and provides early warning indicators when they're not. *The result: Forecasts become financially grounded predictions, not opinions.*

4. The Manual Analytics Burden

Most companies spend months (or years) trying to piece together CRM and marketing data into usable dashboards. The attempt usually results in a myriad of spreadsheets, one-off analytics projects, and dashboards that answer yesterday's questions.

ayeQ eliminates that complexity. It comes with pre-built, validated analytics dashboards, tailored for B2B SaaS and fully integrated with your CRM and marketing automation tools. Implementation takes days – not months – delivering real-time, board-ready KPIs across the entire funnel. *The result: RevOps teams move from data gathering to delivering actionable insights that change outcomes.*

5. The Absence of a Strategic Growth Model

CRMs track the past. Marketing automation manages the present. Neither system defines the future.

ayeQ connects strategy to execution. It models exactly what performance is required across marketing, sales, and customer success to achieve the company's financial plan – and continuously measures progress toward that outcome.

For the first time, strategy and execution operate in a single, continuous system.

THE IMPACT OF REVOPS AUTOMATION

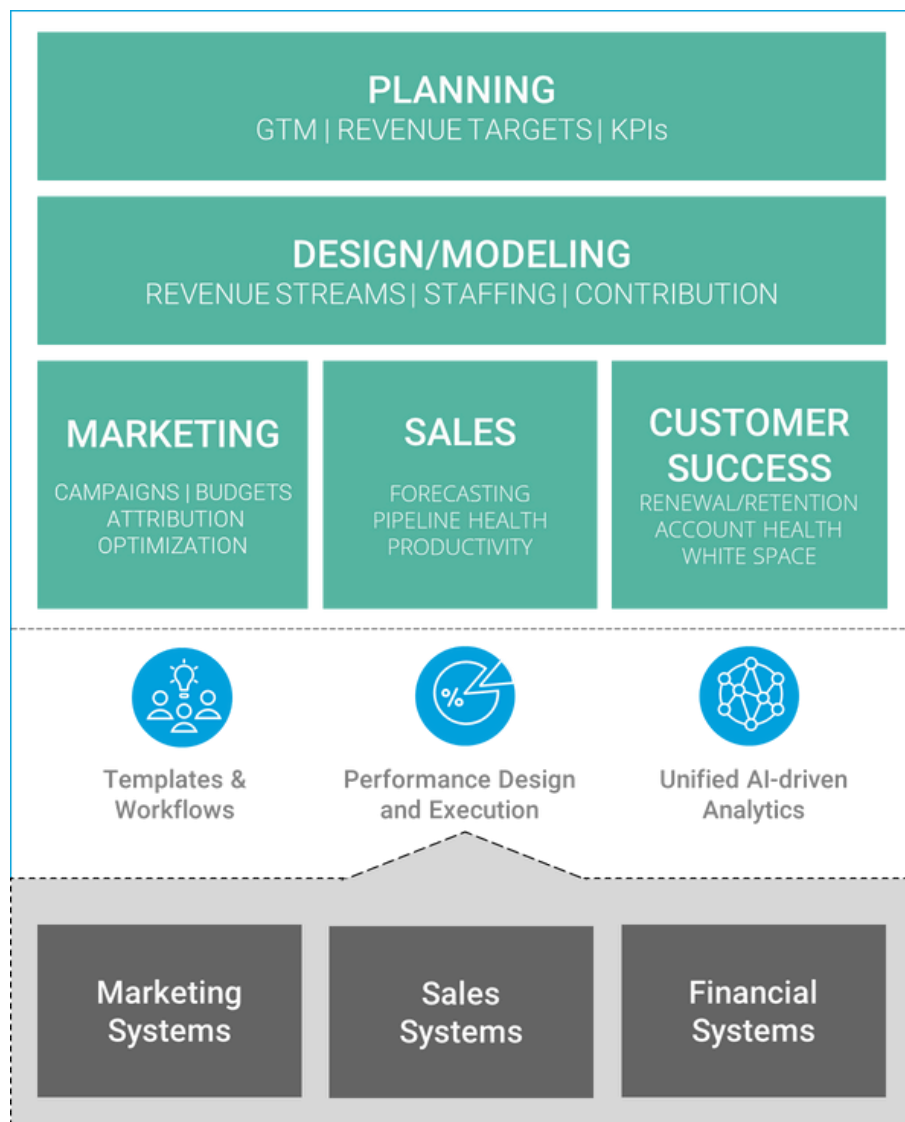
Companies using ayeQ achieve measurable, validated results:

- 3.2× faster bookings growth
- 2.8× higher win rate
- 62% more marketing qualified leads
- 20% improvement in stage conversion

ayeQ doesn't just automate RevOps – it transforms how companies grow.

"AYEQ IS THE STRATEGIC
OPERATING SYSTEM FOR B2B
SAAS COMPANIES READY TO
MOVE BEYOND ACTIVITY
MANAGEMENT TO GROWTH
ORCHESTRATION."

REVOPS AUTOMATION PLATFORM



COMPLETE ANALYTICAL
ENVIRONMENT FOR GTM
PLANNING, MODELING,
AND OPTIMIZATION



TRANSACTIONAL
SOURCE SYSTEMS

The ultimate measure of a company's growth system isn't how many dashboards it produces – it's whether executives and boards trust the numbers they see. ayeQ gives boards the confidence that their company's growth is being managed strategically, not reactively.

Because ayeQ unites financial planning, performance modeling, and operational execution in one system, leadership teams can show – with precision – how marketing, sales, and customer success performance directly connect to bookings, revenue, and efficiency. Customers routinely run their board meetings out of ayeQ, using live models and analytics to:

- Review progress against validated bookings and pipeline targets
- Identify the precise levers driving performance or shortfall
- Make resource and investment decisions based on data, not intuition

ayeQ turns revenue operations into a board-level discipline – transforming RevOps from an operational function into a strategic advantage.

I've made 28 quarters out of 30.

At the CRO level, that level of predictability is unheard of.

Greg Jones
CRO, Bizzdesign

I wish we had ayeQ 18 months

ago. We would have saved millions trying to build it internally.

CRO, \$110M SaaS Business

We run our business out of ayeQ.

Jolene Keeler
Director of RevOps,
ValGenesis

No bull**.** This is awesome.

CEO, \$80M SaaS Business

The predictability of our revenue was transformed.

Eric Wilson
COO, Verian

ayeQ is a Marketer's dream.

CMO, \$30M SaaS Business

“