

NPI GAINS FULL VISIBILITY INTO GROWTH – AND THE CONFIDENCE TO HIT THE PLAN



CUSTOMER

NPI helps enterprises optimize IT spend through data-driven insights



34%

YoY ARR
Growth

+45%

ARR Forecast
Accuracy

+49%

Marketing
Contribution
to Pipeline

THE CHALLENGE: SCALING REVOPS FOR HIGH GROWTH

Like many PE-backed, high-growth companies, NPI was outgrowing its operating model.

- Planning lived across spreadsheets and disconnected tools
- Sales, marketing, and finance operated from different versions of the truth
- Marketing couldn't clearly tie programs to revenue
- Forecasts required heavy manual work and lacked confidence
- Leadership lacked visibility into what needed to change to hit the plan

"This was a wow moment for me. I could finally see every lever—what needed to change, where to invest, and how it all connected. ayeQ gave us complete clarity for our annual plan and exactly what has to happen to deliver what we've committed to the board."

Emily Shapiro, NPI COO

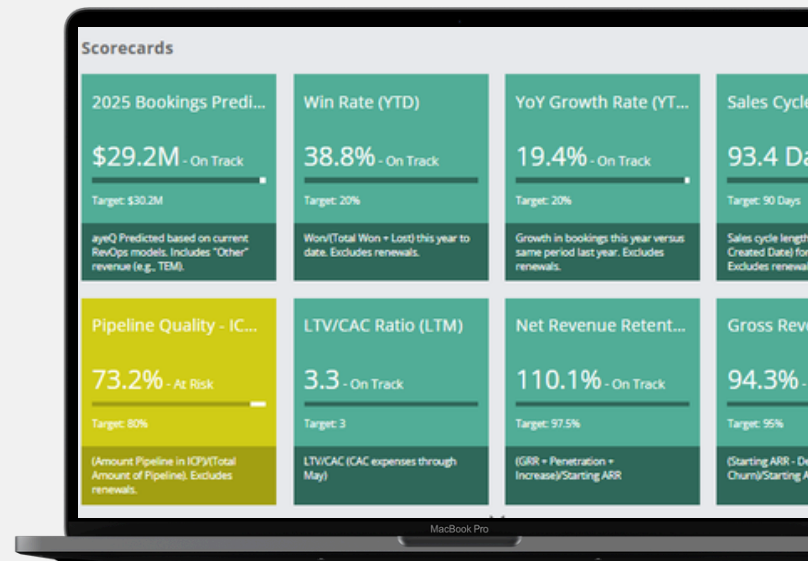
THE RESULT: A CONNECTED GROWTH MODEL WITH CLEAR LEVERS, TRUSTED DATA, AND ALIGNED EXECUTION

With ayeQ, NPI now runs its business on a single, connected growth model, giving leadership full visibility into what drives performance.

- **Complete visibility into growth levers** from pipeline to conversion to investment
- **One source of truth** across sales, marketing, and finance
- **Marketing tied to closed revenue**, optimizing investment decisions
- **Board-ready forecasts** and plans with clear paths to execution
- **Elimination of manual work** and disconnected analysis

WHY AYEQ: ONE PLATFORM TO TURN GROWTH PLANS INTO PREDICTABLE OUTCOMES

ayeQ is a growth planning platform that connects strategy to execution—giving leaders full visibility into the levers that drive revenue and the confidence to hit their targets.



ayeQ[™] is the pioneer of RevOps Automation[™], the automated operating system for revenue growth. Through Automated GTM Planning & Optimization, Revenue Forecasting & Pipeline Intelligence, and Marketing Performance & Pipeline Impact, ayeQ unifies GTM data into a single revenue model and applies AI-driven intelligence to deliver trusted forecasts and continuous performance improvement.