

THE ENGINEER'S BLUEPRINT FOR B2B GROWTH

Predictable, efficient revenue growth isn't accidental. It isn't heroic.

It is engineered.

Finance Has a System. Supply Chain Has a System. Engineering Has a System.

Growth Still Runs on Spreadsheets and a Prayer

You hit your number for two quarters. Then the forecast that looked healthy in the QBR missed by 12 points three weeks later. Nobody lied. Nobody underperformed. The system was never built to produce a reliable number.

So it didn't.

Sound familiar?

- Marketing, sales, and finance all show up to the QBR with different numbers.
- Nobody has one place to see whether the quarter is actually on track.
- The forecast that felt safe in the boardroom unravels three weeks later.
- There's no way to run a "what if" and see the impact before you commit to it.
- Risk shows up in the board deck — never before it.
- Getting a straight cross-functional answer takes days, not minutes.

None of this is a talent problem. **It's a systems problem.**

We call the discipline that fixes it **Revenue Engineering**: designing revenue intentionally, so bookings get manufactured, not chased. What it looks like in practice is the subject of this eBook.

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I had proven that approaching the revenue function as a system created predictability, efficiency, and accelerated growth. Yet there was no platform available in the market to make Revenue Engineering easy for B2B companies. So we built ayeQ.

— Dana Marxer
MSEE, MBA, Founder of ayeQ



A Note from ayeQ's Founder

My background is in engineering. I was trained to design systems. To understand cause and effect. To eliminate variation. To improve performance by understanding how every component contributes to the whole. Early in my career, I wrote software and designed hardware. Later, through an unexpected career turn, I found myself leading global marketing for a B2B software company.

If you put an engineer in marketing, we build an engine.

While most people saw campaigns, leads, opportunities, forecasts... I saw something else. I saw a system. One with inputs, constraints, feedback loops, throughput, variance, and outputs.

The more companies I worked with, the more obvious it became that revenue behaves much like every other engineered system. Different industries. Different products. Different markets. The mechanics were remarkably consistent. Interestingly, when I applied engineering principles to the revenue generating function - which includes marketing, BDRs, sales, customer success, finance, and even operations - something remarkable happened. Suddenly, everyone knew exactly what they needed to do at each stage in the revenue cycle to achieve the company's financial goals. We had a "design" of performance.

I called it "Revenue Engineering." And it was incredibly effective.

I've used this approach with dozens of B2B companies over decades, well before it was ever built into a platform. The results: IPOs. Strategic acquisitions. Category leadership. Predictable growth that held up under real scrutiny, not just in a good quarter. With ayeQ, your leadership team across all functions can apply these methodologies. You don't need an engineer at the helm.

Everything in this book builds on that belief. My hope is that it changes the way you think about growth as much as it changed mine.



Predictable Revenue Doesn't Just Happen. It Is Designed.

Revenue isn't unpredictable. Most organizations simply haven't engineered the system that produces it.

Predictable, efficient revenue growth is the output of a system, not the result of isolated departments or heroic execution. Every engineer understands one fundamental principle: systems produce results. The output of a manufacturing line is determined long before the first product reaches the end of the conveyor. The same is true of revenue. Every booking. Every forecast. Every missed target. They are all outputs of an interconnected system. Yet most organizations don't manage revenue as a system. Marketing optimizes campaigns. Sales optimizes pipeline. Finance manages budgets. Each function improves independently.

WHAT ENGINEERS DO DIFFERENTLY

Engineers don't hope systems work. They design them to work. The same principles that built reliable manufacturing systems, telecommunications networks, and software platforms can be applied to revenue growth.

The engineer doesn't ask, "How fast can we grow?" The engineer asks, "How fast can we grow with the resources we have?"

THE PROBLEM

Disconnected data

Marketing, Sales, and Finance can't agree on what "pipeline" even means.

Reactive planning

You learn about risk in the QBR, not 90 days before it.

Poor visibility

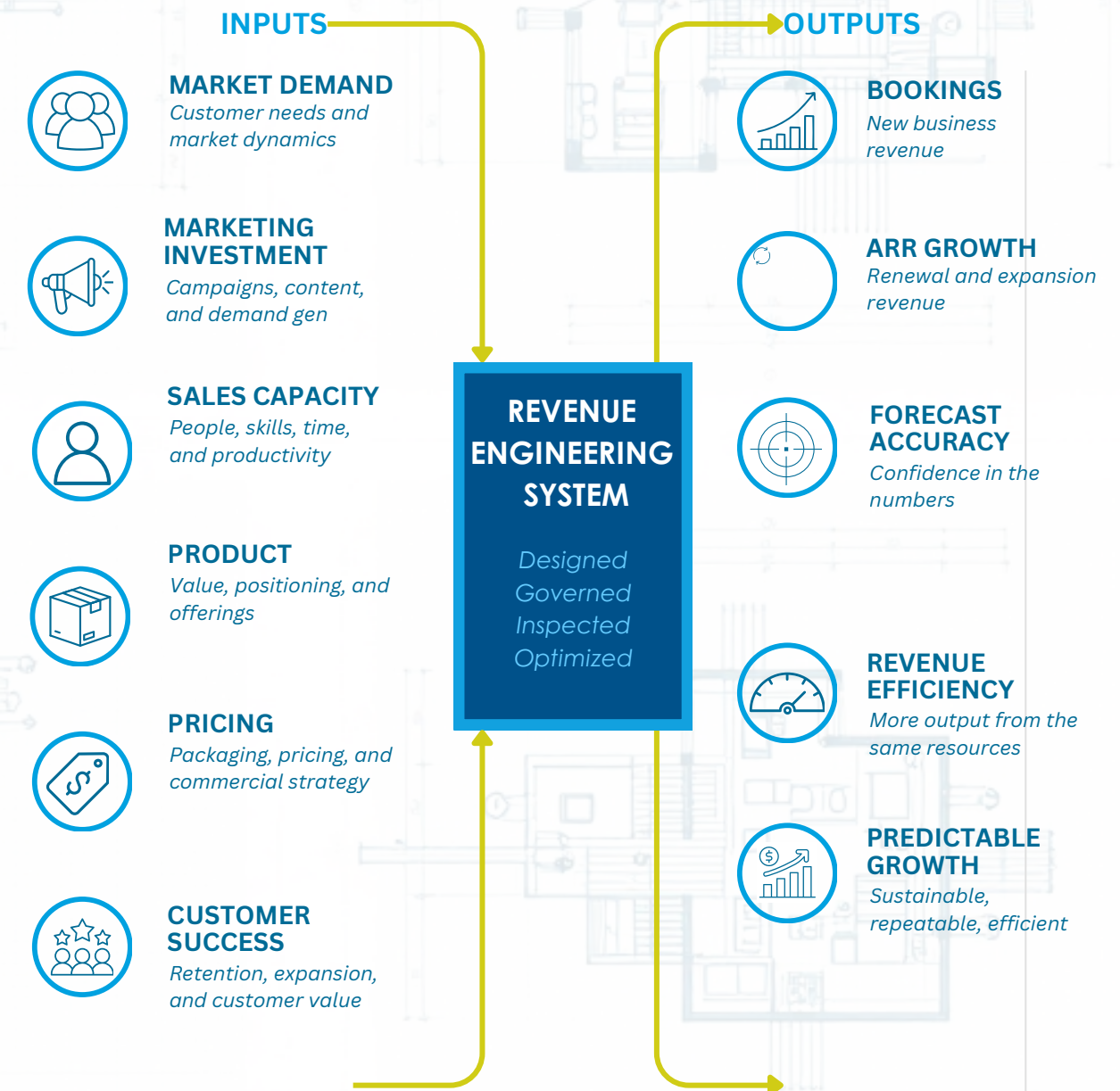
The board asks "why," and the honest answer is "we don't know yet."

Manual forecasting

Forecasts take days to build and are wrong the moment they're done.

The Engineering Mindset Changes Everything

Revenue has yield. The objective isn't maximum activity. It is maximum throughput. **More revenue with the same resources.**

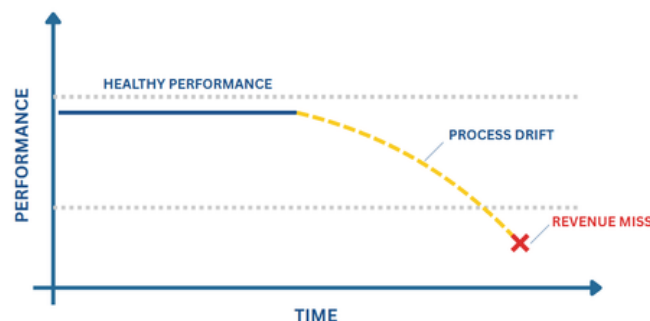


Engineers Don't Wait for Failure. They Prevent It.

You can't fix what you can't see. You can't improve what you don't measure. And you can't grow what you don't understand.

Too many revenue organizations report on performance after the fact. By the time problems are visible, opportunities are lost and risks have already materialized. Inspection changes that. It brings issues to light early - before they become costly - and reveals the opportunities that reporting will never show.

Engineers monitor the process - not just the outcome. Inspection detects process drift before it becomes a revenue miss.



“ What gets inspected gets improved.
— Every Engineer's Principle

INSPECTION IS DIFFERENT

Proactive
Detects risks and opportunities early.

Systemic
Evaluates the entire revenue system, not the individual activities.

Diagnostic
Explains why performance happens, not just what happened.

Prioritized
Identifies the highest-impact opportunities to improve.

Actionable
Provides clear guidance for what to do next.

Inspection of the Manufacturing Line Prevents Defects. Inspection of the Revenue System Prevents Misses.

Engineers monitor the process - not just the outcome. Inspection detects process drift before it becomes a revenue miss. The outcome of inspection isn't more data. It's better decisions - the confidence to act, knowing you're addressing the right issues in the right order.



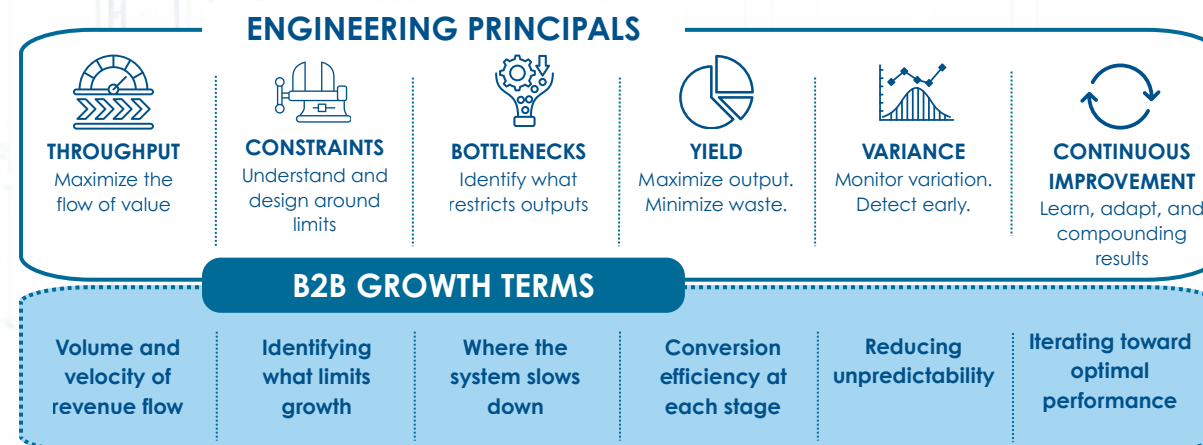
The Revenue Engineering System™

Revenue Engineering is the intentional design of every component required to produce predictable, efficient growth.

Every engineering discipline begins by designing the system before attempting to optimize it. Revenue should be no different. Rather than managing Marketing, Sales, Customer Success, and Finance as independent functions, a Revenue Engineering System integrates them into a single operating system with one objective..

PREDICTABLE, EFFICIENT GROWTH

When every component is intentionally designed - and every decision is based on trusted information - the entire system performs better.



Six Integrated Components. One Engine for Growth.

Every engineered system contains the same fundamental elements: defined inputs, an operating model, measurements, governance, feedback loops, and continuous improvement.

1.REVENUE STRATEGY

Defines how the business creates, delivers, and captures value.

2.REVENUE PROCESS

Designs how revenue flows from market awareness through expansion.

3.REVENUE INFORMATION

Provides a governed, trusted foundation for decisions, forecasting, and AI.

4.REVENUE METRICS

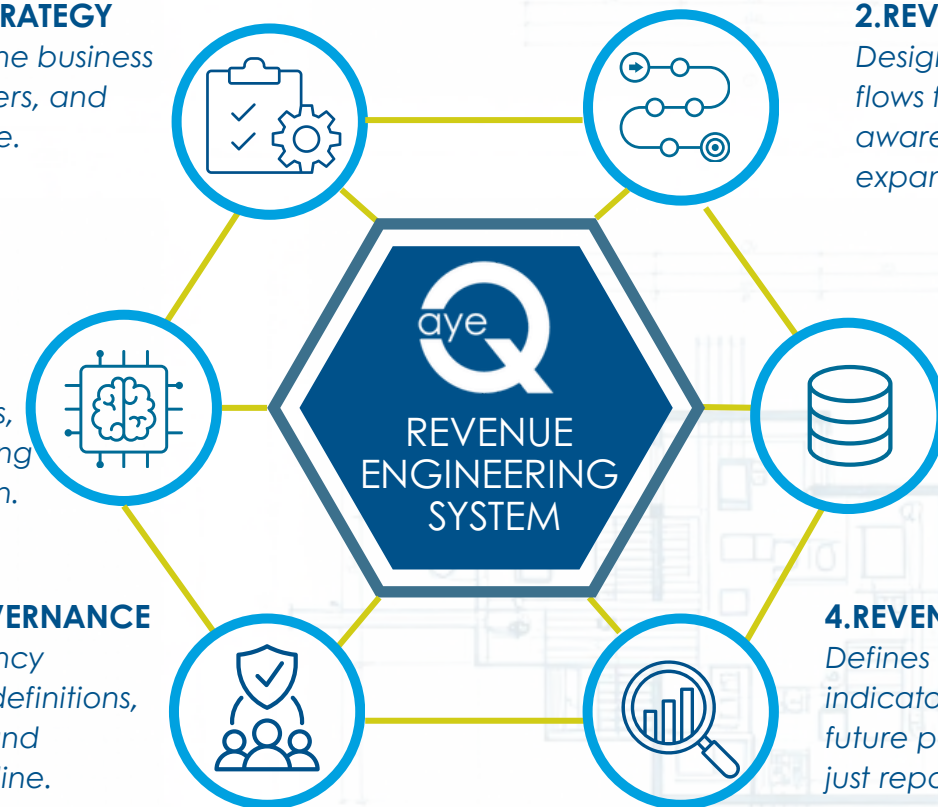
Defines leading indicators that predict future performance - not just report history.

6.REVENUE AI

Accelerates understanding, recommendations, and execution using trusted information.

5.REVENUE GOVERNANCE

Creates consistency through shared definitions, accountability, and operating discipline.



Operating the System

OUR REVENUE ENGINEERING METHOD

A system is only as strong as the way it's operated. That's why we follow a disciplined, continuous cycle - engineered to drive predictable, efficient revenue growth.

SIX STEPS REPEATED IN A CADENCE COMPOUND INTO PREDICTABLE GROWTH.

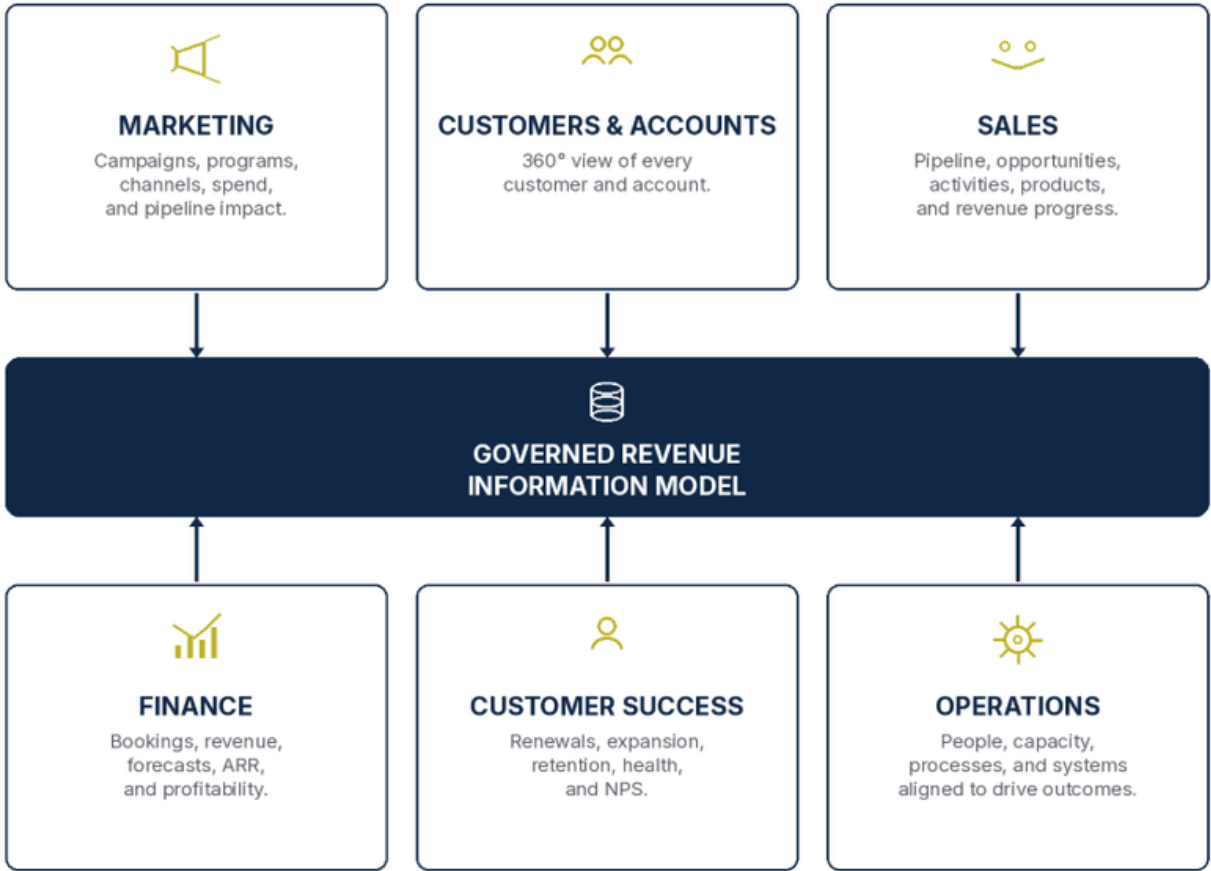


This isn't a one-time project. It's a continuous cycle of engineering and improvement. That's how predictable growth becomes the norm.

Where to Start

All six components matter. But they don't matter equally on day one. Most organizations try to fix Strategy, Process, Metrics, and AI at the same time - without first fixing what all four depend on.

Information and Governance come first. Get trusted data and consistent definitions in place, and Strategy, Process, Metrics, and AI all get faster, easier, and more reliable to improve. Skip this step, and every other component just inherits the same disconnected, inconsistent foundation you started with.



“ You can't optimize a system built on ungoverned data. Fix the foundation first.”

Why AI Finally Works when the System Is Engineered.

AI's problem right now isn't that it fails — it's that everyone has it. Every team can spin up its own copilot, agent, or GPT wrapper, and most do. The result isn't transformation. It's a hundred disconnected pilots, a rising token bill, and no one who can say which of them actually moved the number.

THE COST OF UNGOVERNED AI

- Dozens of pet AI projects, no shared ROI
- Token spend nobody's tracking against outcomes
- Wins in silos that never move the actual number
- Every team re-solving the same problem alone

“Democratizing AI didn't create more advantage. It created more noise.”

From Insights to Impact.

A governed system doesn't mean fewer people use AI. It means all of them are pulling from the same one.

WHAT A GOVERNED SYSTEM ENABLES

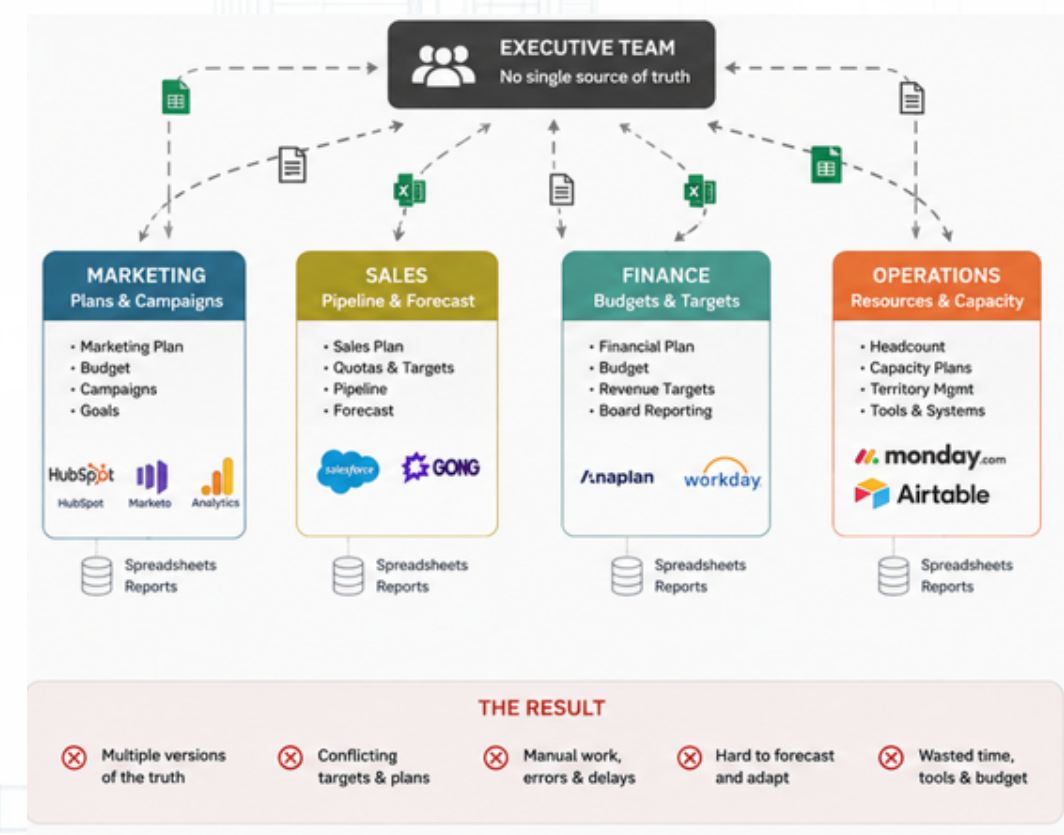
- **One source of truth**
Every team works from the same definitions and data.
- **Predictable outcomes**
AI models produce reliable forecasts and recommendations.
- **Aligned teams**
Marketing, sales, finance, and CS share one revenue model.
- **Faster execution**
Less time reconciling, more time acting on insights.

A Revenue Engineering System doesn't just produce data. It produces clarity, confidence, alignment, and agility — the four outcomes that separate high-growth companies from everyone else.

"It's not about reporting what happened. It's about knowing whether you're on plan, why you're not, and what to do next."

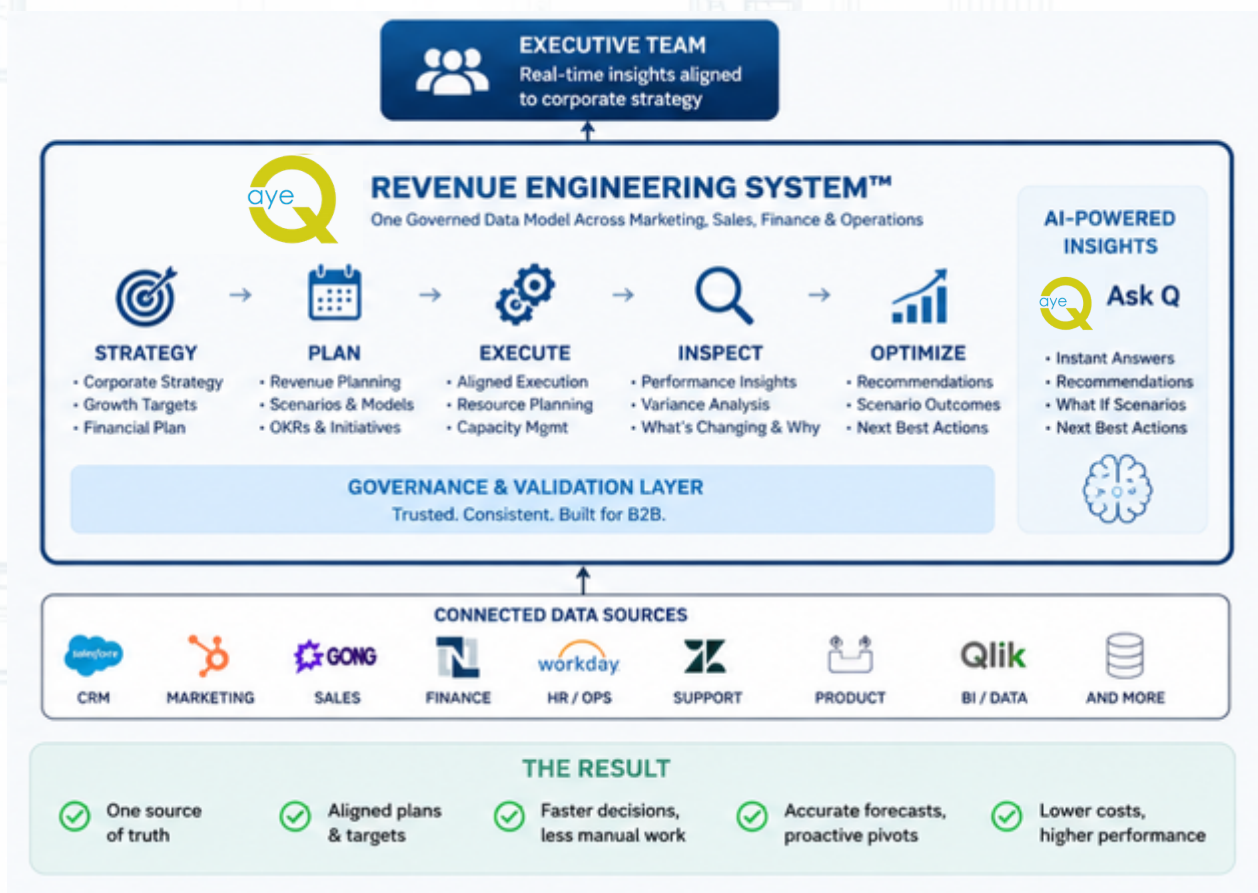
ayeQ Makes Revenue Engineering Easy.

The Typical B2B Company Operates in **Historic Silos.**



ayeQ also Rationalizes the Tech Stack and Reduces Support Resources. **More Revenue, Less Waste.**

Now, a Single Platform to **Unify the Revenue Growth Function**



- BIG IMPACT:**
- LOWER SOFTWARE COSTS**
Replace multiple point solutions with one unified platform
- REDUCE HEADCOUNT NEEDS**
Automate manual work and reporting so your team can focus on growth
- IMPROVE ACCURACY & SPEED**
Real time insights and scenario modeling for confident decisions
- ALIGN THE ORGANIZATION**
Everyone working from the same plan measured in the same way

Revenue Engineering in Practice. Real Results.

NPI

Revenue Engineering transformed NPI's go-to-market from reactive to predictable, delivering measurable growth across all key metrics.

42%
ARR Growth

91%
Forecast Accuracy

3.2x
Pipeline Velocity

ValGenesis

A governed revenue model gave ValGenesis the visibility and alignment needed to scale efficiently across global markets.

67%
Marketing ROI

2.8x
Lead Conversion

95%
Forecast Accuracy

“I could finally see every lever – what need to change, where to invest, and how it all connected.”

— Emily Shapiro, COO, NPI

“Our executives don’t go into the CRM — they open ayeQ. It’s how we run the business.”

— Jolene Keeler, Sr. Dir. RevOps, ValGenesis

“This is the first time we’ve been able to connect our data to our strategic OKRs in real time. It’s a powerful combination.”

— Meegan Carlson, VP People and RevOps,
Acuity Insights



CONCLUSION

The Next Era of B2B Growth.

AI alone won't drive the next wave of B2B growth. The companies that win won't simply have better algorithms or more data. They'll have better systems — intentionally designed, continuously inspected, and governed for performance.

The Revenue Engineering System is how you get there.

“The companies that win the AI era won't simply have better AI. They'll have better Revenue Engineering Systems.

Do You Have a Revenue Engineering System?

Take the Revenue Engineering Inspection — a 5-minute self-assessment that scores your organization across all six components of the system. You'll receive a personalized maturity report showing exactly where your system is strong and where it needs engineering.

TAKE THE ASSESSMENT

