YOU & Cien.ai

Cien's TrueAI | GTM Suite

Jumpstart your growth in 5 days

Cien.

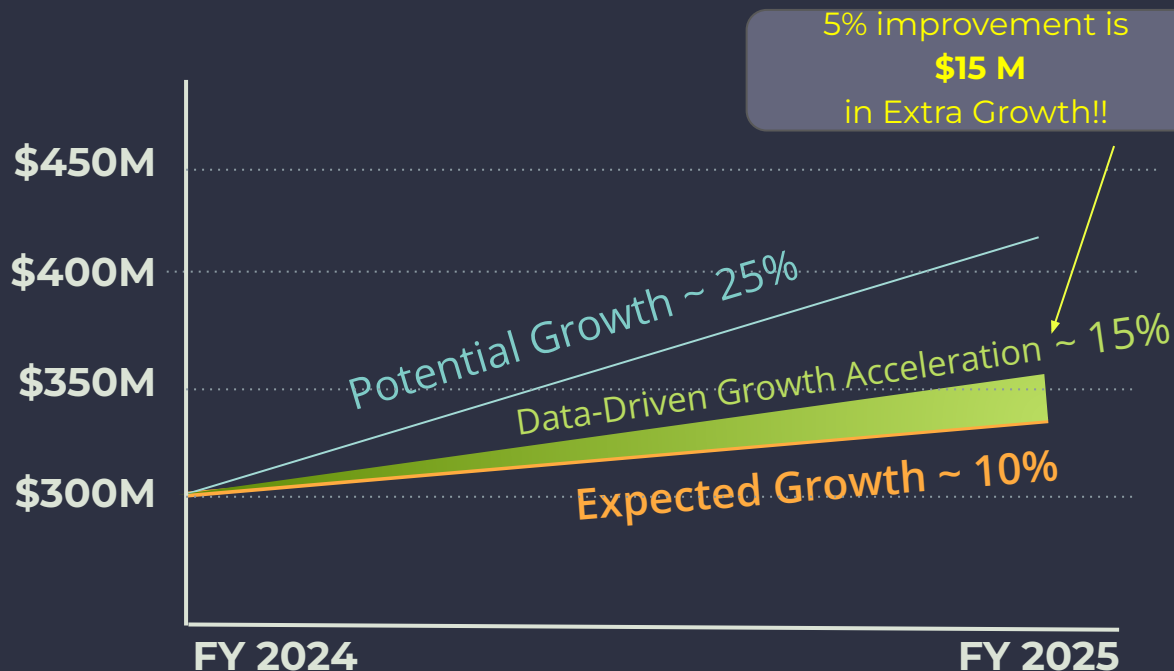## Your data holds the key:

- Data-driven growth is the only reliable way to accelerate your business

- $1B+ in growth across Cien's clients

Quick Facts

Clients often underestimate the value of the data they already own.

We help convert raw data into measurable growth opportunities.

This can lead to $5M–$50M+ in additional growth within one year for mid-sized companies.

5% improvement is
$15 M
in Extra Growth!!

$450M ....

$400M ....

Potential Growth ~ 25%

$350M ....

Data-Driven Growth Acceleration ~ 15%

$300M ....

Expected Growth ~ 10%

FY 2024   FY 2025

No trust in:

1. Accessing & using the data

2. The quality of the data

3. Diagnosing the real problems

4. Whether the plan is actually being executed

Quick Facts

Executives often say "our data isn't good enough" - we challenge that assumption.

Without trust in data, teams default to intuition and legacy reporting.

Overcoming these barriers unlocks real change. AI makes it possible.
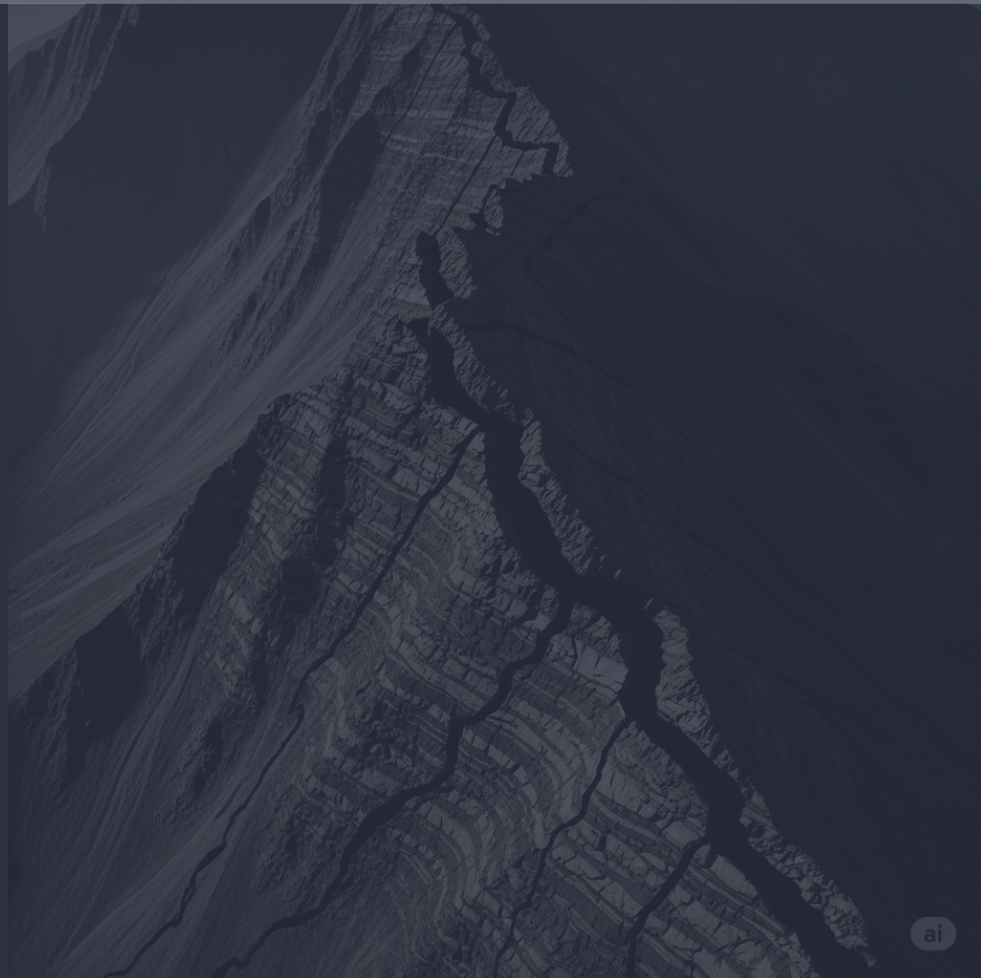
Use Your Data Securely:

1. Ensure minimal InfoSec risk-surface

2. One-click integrations (HubSpot, SalesForce, and MS Dynamics)

3. Bring in other data as needed *(like HR role names)*

4. Populate your data warehouse w/ clean and AI-ready data
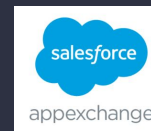   (Snowflake, data bricks, Fabric, Postgres)

Quick Facts

We're SOC 2 Type 2 certified.

PII is masked by default, and you can host the platform in your own Azure cloud (raw data, data warehouse, and Power BI)

We're Microsoft and Salesforce certified—making procurement and compliance seamless.

InfoSec Certifications

SOC 2 TYPE 2
AICPA SOC

GDPR

DPIA — Data Protection Impact Assessment

salesforce
appexchange

Microsoft Co-sell Partner

PII
(Personally Identifiable Information)
Masked Automatically

Don't wait for perfect data—our AI can work with what you've got:

1. Automatic Data Enhancement (ADE) fixes CRM data flaws in hours

2. Duplicate entries, missing fields, and inconsistent values

3. Corpographic & Firmographic data

4. Benchmarks

5. Before and after scores

Scores by Quality Dimension

	CRM Score	Industry Avg.	TrueAI Score	Improvement
Duplication	56	55	94	+68%
Completeness	79	62	85	+8%
Consistency	51	68	100	+96%
Sales Process	48	47	92	+92%
Activity Capture Level*	48	48	71	+48%
AI Prediction Confidence**	(Client Avg.) 87		92	Great
Total (Avg)	56	56	89	+59%

Scores: 0-49 Limited   50-74 Fair   75-85 Good   Great 86-94   95+ Excellent

Quick Facts

Output can be pushed back into your CRM or analyzed in-platform.

Customized LLMs that understand GTM data instead of thousands of man hours.

Peek Inside AI scores shows the confidence in each model.

Cien.

AI-powered diagnostics reveal the true causes of slow growth:

1. Benchmarked from hundreds of similar companies

2. Easy to fix areas where you are underperforming

3. Heatmap quantifies the impact

| Growth Categories	Hypothetical Issue	Is There a Problem?	Heatmap Score [2]	Change [3]	Data Trust Level [4]
Segmentation & SAM	Poorly Targeted Accounts		80	↘	✓ Great
	Poorly Populated Target Accounts		80	↘	✓ Excellent
	Too Small SAM		70	↑	✓ Great
Sales & Marketing Alignment	Poor Marketing Lead Quality		45	↑	✓ Excellent
	Too Long Time to Lead		70	↑	✓ Great
New Logo Selling	Poor Account Planning	Yes	25	↑	✓ Great
	Poor Pipeline Management		80	↘	✓ Excellent
	Poor Pipeline Quality for New Logo	Yes	25	↓	✓ Great
	Ineffective Deal Maximizing Strategy		65	↘	✓ Excellent
	Over-Reliance On Existing Customers vs. New Logo	Yes	15	↘	✓ Excellent
Existing Customer Selling	Poor Pipeline Quality for Expansion Selling		75	↗	✓ Great
	Poor Pipeline Quality for Renewals		85	↘	✓ Great
	Poor Cross-selling		45	↗	✓ Fair
	High Churn	Yes	20	↘	✓ Excellent
	Ineffective Deal Maximizing Strategy		85	↑	✓ Excellent
Rep Performance	Poorly Structured Sales Organization		65	→	✓ Great
	Sales Org. with a Large Number of Underperformers		60	↑	✓ Excellent
	Unsuccessful Ramping	Yes	20	↘	✓ Excellent

Quick Facts

We use foundational deep learning models trained on millions of deals. Models are fine-tuned on your data for high accuracy.

Helps prioritize the changes that drive the most impact. Explains the factors that are most important (e.g. specific industries or lead sources).

Aligns teams on what's really slowing down revenue across the entire customer journey.

Execution shouldn't be a black box - you need visibility in days, not quarters.

1. Near real-time dashboards show if teams & reps are following plan

2. Course-correct within a week instead of waiting for QBRs

3. Hold line-managers accountable
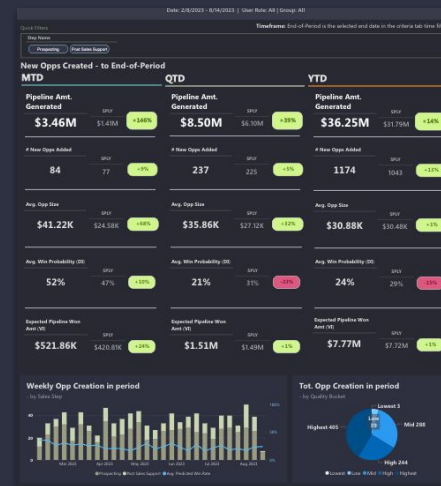
Quick Facts

Unique AI models like time allocation, allows leaders to see how reps spend their time.

Slice and dice on teams, groups and customer segments.

See historical, current and forecast data in one system.

1. Minimal effort

2. Proven process

3. Friendly expertise

4. Time to value in days

5. Measurable growth impact in months

6. Significantly more affordable than alternatives

7. Most companies realize **7-8 digit ROI** in one year

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Data Acquisition	**ADE** (Automatic Data Enhancement)	**Calibration**	**Heatmap Analysis**	**Growth Plan**
Activate the feeds	*Clean the Data*	*Make the Numbers Jive*	*Find & Understand The Friction Points*	*Decide on Focus and TrueAI KPIs*
Effort: **20 min**	Effort: **0 min**	Effort: **1 Hr**	Effort: **1-2 Hrs**	Effort: **5-10 Hrs**
Potential Factors to Manage: • InfoSec Review • Vendor Questionnaires	Potential Factors to Manage: • None	Potential Factors to Manage: • Delay in Required Information	Potential Factors to Manage: • Missing Data Points	Potential Factors to Manage: • Agreement on Priorities • Internal Politics • Resistance to Change

AI Agent Ready