

CROWDSOLVING WHITE PAPER

3 Reasons Leadership Teams Fail to Make Progress Amid Complexity and How to Proceed



INTRODUCTION

The most significant challenges leadership teams face today are complex

The most significant challenges leadership teams face today are complex. They're issues like doubling revenue growth, creating competitive advantage, removing inefficiency, transforming customer satisfaction, and improving the employee experience.

Complexity exists for a multitude of reasons. It exists when work crosses traditional team boundaries, spanning departments, disciplines, locations, hierarchies, organizations, industries, or areas of expertise. It exists when there are a multitude of independent and dependent decision makers tackling adjacent issues

simultaneously, at all levels of an organization, over an extended period of time. In complexity, loosely connected people step up at unpredictable moments and take unpredictable actions.

Progress is not linear in complex environments. The people involved are not held accountable by any one person; key stakeholders don't work in any single system; and resources are not controlled by any single hierarchy.

Progress is decentralized and fluid, and the landscape constantly changes. The complexity often makes progress feel harder and slower than it needs to be.

Why? There are three reasons. Once you understand them, they're quite easy to fix.

Leadership teams can accelerate progress within their organizations with leadership strategies and enabling technology called Crowdsolving. It's a new category of software that transforms an organization's ability to accelerate results.

This whitepaper explains the three reasons progress breaks down, defines crowdsolving, provides six use cases that illustrate how crowdsolving can be applied, and outlines the first steps a leadership team can take to get started.

The 3 Reasons Leadership Teams Fail to Make Progress

Traditional systems, silos, and project management strategies do not work well in complex environments where outcomes aren't linearly predictable. They leave leaders and all the people involved in an initiative lacking real-time data, visibility, and direction, reducing progress to a crawl.



1: Lack of real-time data

from people. Organizations are operating in dynamic, unpredictable, and even volatile markets. But, understanding precisely what is occurring across an initiative, organization, or problem is a slow and highly manual process. The information leaders need is often not readily available, so leaders gather it using a variety of methods.

Systems of record, like CRMs, capture discipline-specific data consistently over a long period of time but are typically not flexible or fast enough to gather data leaders need in-the-moment. They are also not inclusive enough or used widely enough to provide real-time data from all disciplines and key stakeholders.

Surveys and pulsing mechanisms collect information retroactively, causing people to recollect what happened after the fact. In many instances they cause people to recollect multiple events after the fact, synthesize the events, come to their own conclusions, and share their conclusions retroactively. In both cases, surveys and pulsing yield latent, less accurate data than the real-time data required for complex problem-solving.

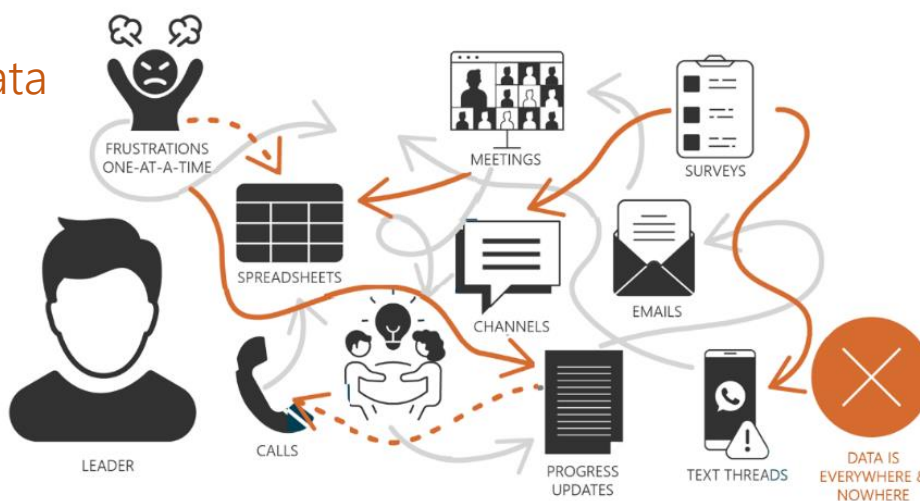
Shared spreadsheets are used to capture data on demand, but they are largely neglected, unsecured, and cumbersome.

Email, text, conversations, meetings, channels, and discussion boards yield inconsistent information that takes time to aggregate and derive actual data that can be acted upon.

Leaders are forced to get the information using multiple methods simultaneously. Data is everywhere, nowhere, and it's **ad-hoc data chaos**. By the time data is gathered and analyzed, the situation and nuances have changed. Accurately identifying and diagnosing problems is a struggle and solving them with speed and agility is nearly impossible without real-time data.

When leaders lack real-time data from people, problem-solving breaks down.

Ad-hoc Data Chaos





2: Lack of real-time visibility.

Solving complex problems involves a multitude of decision-makers, working at every altitude in an organization, across disciplines, locations, industries, and areas of expertise. There's an intricate web of decision-makers. Every person works from their respective roles and informs their own decisions with the data available to them. Problem-solving breaks down when key stakeholders are operating with an incomplete or siloed picture; it's operating in the dark. This lack of real-time visibility is the second area complex problem-solving breaks down.

Traditional problem-solving keeps key stakeholders in the dark until the end. As information is gathered, a person or small group of people consumes the data. They collect input, aggregate, analyze it, and draw conclusions. At key points, decisions are made and communicated to key stakeholders. Instead of real-time visibility where alignment is developed, key stakeholders have conclusion visibility where alignment is expected.

When key stakeholders lack real-time visibility, they lose the opportunity to learn along the way, and take informed, constructive action in their own areas of expertise. Key stakeholders miss chances to discover a specific issue, invent a new process, create a new strategy, evolve their understanding, or revisit a decision.

When employees lack real-time visibility, they feel as if their input is going nowhere and little changes, undermining engagement.

To solve complex problems, everyone involved must have real-time visibility so that their engagement and actions are informed. Without real-time visibility, progress grinds to a halt.



3: Lack of real-time direction.

Problem-solving is not an event, it's a process. The engagement leaders need from key stakeholders will change over time and it will change suddenly, and everyone must adjust accordingly. When leaders do not have a mechanism for directing and redirecting people in real time, problem-solving breaks down.

In traditional organizations, direction is announced at a meeting, sent through email, posted to a channel. Direction is provided, then it changes, and it's difficult for key stakeholders to know what is important right now.

Leaders often lack the systems to provide ongoing direction at scale and redirect people instantly, so progress breaks down. Traditional tools and methods leave a gap that make it difficult for leaders to lead at scale.

Three Break Downs

1. Lack of real-time data
2. Lack of real-time visibility
3. Lack of real-time direction

We're all leading in dynamic, unpredictable, and even volatile environments. Real-time data gives us the capacity to understand, real-time visibility gives us the capacity to act, and real-time direction is what will give us the capacity to adapt with total agility. New technology solutions are needed to make it possible.

Letter from the Author

The first 23 years of my career were spent leading strategic initiatives at Microsoft – an extremely complex environment where we lived and died by results.

I led the transformation of 112 internet services to operate as three suites – Windows internet services, Bing, and MSN. Each service had been designed, built, sold, and supported by different teams. These siloed investments were yielding low revenue and high customer dissatisfaction. Transforming them into three suites required the involvement of thousands of people across engineering, sales, marketing, branding, operations, and executives around the globe. By the end of this massive effort, we had grown from \$100M ARR collectively to over \$1B ARR for each suite.

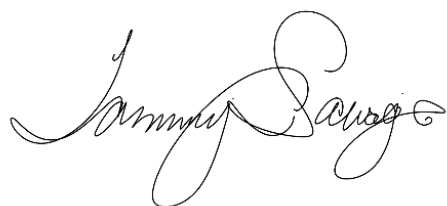
The results were grand, but the process felt harder and slower than it needed to be. The innovator in me kept asking: **Why?**

That question drove me into the world of complex problem-solving. I became obsessed with what truly holds progress back. Is it leadership? Competing agendas? Organizational resistance? Or is there something missing in our technology stacks?

The answer led me to start Groopit and Crowdsolving - a new category of enterprise software that combines high quality human intelligence with artificial intelligence (AI) to accelerate progress. Crowdsolving is not just technology, it's a transformative way to drive real results in complexity.

As you read, feel free to reach out to me at tammy@groopit.co. I'd love to hear your thoughts or help you solve a complex problem of your own.

Sincerely,



Tammy Savage

CEO & Co-founder, Groopit

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groopit

Crowdsolving: What it is and why it matters

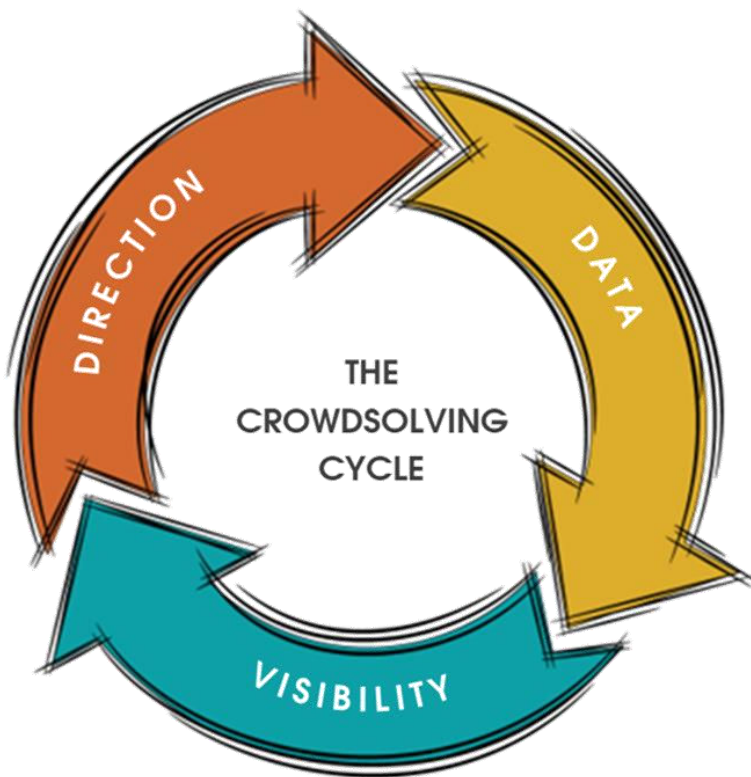
Crowdsolving is a new category of software that combines high quality human intelligence with artificial intelligence (AI) to accelerate progress.

Crowdsolving is a cycle where leaders provide real-time **direction**, people share **data** in real-time, and everyone involved has real-time **visibility**. These three capabilities allow leadership teams to rapidly identify, diagnose, and solve problems, as well as see progress and build on the organization's strengths. It is a system that allows leaders to operate in a complex environment with total agility.

Waze, the traffic navigation app, is an example of crowdsolving. Drivers have a shared purpose — to outsmart traffic — but all drive independently. They're driving their own routes, simultaneously making independent and unpredictable decisions. And traffic is constantly changing. Waze directs drivers to share real-time data: traffic accidents, police sightings, and hazards. Everyone has real-time visibility into the information shared. Drivers use it to reroute their directions, while states and cities use the data to identify traffic bottlenecks and make more strategic investments. Every person is empowered with direction, data and visibility that is always current and highly accurate because data is shared and visible occurs in real-time.

Imagine Waze users trying to outsmart traffic by using email, shared spreadsheets, surveys, and project management tools. It would be impossible, yet that's exactly how extended teams in business try to work together today.

Groopit brings Crowdsolving capabilities to the enterprise, providing strategy and technology that allows leadership teams to drive progress rapidly and solve problems amid complexity.

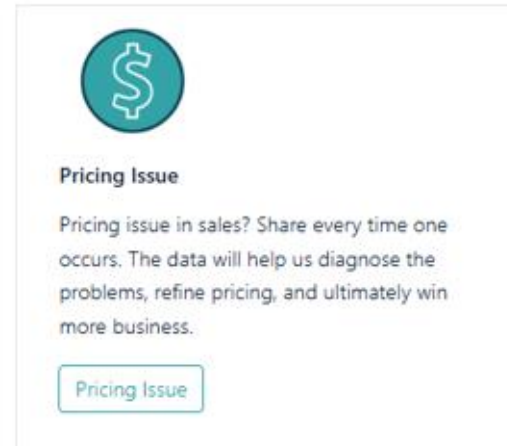


Groopit: What it is and how it works

Groopit is crowdsolving software for the enterprise. It goes straight to employees, working across systems to gather human intelligence, combines it with artificial intelligence (AI) and delivers real-time clarity into progress and problems.

Real-time Direction

Leaders provide direction and define the problem-specific data people will share through a Groopit Data Model. For example, if pricing issues are impacting sales, you'll direct people to share the [Pricing Issue](#) every time one occurs. Everyone involved will be focused on the top priority and the data they share will illuminate the pricing issues including their frequency, causes, business impact, and details that will equip the team with real-time data to identify, diagnose, and solve pricing issues, and ultimately help the team win more business.



Real-time direction, including the specific data you will want people to share, is defined through a Groopit Data Model. The platform includes 50+ Groopit Data Models so you can start with a template and customize it, or create a data model from scratch.



Real-time Data Sharing

The key to real-time data is allowing key stakeholders to share from wherever they work, without disrupting existing workflows.

Groopit goes straight to employees closest to a problem, captures real-time data from *wherever they work*, including Slack, Outlook, Teams, Salesforce, web, iOS app, Android app and discipline-specific systems like CRMs.



Groopit's ability to gather data from across systems with a few quick taps is essential to operating with real-time speed. Real-time is enabled by Groopit Data Models, which are comprised of real-time data fields supporting tags, text, locations, photos, numbers, data and times, files, and hidden fields for confidential data. Whenever a **Pricing Issue** occurs (shown right), for example, employees share the **issue**, **primary competitor**, **comparison**, **business impact**, **price**, and **account** the moment the pricing issue is discovered. This approach yields high-quality, quantitative data that is used to pinpoint root causes, inform strategies, and choose priorities, resulting in increased sales

Groopit enables real-time data sharing through advanced capabilities of Extractive AI, Keyword Prompts, Instant Propagation, and CRM integration that simultaneously adds data into and inherits data from systems like Salesforce.



Pricing Issue

Pricing issue in sales? Share every time one occurs. The data will help us diagnose the problems, refine pricing, and ultimately win more business.



Pricing issue

Multi-year contract just offered with a 15% discount compared to our 3.5% discount.

Primary competitor

Industrial Supply Company Sofo Manufacturing
Mayfield Manufacturing Vancouver Suppliers Inc.
Westly Industrial (+)

Competitor offer is

Equivalent Better **Significantly Better** Unknown (+)

Business impact is

Business at risk Business lost Business likely lost
Impact unknown (+)

147,000 Competitor price offered (\$)

For Account
Salesforce:

Acme - 1,200 Widgets

Upload competitor quote or bid if available (+)

Cancel

Share

Real-time Data Visibility

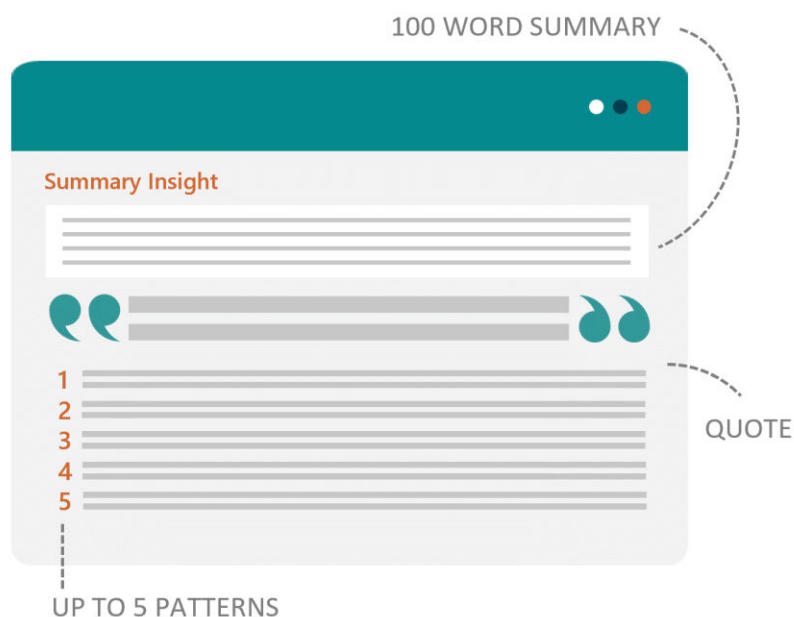
Groopit aggregates data shared across your organization, then gives everyone involved real-time visibility into problems and progress.

Groopit displays a lightweight feed of aggregated data as it's shared, immediately when it's shared, no matter where it was shared. This makes it easy for key stakeholders to see the play-by-play.

Groopit Generative AI analyzes incoming data to deliver actionable insights in natural language. Filter on any aspect of the incoming data including keyword, category, source, or timeframe. Groopit understands context, extracts key insights and identifies themes and patterns. It then generates summary insights written in natural language, including a 100-word summary, a verbatim quote from a relevant data set, and up to five patterns discovered in the data.

Use it to spot potential issues, diagnose root causes, quantify business impact, and identify paths to resolution. Groopit AI delivers without hallucinations and with complete source transparency so you can fact check the results.

Groopit displays aggregate data views to key stakeholders so that they have a big picture view, without having to be a data scientist. Groopit includes five customizable views including a leaderboard, counter, progress, map and chart views.



Groopit extends real-time visibility through additional capabilities. For example, route real-time data about pricing issues to the Microsoft Teams channel for pricing. Integrate data into existing business analytics systems like Tableau or Power BI. Need the data in a spreadsheet? No problem. Groopit helps you give real-time visibility to everyone involved – wherever they work.

With real-time direction, real-time data, and real-time visibility, Groopit transforms a company's ability to solve complex problems – whether you're enlisting ten people or ten million. **Groopit: the only AI engine for problem-solving.**

Build a problem-solving capability with Groopit

With Groopit, you're not just solving one complex problem, you're building the capacity to solve any problem. It's a long-lasting strategy, with best practices, habits, and systems integration that will allow your organization to tackle whatever problems arise.

In the following pages, you'll read six use cases, including the business problem each company was solving and their results.

1. Sales use case
2. Customer satisfaction use case
3. Competitive intelligence use case
4. Employee experience use case
5. Leadership use case
6. Store operations use case

When solving big problems, scope is critical. Leaders at all levels need both a frontline view and a big picture view where they can see all the variables that affect the situation.

SALES USE CASE

Problem: This company faces fierce sales competition in a key product line. Revenue targets are at risk and market share is not growing at the forecasted rate. Their sales challenges stem primarily from pricing issues and product capability gaps. The leadership team uses Groopit to identify the root causes, relative priority, and fixes.

Primary leader: Chief Revenue Officer

Key stakeholders: Sales, sales ops, marketing, product

“We expected to get good intelligence with Groopit and that’s happening. What we didn’t expect is to win more business; we’re literally closing more business because of Groopit.”

Real-time Direction. Employees share pricing issues and product gaps whenever they arise in the selling process, and whenever competitors are discovered in a managed account.



Real-time Data Sharing. Real-time data is shared in Salesforce, Teams, Outlook, and SharePoint, using Groopit Data Models like the example shown right.

Real-time Visibility. Key stakeholders see what’s happening:

- A lightweight feed aggregated across all data sources makes the play-by-play visible to key stakeholders.
- Corporate teams in pricing, product, and marketing leverage Groopit Generative AI to discover root causes and make changes.
- Pricing issues are routed to decision-makers who can intervene, solve specific pricing issues, and close the loop so reps can follow up before a deal is lost.
- Product gaps are delivered to the appropriate product teams’ Microsoft Teams channel, so they see feedback and the associated deal size immediately.
- Data of all types and across all sources is aggregated in Groopit, where Summary Insights are generated.

Results. Increased win rate and revenue growth



Product gap

Risk closing a deal due to product capability gaps? Share the details. It's critical to inform our product priorities.



Summarize the product capability gap

Gap may be filled by

Industrial Supply Company

Sofo Manufacturing

Mayfield Manufacturing

Vancouver Suppliers Inc.

Westly Industrial +

Business implication

New business at risk

Expansion business at risk

Renewal business at risk

Usage and adoption at risk

Risk unknown +

65,000 Estimated deal size

125 Estimated #users

Expected decision date

09/07/2024

Account □

Cancel

Share

CUSTOMER SATISFACTION USE CASE

Problem: This company regularly fields phone calls from frustrated customers, with a skilled team successfully deescalating and resolving issues 9 out of 10 times. However, as call volumes rise, so do the staffing and resources needed to manage them, all while the company's Net Promoter Score remains stagnant. The leadership team is focused on reducing the number of inbound calls, minimizing resource requirements, and improving the Net Promoter Score to ensure better customer experience and operational efficiency.

Primary leader: Chief Financial Officer

Key stakeholders: Customer Success, Customer Support, Learning & Development, Product, Legal

"Groopit allows us to fix the policy, process, and product issues causing inbound calls and frustration. Our success is measured by NPS, which increased 6 points in one year."

Real-time Direction. Employees share every time they encounter a frustrated or confused customer.



Frustrated
Customer

Real-time Data Sharing. Real-time data is shared through Slack and Salesforce, like the example shown to the right.

Real-time Visibility. Key stakeholders see what's happening:

- A lightweight feed aggregated across all data sources makes the play-by-play visible to key stakeholders.
- A program manager for the initiative uses Groopit Generative AI to analyze the data, discover root causes, publish learning, drive change, and monitor progress.
- Policy, process, and product issues are routed to the appropriate teams so that everyone is learning in real-time: the Legal team sees policy issues, the Program Management team sees process and product issues, and Learning & Development team is alerted when staff training is needed.

Results. Inbound call volume reduced and NPS score increased.



Frustrated customer

Encounter a customer that is even slightly frustrated? Share the details every time so we can rapidly identify DSAT drivers and improve NPS.



Frustration

Severity

☒ Extremely frustrated
 ☐ Frustrated
 ☐ Slightly frustrated
 ☐ Neutral

Cause

☐ Product
 ☐ Policy
 ☒ Process

Projected resolution

☐ 1/ Resolution is quick <5 minutes
☐ 2/ Resolution takes time but <1 hour
☐ 3/ Resolution takes >1 hour but <24 hours
☒ 4/ Resolution takes multiple days, discussions, or people
☐ 5/ Resolution unlikely



250,000

Estimated revenue associated

Data will only be visible to the group organizer.



Customer name & contact information

Cancel

Share

COMPETITIVE INTELLIGENCE USE CASE

Problem: This company is focused on outpacing competitors and has invested in competitive intelligence to gather and analyze publicly available information. However, the most valuable insights—the ones that can create a true competitive edge—are harder to access. These insights reside within the employee base, particularly those who interact with customers regularly and have a firsthand view of competitor activity. The company seeks to tap into this unique internal intelligence to gain every possible advantage in the market.

Primary leader: Director of Competitive & Market Intelligence

Key stakeholders: All customer and partner-facing employees.

"A goldmine of competitive intelligence exists within our employee base, but it's been impossible to leverage --- until Groopit."

Real-time Direction. Employees share multiple types of competitive intel, and deep dive into competitors as necessary.



Real-time Data Sharing. Competitive intel is shared through Microsoft Outlook, Teams, SharePoint, and Salesforce.

Real-time Visibility. Key stakeholders see what's happening:

- A lightweight feed aggregated across all data sources makes the play-by-play visible to key stakeholders.
- Sales executives search the competitive intelligence as needed, finding similar deals to see how the competitor priced or responded to win an opportunity. This on-demand access is used to inform their own sales strategy.
- The competitive intelligence team uses Generative AI to identify patterns and emerging or new competitor plays, then publishes discoveries in their weekly newsletter.
- The competitive intelligence team creates new Groopit Data Models to answer specific questions or deep dive into new competitors and topics.

Results. Increased win rate, plus expedited and higher quality answers to executive questions.



Competitor RFP Response

Have a competitor's bid? Share it here so we can extract valuable intelligence



RFP name or title...

RFP number...

Bidder...

Sofo Manufacturing

Mayfield Manufacturing

Vancouver Suppliers Inc.

Industrial Supply Company

Westly Industrial



Summary of scope of work

Summary of personnel plan

Summary of software and data plan

Summary of process or methodology

Summary of requirements

In this example, Groopit Extractive AI processes a 250-page RFP response in 90 seconds, and extracts key competitive intelligence as outlined by the Groopit Data Model.

EMPLOYEE EXPERIENCE USE CASE

Problem: This company regularly surveys employees to assess organizational health, identify issues impacting the employee experience, and encourage leaders to take action. While leaders often use focus groups or one-on-ones to better understand these issues, sorting through endless opinions is time-consuming and lacks precision. The company seeks a scalable solution to dive deep into any issue, diagnose root causes with quantitative metrics, and provide leaders with actionable insights to drive rapid improvements.

Primary leader: Chief People Officer + Business Unit Leaders

Key stakeholders: Employees

"We've never been able to see this before."

Real-time Direction. In this use case, employees share problem-specific data. For example, employee experience in one group was negative because employees claimed they were not adequately resourced to respond to inbound field requests. The scope and causes of the problem were unclear, so they used Groopit to do a deep dive. Every time an inbound request was received, the employee shared real-time data about it.



Incoming
Requests

Real-time Data Sharing. Employees shared data about every inbound request using Groopit for Microsoft Teams.

Real-time Visibility. Key stakeholders see what's happening:

- A lightweight feed aggregated across all data sources makes the play-by-play visible to key stakeholders.
- The executive's chief of staff used Groopit Generative AI to analyze data, discovering 13 root causes, 3 of which accounted for 90% of the inbound requests and were a result of operational gaps in 3 different corporate departments. The inbound requests were consuming over 50% of the team's time and \$72M of business was at risk during the 30-day deep dive period alone.
- The executive used the data to drive to change.

Results. Fixes implemented, inbound requests decreased, and employees' concerns were resolved in 90 days.



Incoming request

Receive a special request? Share it here, so we can understand the policies, practices and problems that are requiring exceptions.



Full request

Related to

Bundling

Delivery

Discounting

Fulfillment

Procurement

+

Reason for request

Policy unclear

Instructions or process unclear

Systems issue

Permission needed

+

Estimated time to resolve

1/ Resolution is quick <5 minutes

2/ Resolution takes time but <1 hour

3/ Resolution takes >1 hour but <24 hours

4/ Resolution takes multiple days, discussions, or people

+

22,000 Revenue at risk

Cancel

Share

LEADERSHIP USE CASE

Problem: This company is focused on helping leaders reclaim time, while also equipping them to be more effective people and business leaders.

Primary leader: Chief People Officer

Key stakeholders: Managers with ten or more direct reports.

"We've given leaders an average of 4 hours per week back. Groopit is like Survey Monkey on steroids and we love it."

Real-time Direction. Employees answer five questions at the end of their week, every week. The most frequently asked questions are: Where did you make progress this week? What's working? What's not working? Is there anyone you want to recognize? Is there anything else you want me to know?



Weekly
Checkout

Real-time Data Sharing. Sharing occurs in their team channel.

Real-time Visibility. Key stakeholders see what's happening:

- Team members see weekly reports in their shared Slack channel.
- A lightweight feed of aggregated check-outs is visible in Groopit so everyone involved can see what's working, what's not working, and how that's changing over time.
- Leaders start their Monday mornings assessing the situation via Groopit Generative AI's Summary Insights. Guided by what's important to that leader, Groopit AI analyzes the information shared by their team, finds the patterns, and writes a Summary Insight in 60 seconds. These Summary Insights give leaders visibility into what is currently working, what's not, and where intervention is needed.
- The chief of staff uses Groopit to analyze recurring issues, publish Summary Insights and facilitate staff meetings.

Results. Leaders prioritize more effectively, streamline meetings, and save time.



Weekly Checkout

End of your week? Take a moment to share what's working, and what's not so we're all learning, adjusting, and working in concert.



What's working?

What's not working?

Who should be recognized?

What else should we know?

Where did we win?

What new sales opportunities did we find?

Market

Select one

EAST | FLORIDA

Discipline

Select one

Cancel

Share

STORE OPERATIONS USE CASE

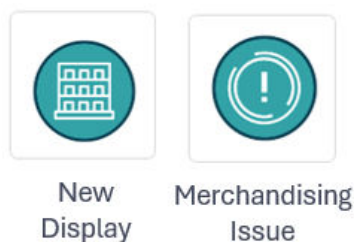
Problem: This company often rolls out new promotions, products, and policies across 1,300 stores. Their ability to quickly capitalize on market opportunities is hindered by coordination delays across locations, store associate readiness gaps, and identifying the need for corporate intervention. The company seeks to accelerate time to market and improve execution quality by rapidly gathering, prioritizing, and incorporating feedback from store personnel.

Primary leader: Senior Vice President of Store Operations

Key stakeholders: In-store associates, team leaders and store directors, marketing, and operations

“What used to take many months to understand, communicate and roll-out, we were able to achieve in half the time and with higher confidence.”

Real-time Direction. In-store employees share real-time data through all roll-out phases.




Real-time Data Sharing. A bookmarked link on shared in-store computers and the Groopit mobile app are used for sharing.

Real-time Visibility. Key stakeholders see what's happening:


- A lightweight feed aggregated across all stores makes the play-by-play visible to key stakeholders.
- Corporate teams in operations, marketing, and management use Groopit Generative AI to rapidly discover issues, their root causes and make changes.
- Merchandising issues are routed to the appropriate Marketing team, training issues routed to Learning & Development, and inventory issues routed to the Supply Chain team so everyone can troubleshoot issues and revise designs to scale the roll-out.
- Groopit AI summarizes insights weekly, so key stakeholders have shared visibility into progress and problems.

Results. First roll-out accelerated by 10 months.




Merchandising issue

Merchandising issue or challenge?
Document every one. Your experience helps us adjust and optimize our campaigns.



Merchandising photo



Merchandising issue

Signage broken

Missing pieces

Size too large

Arrival delayed

For promotion

BOGO Summer 2024

Family Plan Summer 2024

Store

Select multiple

Plainview, TX

Summarize issue

Summarize your work around

Request or suggestion

Cancel
Share

Technical Overview

Groopit is a SaaS solution that combines real-time human intelligence with Artificial Intelligence (AI) and is built on the Microsoft Azure cloud computing platform. This allows Groopit to leverage Microsoft's security, reliability, scalability, availability, and storage.

Data security. The data you gather is hosted on the Microsoft Azure Cloud Platform and encrypted. Groopit's technology is SOC 2 Type II certified, the industry standard certification for data security practices.

Data policy compliance. Groopit Enterprise Edition allows administrators to follow GDPR and HIPAA-compliant data collection.

Enterprise authentication. Groopit provides Single Sign-On (SSO) capabilities for enterprises through OpenID Connect standard as well as enhanced integration with Azure Active Directory and Okta.

Enterprise integration. Groopit integrates with the tools you're already using, including Salesforce, Slack, Teams, Outlook, Chrome, and API-level integration with Tableau, PowerBI, Microsoft Excel, and more, ensuring companies can leverage human intel in all the systems where decisions are made.

Artificial Intelligence (AI). Groopit is built on Microsoft Azure OpenAI, the same technology that Microsoft Copilot is built upon. Your data is never used to train the AI and it's never comingled with another company's data.

Groopit Extractive AI. Groopit assists users by extracting the precise intelligence sought after from email, documents, web pages, and more. Groopit's extractive AI is guided by the data models and never inserts guesses; it's not 100% certain, it leaves the answer blank for

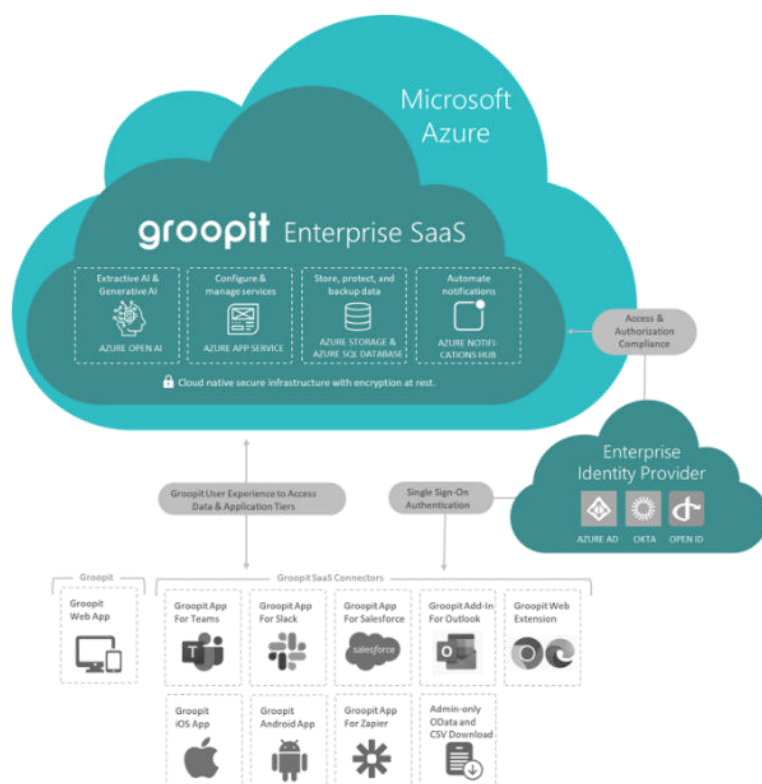
users to complete.

Groopit Generative AI. Groopit Generative AI analyzes real-time data to understand context, extract key insights, and identify themes and patterns. It then generates summary insights written in natural language, including a 100-word summary, a verbatim quote from a relevant contribution, and up to five patterns discovered in the data. Groopit delivers with complete source transparency so users can fact check the AI at any time.

Deployment. Most enterprise deployments require IT to install Groopit connectors to Slack, Teams, Salesforce, SSO, etc. IT should plan 30-60 minutes for each connector installation.

More technical information and architecture. A technical overview and architecture are available upon request, as well as a formal review with enterprise infosec teams.

Architecture



Getting started

The team at Groopit is here to help every customer achieve success.

Strategy. Groopit's customer success team will help you with your strategy. Want to improve net promoter score or accelerate sales? Just come with the goal in mind and we'll teach you how to chart the course forward.

Set-Up. Groopit's customer success team will teach you how to set up data models and work with your IT team to install the connectors you choose.

Best practices. Groopit's customer success team will teach you the best practices for gathering real-time data.

Check-Ins. Groopit's customer success team will be there to help you, whenever you need it. We'll schedule a weekly check-in during onboarding period and a monthly check-in so you have assistance whenever you need it.

Before you know it, you'll be the expert!

Let's talk

Groopit was founded to empower leaders all over the world to tackle their most audacious goals and solve their most complex problems.

We take behind-the-scenes complexity and simplify it for everyone. The outcomes are real: increased revenue, profitability,

What do you want to achieve? Groopit stands ready to help.

Email to hello@groopit.co or call 564-333-4340 to get started

