

X factor.io

MIKEY

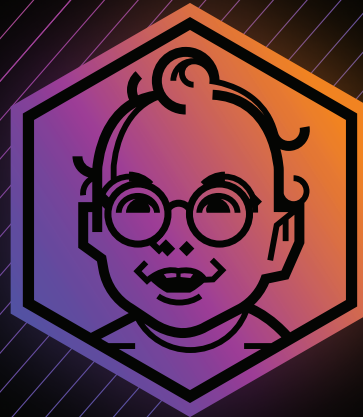
Journey-Based
Enablement

X factor.io

Meet

MIKEY

Journey-Based
Enablement



Journey-Based Enablement

The best product doesn't always win...

...and although at first glance there could be a myriad of reasons for this, the reality is underwhelming results come down to planning and execution. To plan well, leaders need all the relevant data in one place and further, have the ability to synthesize, analyze and infer on that data before building a strategic plan to follow.

Until now, organizations have overly relied on static spreadsheets to build annual operating plans and human intuition to execute on them. There are constantly changing variables and required iterations that can impact the predictability of outcomes and when things don't go as planned, it can be difficult to isolate the real causes. All to say, annual operating planning is hard and even harder to execute.

What if you were provided live insights, real-time health scores of your Go-to-Market functions, specific areas to address and recommendations on how to do it? Imagine, every day you have a virtual GTM analyst dedicated to keeping you on track to achieve your goals.

Meet **MIKEY**.



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SECURITY AT OUR CORE

XFactor.io's leadership team is comprised of executives who have spent decades leading world-renowned cybersecurity firms and Fortune 100 companies in security-focused roles. They are intensely committed to ensuring the security of our customers' data. The X Platform is a modern architecture built on Infrastructure as Code (IaC), Privacy as Code (PaC) and Security as Code (SaC) methodologies. US and international standards, certifications and regulations inform and govern our data privacy and security posture. Customers will access their instance via a unique domain and backend data is stored in their own siloed tenant. When data moves to the AI & ML layer, it is encrypted prior to computations and this layer is inaccessible by non-permitted administrators. XFactor is currently in process to be SOC 2 Compliant.

WHY XFACTOR.IO

XFactor.io was founded to help companies eliminate the reliance on spreadsheets to build their annual operating plans and empower Go-to-Market teams every day to hit their target goals whether it be pipeline generation, customer happiness & retention, annual sales targets, individual quota achievement, share price growth and much more. The competitive landscape is harsh and now with the rapidly developing world of AI, business leaders will demand more from their tools as they now have to move faster than ever to stay ahead.

With XFactor.io, turn your annual operating plan into an **Always Operating Plan.**

Engage with us

To learn more about MIKEY and XFactor.io, please **connect with us.**