

**Xfactor.io**

**MIKEY**

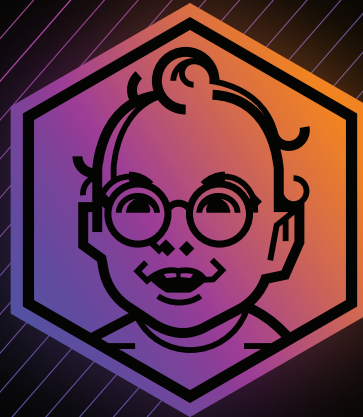
Journey-Based  
Enablement

**Xfactor.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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**XFactor's goal is to revolutionize  
Go-to-Market strategy and  
MIKEY's scenario-based design  
is the first of its kind.**

- + **MIKEY is a generative AI assistant** in the form of a bright and curious kid designed to empower Go-to-Market teams by ingesting disaggregated information, 3rd party data, industry intelligence and elite human advisory insights for extensive context.
- + **Leveraging AI and ML**, MIKEY will generate a scenario-based experience that will highlight improvement areas tracked against goals and industry benchmarks, build playbooks and recommend actions.
- + **Every interaction with MIKEY will be tailored** to the specific role of the user whether it's a board member, executive, sales manager, sales rep, sales operations analyst or SDR.
- + **MIKEY's cloud-based backend engine**, the X Platform, will integrate with historical and cutting edge Go-to-Market solutions including, but not limited to, CRM, HR, marketing, demand generation and account intelligence tools along with a growing list of business technologies.
- + **MIKEY will pull data from connectors**, signals analyst reports and X-Force, XFactor's executive network advisory program.

## Begin your day with MIKEY

When a user logs into MIKEY, they will be presented with a text interface along with prepopulated tiles displaying dynamic scenario-based options. The user can choose to input text or select from the tiles. The text interface is driven by our AI and interprets the user's input through Natural Language Processing (NLP). The results will guide the user through their scenario-based journey. The tiles will generate based on factors such as level of relevance, importance and urgency.

As aforementioned, the tiles will be customized to the user. Roles will have associated permission-based access controls so, for example, a sales rep will be unable to executive dashboards and insights.

### Tiles may include scenarios such as:

- > Tell me my sales yield capacity
- > Brief me on my accounts
- > Show me my risk of churn
- > Raise my average sales price

When a tile is chosen, the output of any given selection will be based on complex calculations performed at the machine learning level utilizing the aggregated data from the integrated technologies. The tiles correspond to one or several core Feature Solutions.

# MIKEY's core Feature Solutions include:

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- 01 **Sales Capacity | XSC**
  - 02 **Territory Planning | XTP**
  - 03 **Demand Generation | XDG**
  - 04 **Account Management | XAM**
  - 05 **Brand Awareness | XBA**
  - 06 **X-Force Labs | XFL**
  - 07 **Decision Link | XDL**

For Sales Capacity, MIKEY will gather a specific set of sales metrics and input them into a highly intricate and proven model and generate a live dashboard showing the delta between the global requirement and the actual yield. These productivity results can be further dissected and scrutinized by time frame, territories, specific sales reps and more. The insights will help leaders determine modifications to headcount, ramp, quotas and forecasts among other capacity-based levers.

If a sales rep asks Mikey how they can raise their Average Selling Price (ASP), they will be directed to our value selling platform where they will generate ROI deliverables that help gain early access to executives and maintain the value conversation throughout the deal to minimize discounting and maximize the deal size.

Sales leaders and executives will be able to estimate churn rates with greater precision utilizing AI-generated calculations that consider more factors and dependencies than historical churn estimations. Armed with this, executives will be able to better identify which accounts and territories to monitor and address to slow annual churn rates.

These are just a few examples but the interconnectivity of the GTM Feature Solutions backed by AI and ML will generate countless scenarios. Also, MIKEY's agile development cycle will enable a 2-week feature release roadmap.



## OUTCOMES

Imagine you had the power to:

- + **Get recommendations on exactly when and how to split territories as you manage your growing sales teams**
- + **Know at what precise point you should add sales capacity to ensure you meet your quarterly and annual targets**
- + **Increase pipeline volume and strength by empowering SDRs to showcase AI-generated ROI prospecting deliverables**
- + **Shorten sales rep ramp time with business acumen improvement and customer facing content tailored to their newly assigned account list**
- + **Increase win rates by introducing value early via intelligent business cases and executive proposals**
- + **Test your product-market fit with industry experts across fortune 1000 companies**

## HEALTH SCORING

MIKEY will track how various scenarios are performing and deliver positive, neutral and negative updates. If a particular function is improving or in a well-performing state, the scenario will be displayed with a green notification. A neutral state will be displayed in yellow and require monitoring. If it shows red, the function needs servicing. These states are scored and aggregated into the Mojo.

## HOW IS MY MOJO?

The Mojo score is a cumulative Go-to-Market score based on the individual scores of the activated and integrated GTM Feature Solutions. Viewable on the MIKEY landing page, the Mojo is updated in real-time and displays the percentage change week over week. The purpose of the Mojo score is to have a simple and continuous reference on the overall state of the operating plan.





### 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.

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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**.