



Xfactor.io

OpenInsights by Xfactor.io

The Causal AI Revenue Interpreter

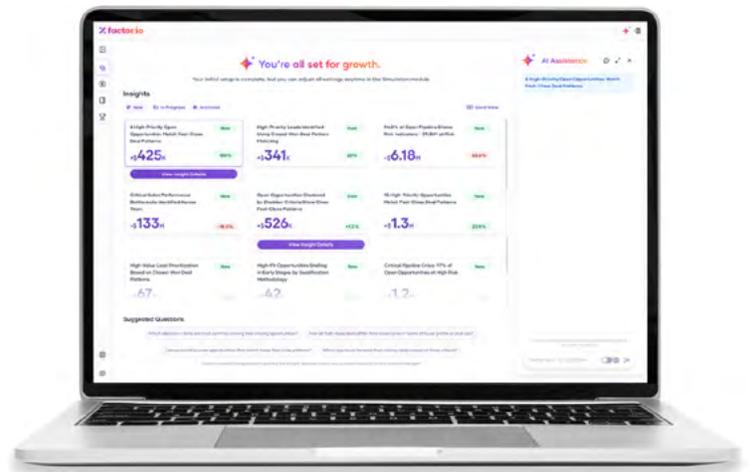
www.xfactor.io

Stop analyzing “What happened.” Start understanding “Why it happened” and “How to fix it.”

Revenue leaders are drowning in dashboards. Traditional BI tells you what happened yesterday. Predictive AI guesses what might happen tomorrow. Neither tells you what to do about it right now.

OpenInsights is the first Revenue Intelligence solution powered by Causal AI.

It lives within **Central**—Xfactor.io’s main hub—serving as an always-on analyst that detects the root causes of revenue gaps, provides a transparent audit trail of the data, and delivers a prioritized plan of attack to fix them.



The Causal AI Difference

Most platforms rely on correlation—guessing that because X happened, Y might follow. OpenInsights utilizes a sophisticated **Causal AI engine**.

- **Beyond Prediction:** While predictive AI shows you the probability of an outcome, our Causal AI explains why that outcome is projected.
- **Impact Analysis:** It understands the intricate web of connections across your entire Go-To-Market strategy. It calculates the immediate impact of specific changes, allowing you to simulate the result of strategic pivots before you make them.

Key Capabilities

1. Always-Fresh, Consistent Insights

OpenInsights doesn't wait for you to run a report. It constantly monitors your revenue ecosystem, delivering fresh, consistent insights every time you log in. It proactively identifies "KPI Drift" and surfaces the issues that matter most right now.

2. The Ordered Plan of Attack

Finding the problem is only half the battle. OpenInsights bridges the gap between insight and action.

- **Prioritization:** It ranks issues based on value, telling you exactly which fire to put out first to save the quarter.
- **Prescriptive Resolution:** It doesn't just flag an issue; it tells you how to solve it. You receive a step-by-step remediation plan derived from successful patterns in your historical data.

3. "Glass Box" Transparency (The Receipts)

Trust is the currency of revenue operations. We don't use "Black Box" algorithms.

- **Full Transparency:** Our AI shows you exactly how it arrived at its conclusions.
- **Data Lineage:** We provide the "receipts"—citing the specific data sources, records, and signals used to generate the insight. You can verify the math and defend the strategy to your Board with 100% confidence.

4. Execute the Plan

Select an insight to reveal the Ordered Plan of Attack. Review the underlying data receipts, accept the AI's recommendation, and deploy the fix to your team immediately.

Enterprise Readiness

Enterprise-Grade Security & Governance

Your revenue data is your competitive advantage. We treat it that way.

- **Data Isolation:** Your data is isolated and never used to train public AI models. Your IP remains yours.
- **Compliance Ready:** Built on a SOC 2 Type II compliant infrastructure, ensuring we meet the most rigorous enterprise security standards.
- **Role-Based Access:** Granular permissions ensure team members only see the insights relevant to their role.

Rapid Time-to-Value

Forget six-month implementation cycles. OpenInsights is designed for speed.

- **Plug-and-Play Integration:** Connects seamlessly to your existing stack (Salesforce, HubSpot, etc.) in minutes.
- **Day One Insights:** The Causal AI begins mapping your revenue ecosystem immediately, delivering your first set of actionable insights in under 24 hours.

The Evolution of Revenue Intelligence

FEATURE	EXCEL MODELS	PREDICTIVE AI	XFACTOR'S OPENIN-SIGHTS (CAUSAL AI)
Output	Static Charts	Probabilities	Narratives & Actions
Logic	Aggregation	Correlation	Causality
Question Answered	"What happened?"	"What might happen?"	"Why, and how do I fix it?"
Transparency	High	Low (Black Box)	High (Glass Box/Receipts)

A Day in the Life with OpenInsights

1. Log into Central

Enter the Xfactor.io Central hub. You are immediately presented with a prioritized view of your business health.

2. Review Top Issues

The system proactively surfaces the most critical friction points preventing you from hitting your number.

3. Ask and Explore

Engage with the data using natural language.

- **Drill Down:** Ask follow-up questions about specific alerts (“Why is the conversion rate dropping in the UK Enterprise sector?”).
- **Explore:** Query other areas of RevOps to uncover hidden opportunities or risks.

4. Execute the Plan

Select an insight to reveal the **Ordered Plan of Attack**. Review the underlying data receipts, accept the AI’s recommendation, and deploy the fix to your team immediately.

About Xfactor.io

Xfactor.io empowers revenue leaders to build, plan, and execute with certainty. By unifying your data into **Central** and applying Causal AI, we turn revenue operations into a science.

[Request a Demo](#)

