

# Transforming Sales Enablement & Strategic Intelligence into an AI-Native Engine

How a global manufacturer built a reusable, governed foundation for sales coaching, account research, market intelligence, and RFP automation.

**95%+**

Reduction in account research time

**\$720K+**

Labor savings per year

**2 week**

Faster time to market than traditional build

## AT-A-GLANCE

**Company:** Global Manufacturing Enterprise

**Industry:** Manufacturing & Industrial

**Department:** Sales, Marketing, Data & Analytics

**HQ / Location:** Georgia, USA

**Scale:** Multi-billion-dollar manufacturer with global sales teams

## Challenge

At a global manufacturer, sales and strategy teams relied on manual research, inconsistent coaching, and fragmented intelligence. Reps spent hours per account gathering context, while executives waited weeks for insights. RFP responses required days of document hunting—slowing deal cycles and limiting the organization’s ability to compete at scale.

## Use Cases Transformed Into AI-Native

With UnifyApps, the manufacturer unified sales enablement and strategic intelligence into a reusable, AI-Native execution model:

### AI Sales Call Simulation & Coaching

#### ⌚ BEFORE

Manual roleplay with limited manager availability

#### \$ COST

Inconsistent coaching and slow rep ramp-up

#### ⚡ AFTER

On-demand AI call simulations with MEDDPIC scoring

#### ✓ BUSINESS IMPACT

Faster onboarding and standardized sales performance

### Account Prospecting Platform

#### ⌚ BEFORE

3–5 hours manual research per account

#### \$ COST

\$720K+ annual labor cost across 20-person sales team

#### ⚡ AFTER

Automated account dossiers in 5–10 minutes

#### ✓ BUSINESS IMPACT

Reps recoup 800+ hours for high-value selling

### Commercial Market Insights Newsletter

#### ⌚ BEFORE

Fragmented research across four departments

#### \$ COST

1–2 week lag in executive insights

#### ⚡ AFTER

Automated weekly synthesis of market signals

#### ✓ BUSINESS IMPACT

Timely, proactive decision-making

### RFP Response Automation

#### ⌚ BEFORE

Manual question extraction and document hunting

#### \$ COST

Days to weeks per proposal

#### ⚡ AFTER

AI-generated answers with source-linked evidence

#### ✓ BUSINESS IMPACT

Faster submissions with consistent accuracy

## Scalable, Reusable Foundation

Standardized sales and intelligence data objects—including Sales Scenarios, Competitor Financials, and Product Specifications—enabled rapid reuse across coaching, prospecting, insights, and RFP workflows.

### Integrations Used

Financial  
Databases  
& Industry  
Publications

Government  
Economic Sources  
(Federal Reserve)

salesforce

Internal Document  
Repositories  
(PDF/Excel)

Communication  
Platforms  
(Call handling)

# 80% lower development costs

UnifyApps delivered value in weeks, at a fraction of the cost.

Traditional development costs were up to \$400,000 previously.

## The core capabilities behind AI-Native transformation



### Unified AI platform

Integrated data, workflows, and AI in one execution layer



### Reusable architecture

Shared integrations that cut the build cost for new use cases



### Model-agnostic AI

Embedded AI without locking into a single model



### Built-in governance

Auditability and controls included from day one



### Low-code delivery

Faster builds with smaller teams—without sacrificing reliability

## Master Agents & App Catalog (MAAC)

Explore 200+ Production-Proven AI Agents Across Finance, HR, Supply Chain, Sales & IT

[Explore Use Cases →](#)



### About UnifyApps

UnifyApps is the AI Agent and App Builder for the enterprise that empowers organizations to transform into AI-Native enterprises. The AI OS platform connects systems of record, knowledge, and activity, enabling enterprises to turn stalled GenAI pilots into scalable, production-grade solutions.