

AI-Native Enterprise: Transforming Sales Enablement & Strategic Intelligence

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

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

95%+

Reduction in account research time

\$720K+

Labor savings per year

2 week

Faster time to market than traditional build

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 MEDDPICCC 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

One foundation. Compounding returns.

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)
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 CIO'S PLATFORM

One horizontal standard across the enterprise



THE ENTERPRISE BRAIN

One truth across every system



ASSEMBLY-FIRST METHODOLOGY

Compose, don't hand code



ADDITIVE

Your CRM stays your CRM



DEPLOY ANYWHERE

Your cloud, network, or on-prem



MODEL AGNOSTIC

Any model, any step, your choice

Master Agents & App Catalog (MAAC)

Explore 295+ Production-Proven AI Agents Across Finance, HR, Supply Chain, Sales & IT

[Explore Use Cases →](#)



ABOUT UNIFYAPPS

UnifyApps is the Horizontal AI Operating System for the enterprise — the agentic automation platform that does the 80% of Enterprise AI the models can't, unifying every system into one Enterprise Brain and letting teams assemble agents, apps, and workflows to go from pilot to production up to 10x faster, cheaper, and easier to maintain.