

 Outreach Presents

UNLEASH

2026

June 1-3

Scottsdale, AZ



Outreach Presents

UNLEASH **20**
26

The Outreach AI Maturity Model

Stop Experimenting, Start Scaling



Agenda



01 AI Maturity Model Introduction

04 Playbook Progression

02 AI Maturity Model Assessment

05 Wrap-Up

03 Read-Out Example



Meet the Team



Jeff Cramer

Director, Customer Success



Manisha Marberry

Principal Enterprise Customer
Success Manager



Stephanie Haarhaus

Senior Enterprise Customer
Success Manager



AI Maturity Model Introduction

Revenue Teams Face New Pressures



Deals are longer
and more complex



Leaders must
grow with fewer
resources



AI investments are
rising faster than
operating models



WHY AI MATURITY **MATTERS**

It's about **unlocking** the
full potential of what you
already have

Revenue Workflows That Drive Performance



AI Efficient GTM Maturity Model



Helping revenue teams move from activity to measurable impact

1

Traditional Sales Operations

Separate, systems, processes and organizational structure for Sales, Marketing and Customer Success

2

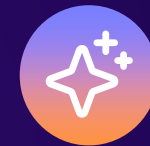
Connected RevOps

Inter-connected Revenue organization managing multiple teams with separate workflows and systems

3

Consolidated RevOps

Streamlined Revenue organization in early stages of designing and implementing common workflows



AI Efficient GTM

Advanced Go-to-Market ops orchestrating and optimizing teams of Humans and AI Agents executing joint workflows

What Changes as Your Maturity Advances



AI Efficient

3 Consolidated

2 Connected

1 Traditional

AI Maturity	None	Early Experiments with AI in disparate systems	Experimental Comfortable with assistive AI, early AI Agent adoption	Advanced AI is a teammate that accelerates revenue outcomes
Productivity	Low Manual workflows	Neutral More output via automation	Accelerated Single platform streamlines workflows	Strategic AI agents handle complex low-value tasks
Revenue Visibility	Low Manually reported from spreadsheets	Untrustworthy Inaccurate reporting from siloed data & broken fields	Improved Better data, still some manual effort to connect insight + action	Predictive AI validates results & defines trends through modeling
Operation Model & Governance	None No formal ownership. Rep-driven	Fragmented Ownership emerges but split across teams	Centralized Center of excellence drives workflow design	AI-Enabled COE drives AI-first execution, guardrails, & readiness.
Tech Stack	Foundational systems only CRM, Dialer, Email, Calendar, Docs	Complex single workflow/single team point solutions Engage, CI, Forecast, Coach, Integrate	Consolidated platforms used by 2+ teams, 2+ workflows Orchestrate, Integrate	Unified platform with AI Agents supporting all teams & workflows Orchestrate, Integrate, Agents

Outreach Is Here To Partner With You



1

Take the assessment to understand current execution patterns

2

Identify highest-impact workflow gaps and review playbooks

3

Execute a phased AI journey map

4

Track ROI as maturity improves

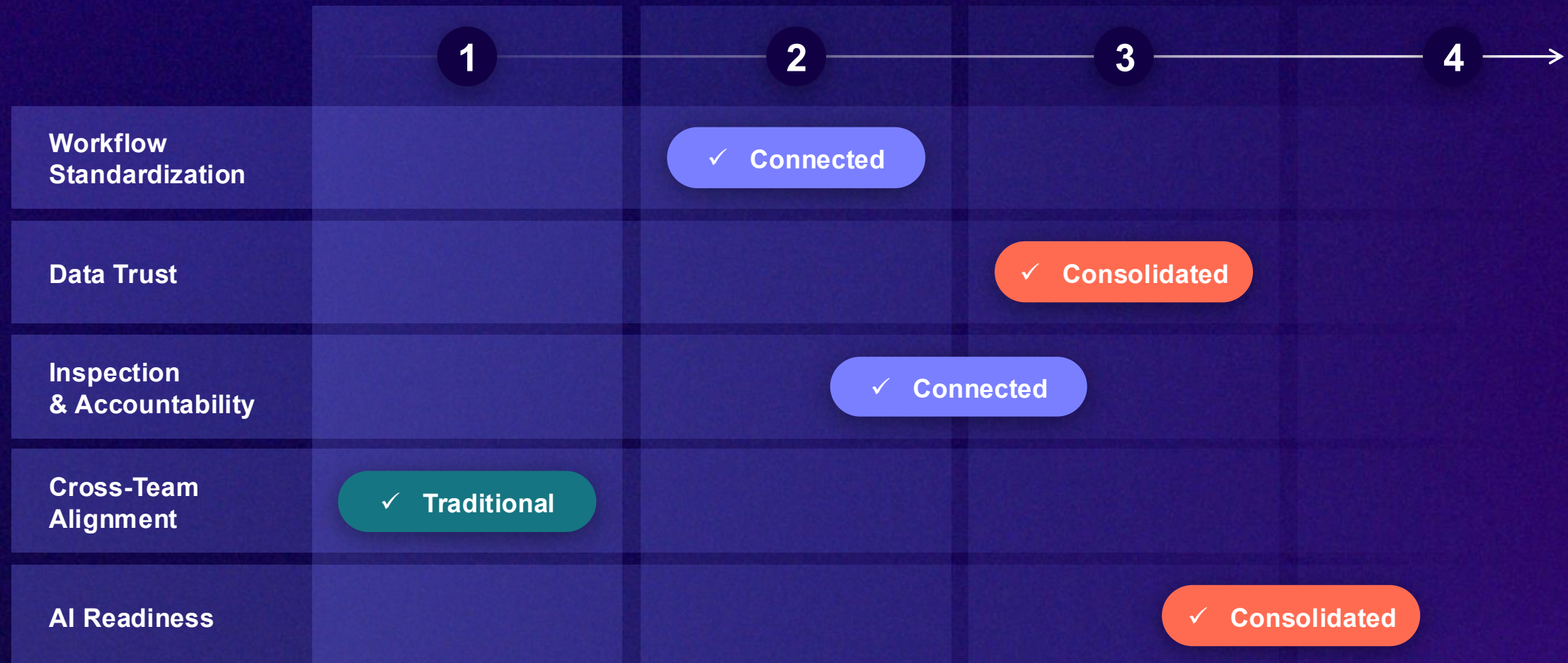


AI Maturity Assessment

The Core Drivers Behind Your Maturity Score



Scores vary by driver, your assessment identifies where to focus first





Playbook



Wrap

What's Next?

1

Contact your CSM to take the full assessment

2

Review your results

3

Get started with the right playbooks

June 2nd

4:00pm

RevOps & Admin Roadmap: The Next Era of Agentic AI Revenue Platforms

4:00 PM-4:45 PM

RevOps/Admin Tr...

Learn what's new and what's next and leave this session knowing how to drive adoption with every revenue role.

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Connect With Us



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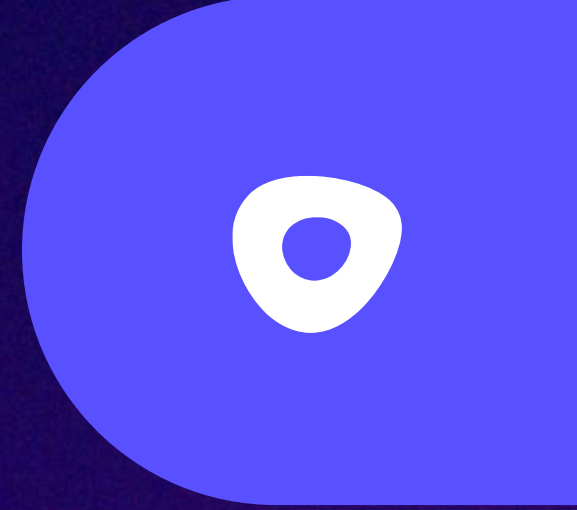
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**THANK
YOU ♥**

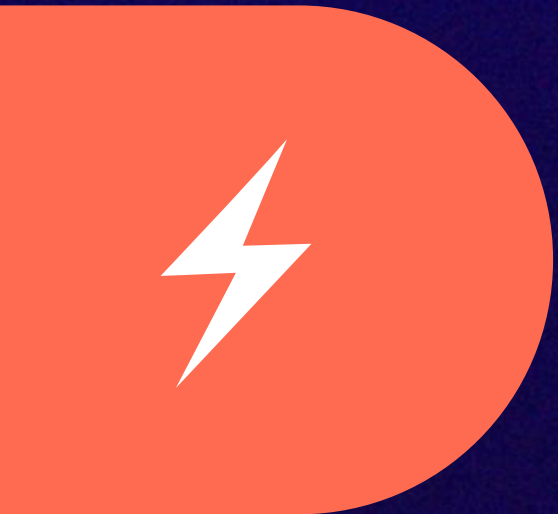


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