

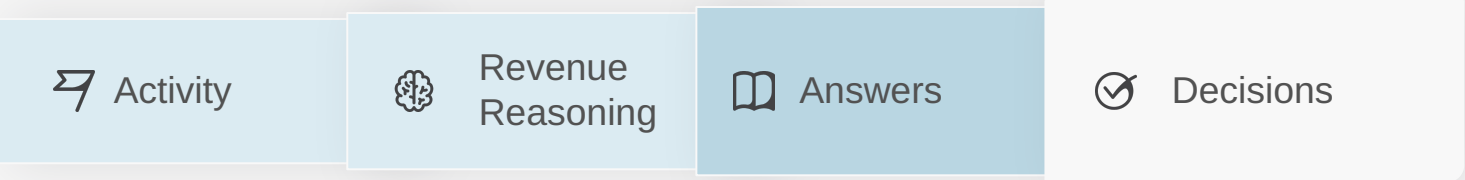
Get the answers. Take the action. Hit your number.

Revenue leaders don't lack data. They lack answers.

Every week, the same questions surface: Are we going to hit our number? Which deals are at risk? Why did \$2M push? Where should the team focus?

Your CRM can't tell you. Reps don't log activities - and when they do, it's incomplete or wrong. AI tools hallucinate on partial data. Dashboards show what happened. Nobody tells you what to do next.

The gap isn't visibility. It's reasoning.



Backstory is a Revenue Answers Platform.

Every email, meeting, call, and chat across your entire team gets captured automatically and matched to the right account and opportunity with patented accuracy. Backstory's Revenue Reasoning engine processes billions of activities to turn what's happening into what to do next - delivered directly into the tools your team already uses.

One point of view. Ready to act on.

One platform. Every answer.

Which deals have stalled and why?	Is my commit defensible?	Where are the execution gaps?
Ask your hardest revenue questions. Get answers in seconds grounded in complete activity data, CRM history, public filings, and more - so you know what's driving your business and what to do next.	Call your number based on real activity data, automatically surface deal risk early, and identify pipeline you can pull in. Submit a number you can defend.	AI qualifies your deals against your methodology using real conversations. Account plans build themselves so you focus on strategy. Org charts map who's engaged and reveal who has buying power.

Three ways sales leaders use the platform

1

Answer revenue questions and guide decisions at scale.

"Are we hitting our number?" "Why did revenue push?" Ask the Agent. Get answers in seconds backed by complete activity data - with what's driving the risk and what to do next.

2

Stay ahead of every account and deal.

See recent conversations, engagement patterns, and risk signals across every account and opportunity in real time. Spot the deals going dark and the accounts losing momentum before they slip.

3

Submit a forecast you can stand behind.

Know which deals are real and which are optimistic before you walk into the board meeting. Surface qualification gaps, engagement drops, and missing stakeholders while there's still time to fix them.

Backstory QUICK CREATE Q ER

Lydia Aminoff Chance Baptista This Quarter - This Week Submit

SalesAI Forecast Headlines

Deal Risk	Deals stalling due to legal issues	Security compliance issues	No executive engagement
\$416,700 4	\$352,418 3	\$156,418 2	\$352,418 3

Apex - Upsell- FY27Q1 Owner: Brian O'Neil Estimated Total: \$324,304 Close date: 04/13/2026 Deal Risk: HIGH Predicted Stage: 5 - NEGOTIATION Deal Stage CRM: 4 - PROPOSAL Manager Judge: IN

Opportunity	Annual Value	Estimated Total	Term	Product	Product Family
1 Apex - Upsell- FY27Q1	\$3,220	\$3,220		MobiTrack UEM Solutions	SAAS
2 Apex - Upsell- FY27Q1	\$61,321	\$61,321		Insightful Observability Suite	SAAS
3 Apex - Upsell- FY27Q1	\$15,068	\$15,068		CloudSync ESG Manager	SAAS
4 Apex - Upsell- FY27Q1	\$61,576	\$61,576		DataShield Protection Platfo...	GBSSRV
5 Apex - Upsell- FY27Q1	\$76,219	\$76,219		AI-Driven Analytics Hub	GBSSRV
	\$217,404	\$217,404			

Andrew Brown

"In high-performing sales teams, clarity is everything - visibility into activity, pipeline and execution is what fuels better decisions, faster course of correction, and more predictable outcomes."

Senior Vice President and Chief Revenue Officer, Red Hat