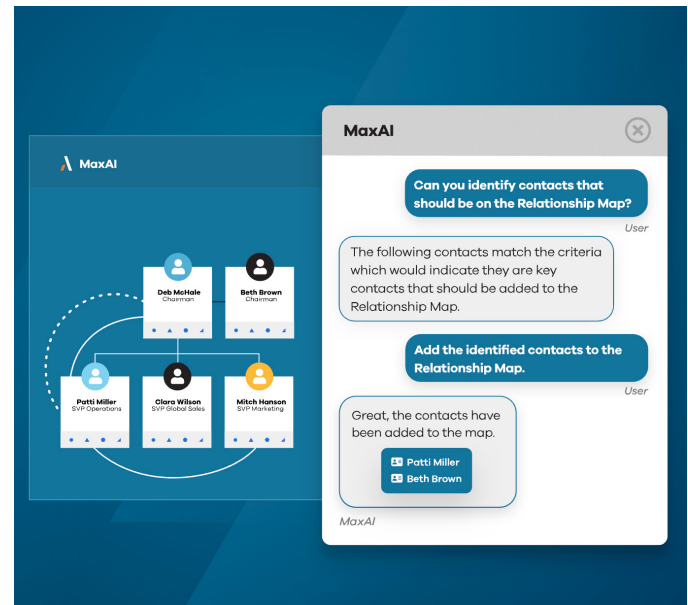




Altify MaxAI + MCP

Your Always-on Revenue Coach.

AI that turns strategy into coaching, every account, every deal, every stage.



Reps don't lose deals from lack of effort. They lose from lack of visibility into what's really happening across the pipeline.

Coaching is usually delivered once, in training or a deal review, then left behind the moment the seller returns to the pipeline. The methodology lives in a deck. The deal data lives in the CRM. The seller is left to remember both and apply them consistently, with no one checking whether it's actually happening.

Everyone's Spending, Few Are Winning

\$100B

Enterprise spend annually on sales tools, tech, and AI models.

Bain & Company

10

Average number of tools reps use daily.

Bain & Company

19%

Enterprise win rate today, down 34% in the last two years.

Ebsta x Pavilion

MaxAI closes that gap. It reads the true state of your deals and accounts from your connected apps, coaches your team through your own methodology, and recommends the next step, writing nothing back until you approve it, so guidance follows your team into whatever AI tools they already use.

Two Products. One Connected Revenue Execution System.

MaxAI is the coach. Altify MCP is the context that powers it.

Qualify

See What's Moving, Instantly.

Surfaces what's moving, what's stalling, and where to focus across your deals and accounts.

- Continuously qualifies every deal and account
- Flags risk before it costs you the deal
- No manual pipeline review required

Apply

Coach Every Stage, Automatically.

Turns your methodology into coaching for each stage, each deal, each account.

- Runs on the methodology your team already uses
- Coaching delivered in the flow of work, not a playbook
- Consistent guidance across every rep

Act

Act on Live Data, With Confidence.

Recommends the next step. You decide when to take it.

- Every recommendation grounded in real deal data
- Nothing writes back until you approve it
- Guidance follows you into whatever AI tool you use

What MaxAI Does.

Get the True State of a Deal or Account

- Ask your pipeline questions in natural language and query Salesforce directly
- Pull the full state of a deal or account, without ten tabs
- Check the health of your entire account portfolio in one question

Methodology on Tap

- Apply your qualification framework consistently, on every deal
- Surface real pressures, initiatives, and the compelling event behind each opportunity
- Know instantly whether a deal is worth winning, and why

From Transcript to Structured Record

- Turn call transcripts into structured Altify records automatically
- Surface new stakeholders, decision criteria, and competitive risk as they come up in conversation
- Get a recommended next action the moment a gap is identified

What Powers It? Altify MCP.

Access

Reads the true state of deals and accounts from your connected apps.

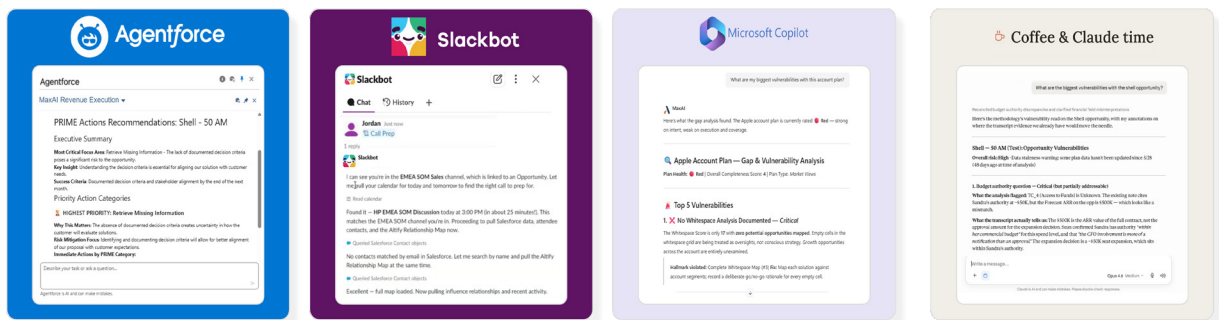
Analyze

Detects the signals, gaps, and risks across your deals and accounts, aligned to your process.

Sync

Writes updates and actions back to Altify and Salesforce, pending your approval.

Deploy Anywhere Your Team Works.



One set of Altify intelligence, deployed wherever your sellers work: Salesforce Agentforce, Slack, Microsoft 365 Copilot, or directly through Claude, ChatGPT, and Gemini via MCP.

Better seller behavior drives better outcomes. With improved qualification, aligned execution, and AI-guided actions, MeridianLink teams turn strategy into results — with 75% of wins using opportunity plans and a 30% increase in average selling price.

As MeridianLink's CRO puts it, "Altify replaces inconsistent execution with structure and clarity — supercharging strategic selling and driving predictable revenue growth".

Richard Scheig Chief Revenue Officer, MeridianLink.



What Makes MaxAI Different?

Grounded in Your Revenue Context

Generic AI guesses. MaxAI answers from the real state of your deals and accounts, not just a plausible-sounding response.

Your Own Strategic Data

Relationship maps, insight maps, and opportunity maps built by your team make the coaching specific to you. No one else has this data on your accounts.

Deployed Methodology, Not Documentation

MaxAI runs on the methodology your team actually uses, not prompts written against a framework.

AI Your CIO Will Approve.

Enterprise AI procurement requires visibility, control, and compliance before sign-off. MaxAI is built for sales and revenue teams that need governance alongside intelligence: infrastructure built in from the ground up, not added as an afterthought.

Token Management

Per-user, per-account, and per-feature AI budgets with hard caps. CIO-visible dashboards provide complete visibility into AI consumption across the organization.

Skills Governance

Customer administrators can view, audit, and control which skills are deployed, how they are configured, and what instructions they carry.

Methodology Compliance

Every coaching output and next-best-action is generated by your organization's methodology, not unconstrained AI reasoning. Sales leaders retain control over the coaching sellers receive.

Qualify

See What's Moving, Instantly.

You'll know which deals and accounts are progressing, stalling, or at risk before it costs you the win.

Apply

Coach Every Stage, Automatically.

Your methodology becomes real-time coaching for each deal and account, not a playbook people forget to open.

Act

Act on Live Data, With Confidence.

Your team gets a recommended next step grounded in real revenue context, and always makes the final call.



Your Tools Give AI the Data. Altify Gives AI the Methodology.

See how MaxAI delivers that methodology inside the AI surface your team already uses.

Altify Accounts

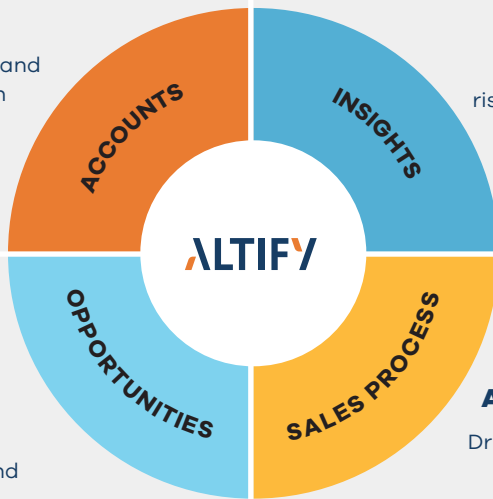
Uncover whitespace and drive account growth

Altify Insights

Reveal connections, risks, and opportunities

One Connected Revenue Execution System.

MaxAI turns the strategy your team already builds in Altify Accounts, Altify Opportunities, Altify Sales Process, and Altify Insights into real-time coaching, wherever they work.



Altify Opportunities

Increase win rates and maximize deal value

Altify Sales Process

Drive consistent execution and faster sales cycles

Delivering predictable revenue to many of the world's most complex sales organizations.



Ready to Meet Your Always-on Revenue Coach?

Ready to Meet Your Always-On Revenue Coach?

See how MaxAI turns your team's strategy into always-on coaching, wherever they work.

[Contact Us](#)

Altify is the Revenue Execution system.

Altify MaxAI is the company's always-on revenue coach, reading the true state of every deal and account, coaching sellers through their own methodology, and recommending the next step, without ever writing back until they approve it.

Learn more at altify.com

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