

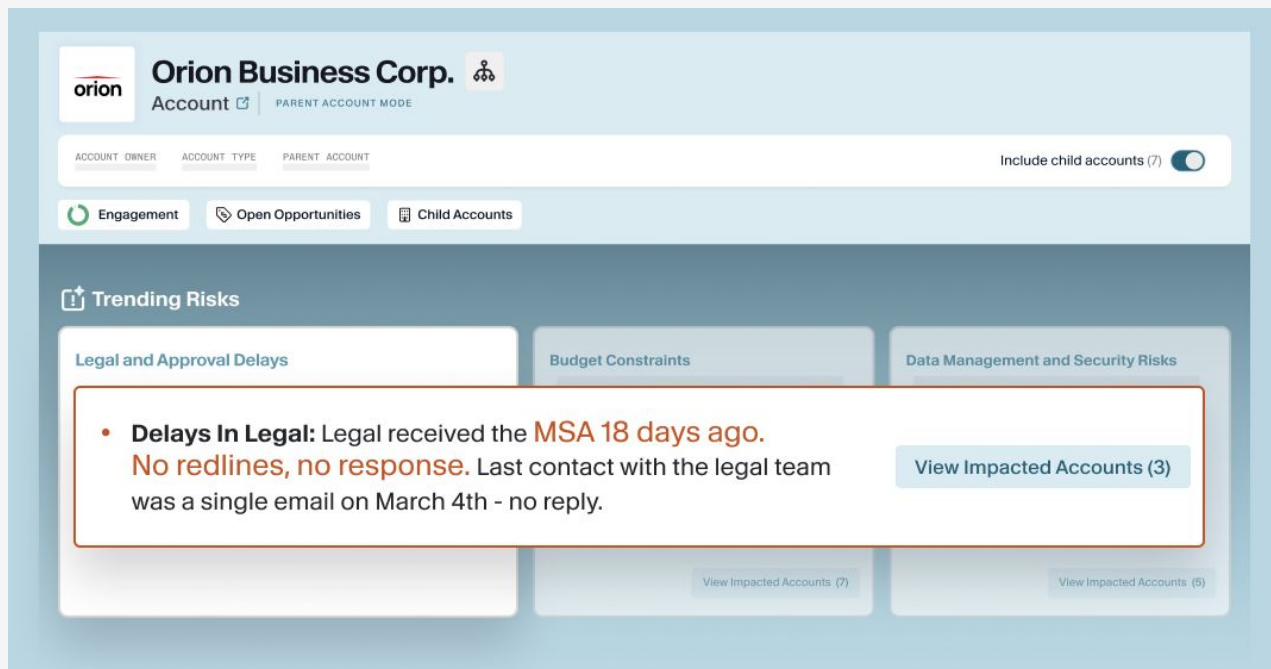
Every revenue question answered. Every next step clear.

You're not missing data. You're missing the reasoning behind it.

The deal was progressing until it wasn't. The rep said pipeline was solid - then half of it disappeared. The signals were there. They just never connected to a decision.

Backstory is the Revenue Answers Platform. Every signal gets captured, matched, and reasoned through automatically - so what's happening in the field connects directly to what it means for your number.

Ask a question. Get an answer. Act on it.



How it works

Signals

Every email, meeting, call, and chat across your GTM gets captured automatically. No manual logging. No gaps. When the foundation reflects reality, everything built on top of it actually works.

Revenue Reasoning

NLP-based filtering keeps sensitive communications out automatically. Patented matching connects every activity to the right account, contact, and opportunity. Contacts get created and enriched without anyone lifting a finger. Backstory reasons through the result to surface risk, flag momentum shifts, and tell your team exactly what to do next.

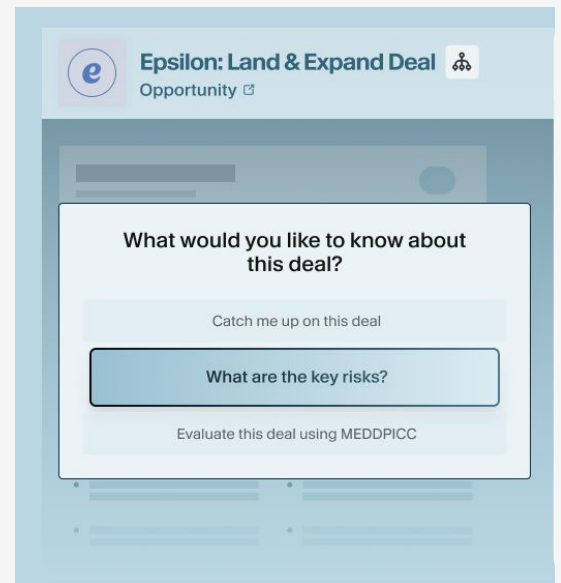
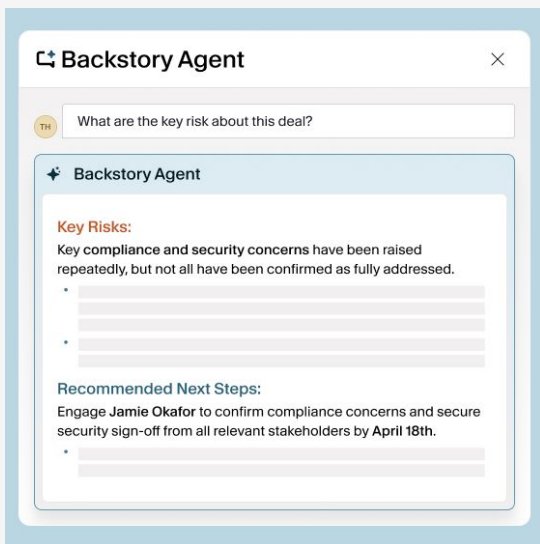
Answers

Revenue intelligence shows up wherever your team already works. Ask revenue questions in Claude, Copilot, or ChatGPT. Pull data into your BI dashboards. See everything in Backstory. No new systems. No change management.

How modern sales leaders run their business.

Monitor account and deal health

Deals don't slip overnight. The signals show up weeks earlier - a champion goes quiet, engagement drops, a competitor appears in conversation. Backstory monitors every account and opportunity automatically, giving you time to act while it still matters.

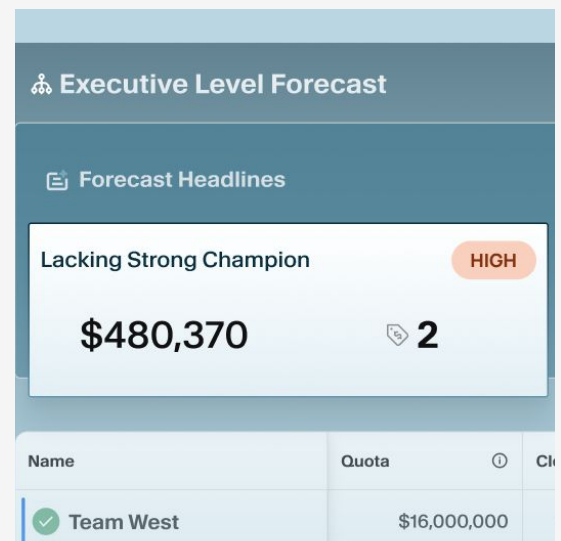


Get answers to the questions that matter most.

"Which deals are real?" "Where's my risk?" "Why did \$2M push?" Stop digging through dashboards to find out. Ask your Backstory Agent directly and get answers grounded in complete activity data, CRM history, and public filings - in seconds.

Call your number with confidence.

A forecast is only as good as what's actually in the pipeline. Know which deals belong in the commit and which ones are inflating your number. Catch sandbagging and push risk before they distort your call. Walk into every forecast review with a position you can defend, line by line.



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