

IterateAI Transformed their Pipeline Visibility with AmolinoAI



IterateAI, a rapidly scaling enterprise low-code AI platform trusted by brands like Circle K, Ulta Beauty, and Driven Brands, faced a critical bottleneck: their sales team couldn't keep up with the company's growth due to limited pipeline visibility and unreliable forecasts in HubSpot. As one of the world's 20 hottest AI companies, known for enabling 17x faster AI application development through their Interplay platform, IterateAI needed a sales forecasting and visibility solution that could match the speed and complexity of their innovation-driven business.

By implementing Amolino, IterateAI gained real-time insight into deal health, buyer engagement, and sales velocity.

Within two months, they improved forecast accuracy by 120%, cut deal cycle time by 35%, and uncovered \$2.3 million in additional pipeline—transforming their sales process into a strategic growth driver.

Challenge

- "Sure-shot" deals getting pushed out two weeks before the end of the quarter
- Required local language support

Solution

IterateAI was thrilled to discover Amolino as the solution to their pipeline visibility challenges. The platform gave their team a clear view into each deal's true status — including risks, next steps, and buyer engagement — without needing perfect CRM hygiene. With Amolino, they finally had the real-time insight they needed to focus on the right deals and forecast with confidence.

Results

With Amolino, IterateAI can:

- Instantly see which deals are at risk and which can be pulled in to hit quarterly targets
- Confidently forecast without relying on rep-entered CRM data
- Focus their team on winnable deals and improve sales execution across the board

Company Background

Company: IterateAI

Industry: Enterprise AI Software

Founded: 2013

Headquarters: San Jose, CA

Employees: 75

Specializations: Leading enterprise low-code AI platform



The Challenge: Scaling Sales Operations for Rapid Growth

As IterateAI's enterprise client base grew rapidly, their sales team faced several key challenges:

Pipeline Visibility Crisis

- Long, complex sales cycles (3-6 months) with many stakeholders
- Unpredictable progression due to technical evaluations and POCs
- Difficulty prioritizing high-value opportunities across verticals
- Deal getting pushed out two weeks before the end of the quarter

Forecasting Inaccuracy

- Low confidence in team's ability to hit the forecast numbers
- Board meetings were confrontational because of low visibility on the deals

Deal Execution Inefficiencies

- Lost momentum when technical champions left mid-cycle
- Late-stage losses to competitors
- Weak qualification due to incomplete MEDDIC data
- Inconsistent sales performance among different AEs, leaving revenue on the table

The screenshot displays the AmolinoAI platform's deal dashboard for the opportunity 'IterateAI Inc. (Opp title)'. The dashboard is organized into several sections:

- Highlights:** Includes 'Summary' (a brief overview of the opportunity), 'Health' (status 'Progressing' with 2 new updates), 'Blockers' (6 blockers, 2 new blockers), 'Next step' (Prepare an updated version of the proposal and send it to Aseem... Jun 12, status 'IN PROGRESS'), 'Channel relationships' (Vendor: AmolinoAI, Distributor: AmolinoAI, Reseller: AmolinoAI), and 'Competitors' (6 competitors).
- BANT:** Categories include Budget (Finalized), Authority (Finalized), Needs (Not discussed), and Timeline (Blocked).
- Activity:** Shows activity over 30 days.

The Solution: AmolinoAI's Sales Intelligence

After reviewing several platforms, IterateAI chose AmolinoAI for its AI-powered deal insights and seamless Salesforce integration.

Implementation Timeline

- Weeks 1–2:** Setup and CRM sync
- Weeks 3–4:** Data analysis and baseline
- Weeks 5–6:** Team training
- Weeks 7–8:** Full rollout

Key Features

- Pipeline Radar:** Real-time tracking and risk alerts across all the deals without manual input
- Forecast Tools:** AI-driven forecasting based on deal health
- Guided Selling:** Automated MEDDIC, competitive intel, next-step suggestions

Results

- Forecast Accuracy:** +120% (from 42% to 89%) → Better planning and reporting
- Deal Velocity:** +35% faster (from 8.5 to 5.5 months) → Additional +\$1.2M quarterly revenue
- Pipeline Visibility:** +\$2.3M in qualified deals → \$850K in loss prevention
- Win Rate:** +73% (from 19% to 33%) → Stronger market position

Customer Testimonial



"As an AI company, we appreciate the proactive nature of AmolinoAI's deal execution and AI-forecasting. Its ability to predict technical risks and guide us through complex sales cycles has been transformational. We've moved from reactive to proactive pipeline management."

Jon Nordmark, CEO, IterateAI

What Made This Success Possible

1. Shared Vision

Both teams embraced a data-driven, AI-first approach, ensuring smooth adoption by IterateAI's technical sales team.

2. Seamless Integration

AmolinoAI integrated easily with HubSpot, Slack, and Google Workspace, avoiding workflow disruptions.

3. AI/ML models learned from closed-won deals

AmolinoAI learned from all the previous closed-won deals to understand what made us successful and used that to guide our sellers for ongoing deals.

Key Learnings

- Enterprise AI sales are complex, requiring precise tracking of technical evaluations.
- Stakeholder mapping is essential to navigate multi-layered decisions.
- Real-time competitive data is critical in fast-changing AI markets.

Looking Ahead

IterateAI will continue using AmolinoAI for:

- Deal execution
- Sales coaching

About AmolinoAI

AmolinoAI transforms sales with AI-powered visibility, forecasting, and execution.

- Up to 60% improvement in forecast accuracy
- Deal-level insights to prevent pipeline loss
- Guided selling for faster, smarter closing

Ready to close more deals without more pipeline?

Contact AmolinoAI to learn more.