Brickwork

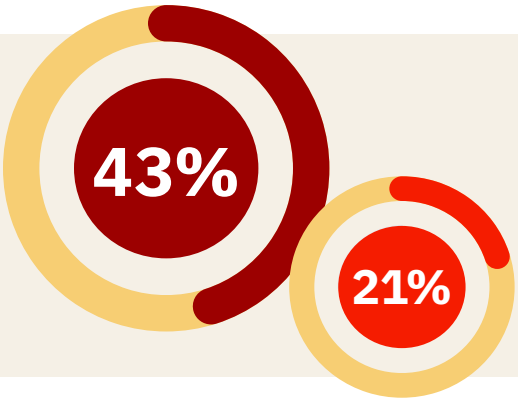
Accelerate Growth With an Integrated AI Approach

Overcome fragmentation by unifying the right technology to unlock AI’s potential.

The pressure to adopt artificial intelligence (AI) is building by the day. While many companies are experimenting with it to streamline sales and marketing processes – often at the individual level – few have formally integrated it into operations and workflows.

The promise of AI is increased efficiency, productivity, and innovation. But realizing that promise at an organizational level has been slowed by several factors, including the:

- **Breakneck speed at which tools are advancing and being released**
- **Disparate and disconnected nature of standalone tools**
- **Critical gaps in the underlying technology needed to maximize AI's impact**



AI-enabled performers spend 43% of their time selling compared to just 21% for average performers without AI.

Source: Ebsta

Ongoing investment and innovations in agentic AI and AI operating systems mean the whiplash of daily product launches and the pressure to implement AI won't soon subside. While solutions like Claude, ChatGPT, Perplexity, and Gemini are increasingly able to integrate with productivity applications, companies that lack an AI-enabled tech stack will be challenged to fully realize AI's transformative power.

5 States of AI Maturity

STAGE 1
Awareness and Experimentation
Initial exploration of AI tools with no formal process.

STAGE 2
Piloting and Capability Building
Limited deployment with defined use cases and performance tracking.

STAGE 3
Operational Integration
AI starts enhancing specific business processes.

STAGE 4
Systemic Application
AI is embedded across departments with measurable impact.

STAGE 5
Transformational Use
AI drives competitive advantage and core business innovation.

Fragmentation Causes Friction in AI Adoption

While AI is top of mind for nearly every business leader, **a recent survey** found that most organizations are still at the earliest stages of AI maturity. They're writing sales emails but not automating outreach or using AI-enriched CRM data and lead scoring to identify the right targets. They're creating content for email in low-ROI nurture emails rather than personalizing engagement and measuring the intent of high-value ideal customer profiles (ICPs).

Companies often get stuck in a low-return phase in which AI is treated as a novelty rather than an operational enhancement. Teams engage in isolated experimentation. Limited gains and fragmented use stall AI maturity, preventing businesses from making the most of AI and leveraging it to create value and drive growth.

Advancing past this initial stage to integrate AI into workstreams requires clean data, robust marketing automation, and a CMS connected to your other tools. Unfortunately, too many organizations are missing the foundational technology, haven't fully embraced it, or lack the necessary configuration to effectively operationalize AI.

The result is data silos and fragmentation.

What Does Fragmentation Look Like?

Most go-to-market (GTM) teams operate in silos with analytics teams, not revenue operations (RevOps). Marketing, sales, and customer service work toward different goals, leveraging disconnected systems without shared visibility into what's working and what's not. Ultimately this results in:

- Leads slipping through the cracks
- Inaccurate forecasts
- Fragmented customer data
- Inconsistent and reactive performance
- A siloed tech stack that's not centrally managed
- Uncoordinated GTM
- Department goals that are disconnected from the company's mission

Turn Friction Into Function and Disconnection Into Data

Implementing the right tech stack is foundational to integrating and operationalizing AI across your organization. A connected platform with CRM, CMS, and marketing automation bridges critical gaps in data and technology and unifies essential sales and marketing functions while laying the groundwork for expanded AI capabilities.

Eliminating fragmented systems and manual entry ensures AI has the data and connectivity to perform effectively. An optimized tech stack is the nerve center of an AI-enabled organization, unifying your data, tools, and teams into an operating rhythm that drives alignment, predictability, and growth with:

One centralized GTM system of record across marketing, sales, and the customer experience (CX)

AI-powered insights for lead scoring, forecasting, and sales rep performance

Dynamic dashboards and scorecards to enable every level of your organization

Move From Experimentation to Execution

Without the right systems in place, AI tools will continue to feel isolated and inconsistent. The right technology is core to unlocking AI's potential. But equally critical is that it's implemented and configured to your unique needs, and that your team receives expert onboarding, training, and support to ensure adoption and ROI.

A skilled RevOps team is essential to the success of building an AI-enhanced environment. And choosing the right partner is a crucial decision. Here's what to look for:

1. **Extensive expertise** in the entire revenue cycle, from marketing and sales to customer success and finance.
2. **End-to-end offerings**, including:
   - ✓ Process optimization and standardization
   - ✓ Technology stack assessment, implementation, and integration
   - ✓ Data cleansing, management, and analytics
   - ✓ Training and change management support
   - ✓ Ongoing optimization and support for continuous improvement

3. **Cross-departmental alignment** that breaks down silos and fosters collaboration through frameworks for creating unified processes, shared metrics, and collaborative workflows.
4. **Technical capabilities** with proficiency in:
    - ✓ **Key platforms**, including major CRMs such as Salesforce and HubSpot and marketing automation tools.
    - ✓ **Data integration and automation** to integrate various systems and automate repetitive tasks for seamless connectivity and efficiency across your tech stack.
    - ✓ **Advanced analytics** such as predictive analytics, revenue forecasting, and translating complex data into custom dashboards.
5. **Customization and scalability** to adapt to your unique requirements, scale as you grow, and integrate seamlessly with current tools and workflows.
6. **Support and training**, including comprehensive onboarding to ensure your team can effectively use the new systems and processes.
7. **AI integration** that favors a strategic approach over plug-in AI tools.

By carefully evaluating these factors, you can select a RevOps provider that will be a true partner in driving your revenue growth and operational efficiency.

Bridge the AI Gap

Get a roadmap to AI readiness with an expert evaluation of your tech stack.

Assess My Stack

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