

# Innovation Spotlight No 2: Acuity: Sales Process Intelligence



## People behind the start-up

### [Oliver Churchill, Founder/CEO](#)

SVP Commercial Excellence at GE Capital  
Quota-carrying field rep and VP team leader  
Six Sigma Black Belt; Tech start-up IPO '96

### [Harry Ma, Founder/Chief Scientist](#)

Applied data science/AI in Industrial, Risk and Sales  
Data Science Leader at GE Capital and Global Research  
Statistics Lab; Statistics PhD.

### [Adam Lewis, VP Engineering](#)

Chief Architect, Opera Solutions (F500 quant apps)  
Architect at MIT Lincoln Lab (Star Wars missile defense  
system); MS Computer Science

## Background

Oliver and Harry faced challenges creating and applying data-driven insights to improve Sales processes while leading Sales Operations for 10 divisions of GE Capital (1,000 reps on Salesforce).

GTM strategy was difficult to implement consistently, which made it impossible to measure efficiency (no process) or to analyze and improve sales productivity to increase sales growth.

Adam had fatigue from building custom AI applications for Fortune 500's, wanted to build a scalable SaaS platform/solution.

Mission: Digitize/Optimize Sales Management

## The Problem

Lack of systematic Sales growth.

Sales is a process of behaviors, but CRM systems lack robust, intelligent process management.

As a result, implementing GTM strategies to acquire and grow customer relationships is manual, inefficient guesswork, and overwhelmingly complex.

Reps waste precious time. Managers lack control and an analytical method to improve team productivity.

AI and machine learning cannot be used to improve selling processes -- that do not exist.

## The Solution

Acuity3D is a Sales Process Intelligence (SPI) platform.

It creates intelligent Next Best Action recommendations aligned to the business strategy, ranked by success probability and dynamically adjusted to Rep capacity.

Proprietary neural network process technology guides and balances multiple sales plays (prospecting, renewal, up-sell) through a simple, one-page Account-Based Selling application directly integrated into Salesforce.

As it runs, Acuity3D creates clean, comprehensive behavioral pattern data, enabling continuous AI/ML process mining, exploration and adaptation to optimize results.

## Target Audience

Primary target is the 100,000+ B2B sales teams using Salesforce CRM at Technology, Services and Manufacturing companies with > \$10M in revenues.

User personas include Sales Reps (SDR/BDR and AE/AM), Sales Managers and Sales Ops/Enablement.

Sales teams with large prospect/TAM and customer populations (20,000 to 1M+) and complex, difficult-to-manage sales processes.

## When (launch-date, Availability)

Acuity has a live product in market with active paying customers.

Beta clients included ConstantContact, Akamai, State Street Global Advisors, VirginPulse, HubSpot and IBM Security.

Acuity3D Account-Based Selling came out in Q3 of 2021 and is live with initial customers. New client applications are actively being installed/configured.

Acuity is a Salesforce AppExchange Partner and recently received SOC2 data security certification.

## SalesTech Categorization

Sales Process Intelligence (SPI) is a new category: AI-driven technology that proactively implements, explores and improves human processes as a continuous service.

Acuity's Account-Based Selling application addresses an unmet need to implement and automate multi-contact account coverage campaigns throughout the prospecting and customer engagement lifecycle.

SPI is an exciting space to watch as AI/ML use cases evolve from simple scoring to dynamic process evolution.

## Contact

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If you'd like to know more about the solution, whether they are seeking funding and for how much, or have other questions, feel free to reach out to them directly.