Relevance AI

DATASHEET

RELEVANCE AI FACTORIES

Agents do work. AI Factories deliver outcomes.

Relevance AI is the platform to build AI Factories: agents and people working toward a critical business outcome, such as increasing qualified pipeline. Each factory can continually measure and improve its impact against KPIs that are truly key to your business.



What is an AI Factory?

AI Factories are systems of agents and people organized to achieve a *business outcome*, such as delivering qualified pipeline or accelerating support resolution times. Each combines agent-driven production lines, specialist agents, systems, data, human participants and designers, guardrails, and monitoring. Factories are centrally run and managed, either within a department such as RevOps in sales or across departments by an AI Center of Excellence.

AI adoption is not enough. Impact is what matters.

Teams were told to adopt AI, and an era of AI experimentation took off. But to what end? Leadership actually wants a measurable change in the KPIs that matter: pipeline, conversion, retention, and response times. Instead, experimentation left teams with:

High chaos
Copilots, point solutions, and random, unmanaged agents.

Unclear outcomes
Lots of activity, but no clear impact on KPIs like pipeline.

Inflating costs
Rising token use and surprise bills.

Why AI Factories get real results

Deliver business outcomes at scale

Other AI solutions execute tasks or provide answers when prompted, providing only limited benefit. In contrast, a factory organizes agents, processes, and people to drive a key business KPI, working within or across departments and systems. It is impact at scale.

Consistent high quality, even as conditions change

Without constant upkeep, individual agents degrade as business changes. Instead, a factory evaluates its outputs for required quality, so that impact and cost efficiency can improve automatically over time instead of decaying.

Clear oversight from a command center

Evaluation, testing, guardrails, auditability, and monitoring and alerting. Assembly lines go to production only when they are ready, drift is identified quickly, and guardrails keep agents safe.

TRUSTED BY TEAMS AT

Canva databricks CONFLUENT AUTODESK lightspeed Rakuten freshworks AVEVA employmenthero QUALIFIED

Relevance AI: build, run, and optimize AI Factories

Production lines of specialist agents, pointed at one business number

Each factory runs several production lines, one per use case. In the PipeGen Factory example below, an inbound line and an outbound line work toward the same goal: qualified pipeline. Specialist agents perform system-facing tasks, while people approve content and focus on high-value work like customer meetings. Impact is measured against a performance baseline in CRM and systems of record, with cost taken into consideration.

Humans run the control room

Your team sets the guardrails and checkpoints that govern factory outputs, reviews dashboards and monitoring reports to confirm outcomes are being achieved, and reviews recommended fixes before they are applied, or lets them apply automatically.

Example: The Pipeline Generation Factory

Triggered by

- Form fill
- Buying signal
- New Salesforce lead
- Inbound email
- Schedule

Factories start from forms, signals, and schedules, not human activity.

PipeGen Factory — EXAMPLE AI FACTORY

Control room — Guardrails and checkpoints · Dashboards and monitoring reports · Approve recommended fixes

Inbound ASSEMBLY LINE

Enrich	Engage	Vet	Human	Schedule
Augments requester data	Emails for vetting info	Qualifies the request	Judgement call	Books the meeting

Outbound ASSEMBLY LINE

ICP search & identification	Research	Human	Prospect	Response
Finds and confirms target accounts	Enriches prospects from live sources	Approval	Personalized multi-channel outreach	Prospect responds to outreach

Prospect meeting
Run by a human

Systems of record

- Salesforce
- HubSpot
- Gmail
- Slack

BUSINESS OUTCOME
Qualified pipeline

Impact is measured against a baseline, net of cost, and fed back into the factory.

Why Relevance is the preferred choice for AI Factory provider

1 Fast, effective deployments

Built for domain experts who know the work. Use cases can be established in minutes to days, in ways that fit your business.

2 Optimization for quality and cost

Quality is assured by evals, testing, and monitoring. Performance is weighed against model cost, so the highest-ROI model is used.

3 Enterprise-class governance

Access controls, flexible authentication, human approvals, version history, and monitoring. SOC 2 Type II and GDPR.

4 Automatic improvement

Set Invent to fix or optimize your factories when performance drifts or business situations change.

5 Proven results

Relevance AI factories are in production around the world, driving real pipeline and saving real costs.

Three AI Factories to put to work first

Revenue runs like a supply chain. Each factory takes an input from the factory before it, optimizes for its own metric, and produces an output for the next, so results compound down the chain. Start with the factory that is holding back the revenue supply chain. When you look at revenue as a supply chain of factories, you stop asking which agent to build next and start asking which factory is holding back the whole process.

Awareness → Brand awareness index

Lead Gen → Lead conversion, marketing pipeline

Pipe Gen → Sales pipeline

Bookings → Win rate, deal size, velocity

Activation → Implementation speed

Adoption → Product usage and value

Expansion → Expansion pipeline

Renewal → Renewal rate, NDR

Pipe Gen Factory

FEATURED

Sales, pipeline generation

TARGETS

- **Qualified sales pipeline**

PRODUCTION LINES

- Inbound lead engagement
- Outbound prospecting
- Closed-lost re-engager
- Prospect multi-threader

Reps handle customer conversations; Ops manages the system

HOW IT IMPROVES ITSELF

- **Measures impact:** from your CRM and other systems of record
- **Re-optimizes:** does more of what works, less of what doesn't
- **Optimizes cost:** utilizes the best LLM for each step at the lowest cost

Lead Gen Factory

Marketing, demand generation

TARGETS

- **Lead conversion rate**
- **MQLs and Marketing-sourced pipeline**

PRODUCTION LINES

- **Event registration and follow-up**
- **Content Marketing** creates relevant, SEO/ GEO optimized “lead magnet” content
- **Lead Nurturing** for personalized flows.
- **ABM Engager** for high value, personalized content for key accounts.

HOW IT IMPROVES ITSELF

- **Quality checks:** evaluates against your standard for goodness and fixes regressions.
- **Optimization:** learn swhich leads become progressing opportunities, then replicates success.

Expansion Factory

Customer success, account growth

TARGETS

- **Expansion pipeline**

PRODUCTION LINES

Cross-sell production line includes specialist agents like:

- **Account Manager** reviews account status
- **Upsell Spotter** identifies upsell and cross-sell signals.
- **Cross-Sell Marketer** promotes the right products to each customer, specific usage signal or not

HOW IT IMPROVES ITSELF

- **Quality checks:** ensure sthat customer communications meet your standard
- **Measures impact:** from your CRM and other systems of record
- **Optimization:** identifies which customer attributes lead to higher upsell

Proven results from Relevance AI customers

TECHNOLOGY

A Pipe Gen Factory doubled quarterly pipeline in six months

2x Quarterly pipeline improvement, after first six months

2.2x Meeting booking rate improvement from cold outbound prospects

4x Activity on inbound leads, in a fraction of the time

FACTORY KPI ■ Sales pipeline

TECHNOLOGY

A Lead Gen Factory added $4.5M in pipeline

+175% Increase in lead-to-MQL conversion rate

$4.5M Additional pipeline from lifecycle nurture of low-intent prospects

11% Click-to-open rate on ABM campaigns

9% Click-to-open rate on ad hoc campaigns

FACTORY KPI ■ Marketing-sourced pipeline

The key for us was how we can modularize industry knowledge and the best playbooks, and apply it.

Allen Roh
Senior Marketing Manager, Autodesk

AUTODESK

Recognized by the industry

CBINSIGHTS
Leading Enterprise Agent Vendor

Everest Group®
Agentic AI Luminary

Capgemini
Multi-Agent System Leader

4.5 stars on G2