Alembic

Case Study: Industrial

Reconstructed data using causal AI & accelerated sales pipeline

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INDUSTRIAL

Fortune 500 technology company and the global leader in accelerated computing, best known for inventing the GPU and driving advancements in AI, deep learning, and high-performance computing. Its products power data centers, gaming, automotive, and enterprise AI solutions, making it one of the most influential companies in the technology ecosystem.

Challenge

- Fragmented CRM data: Sales teams relied heavily on Salesforce but struggled to transform static CRM records into a usable time-series view.
- Pipeline blind spots: Forecasting account win rates and pipeline velocity was difficult, as traditional reporting lacked the ability to capture the causal impact of marketing and sales actions over time.
- Delayed insights: Existing methods (CRM dashboards, quarterly reviews) produced lagging indicators, leaving executives without forward-looking clarity on revenue outcomes.

Solution

Alembic ingested Salesforce pipeline data and reconstructed it into a time-series framework, enabling causal AI to map how sales and marketing actions influenced pipeline progression. By layering structured CRM data with unstructured marketing inputs, Alembic provided a unified, real-time view of pipeline health.

Results

- Delivered predictive win-rate insights tied to specific actions, accounts, and campaigns.
- Identified bottlenecks in the pipeline and surfaced which marketing activities accelerated deal velocity.
- Equipped sales and marketing leaders with CFO-ready evidence of pipeline drivers in days, not quarters.

Key Takeaways

- Alembic transforms static CRM data into a living, causal model of pipeline dynamics.
- Provides predictive clarity on which actions accelerate or stall account wins.Enables executives to defend forecasts, align sales and marketing, and confidently allocate resources.

> **Alembic is using AI developed for scientific research applications to predict ROI from marketing. Our marketing is using Alembic with great success.**
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> CEO,
> Fortune 500 Chipmaker