

The **Future of AI** in Business



Dr. Amy Osmond Cook
CMO at Fullcast



A woman with dark curly hair and glasses, wearing a red shirt, is pointing at a laptop screen. A man with short blonde hair and glasses, wearing a light blue shirt, is looking at the screen. They are in an office environment with large windows in the background. The image is framed by a large, thin, circular orange line.

**“Your job will be replaced
by AI in three years.”**

AI in RevOps

RevOps is **evolving**—

moving away from tactical operations to a strategic role, training AI systems to handle routine tasks.

Staying ahead of the curve

means leveraging automation to create scalable, efficient systems.

Without AI,

RevOps will struggle to remain competitive.



AI in RevOps

What we're doing at FULLCAST

1

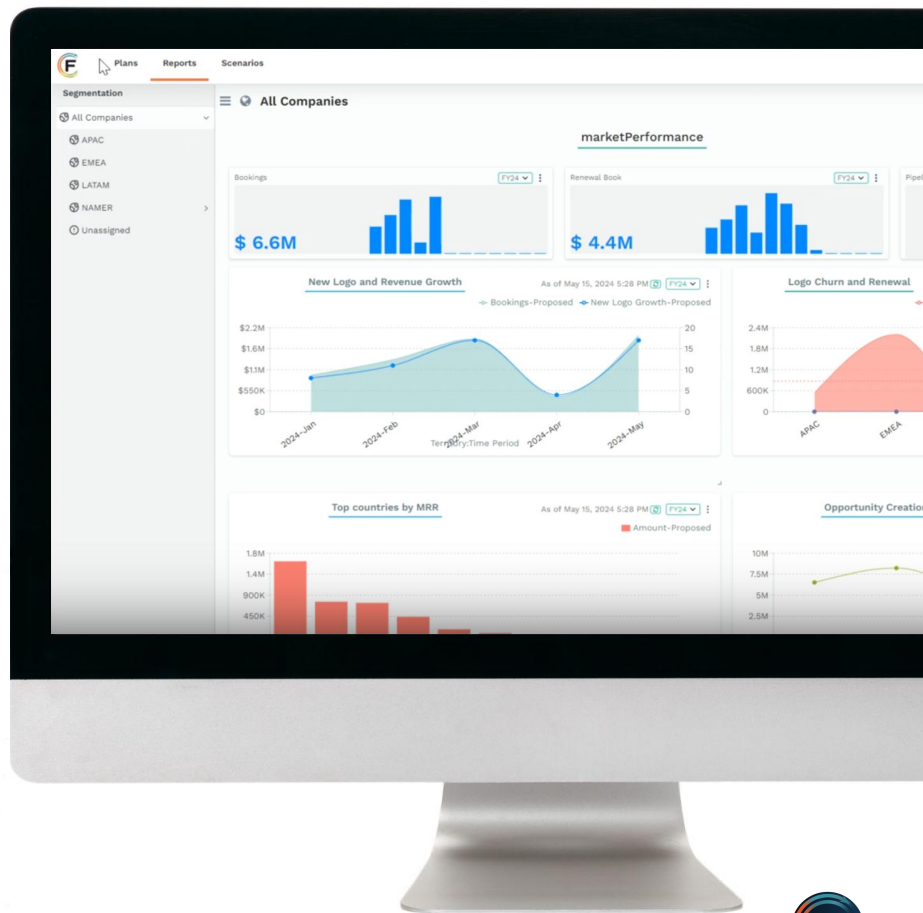
SmartPlan AI

Expert Systems based AI used during planning and modeling to automatically enable creation of balanced territories, smart quota allocation, TAM-based capacity allocation, etc.

2

Copilot AI

Used for execution to automate and manage execution efficiency and eliminate manual work. For example — new hires, terminations, automatically adjust routing based on ramp, holdouts, etc.



Preparing for the Future of AI in Business

1

Adopt a Future-Ready Mindset

Embrace automation to remain relevant. If you're not using AI, your job is at risk of being replaced.

2

Focus on Functional Alignment

Break down silos in your business between sales, marketing, and customer success to create a cohesive revenue strategy.

3

Use AI to Drive Predictability

With a unified view of the entire customer journey, use AI to ensure more predictable revenue and quicker adjustments to market changes.



Thank You