

HOW TO SPOT AI THAT'S

⚠️ ⚠️ **BOLTED-ON** ⚠️ ⚠️

VS.

⚡ ⚡ ⚡ **BUILT-IN** ⚡ ⚡ ⚡

Not all AI is built to give you the unfair advantage. Bolted-on AI stays on the surface—rigid, disconnected, and slow to adapt. Built-in AI is part of the engine itself, running on live, unified data and workflows so it can flex, scale, and respond in real time.

Here's how to spot the difference.



POWER DROP

Layered on top of core GTM systems.

Requires manual uploads and separate integrations with ICM, TQM, and forecasting tools—slowing execution and decisions.



INTEGRATION

« Okay, it looks integrated... but is it actually accessing all the right data sources? »



CONTINUOUS CHARGE

Embedded across commission, territory, and forecasting lifecycles.

Data is easily accessible across systems with no manual handoffs or extra steps.



LOW VOLTAGE

Runs on stale, siloed, incomplete, or purely theoretical data.

Fails to integrate with other systems or pull in external context.

Downgrades AI from a decision-driver to just another report.



DATA & INSIGHTS

« Is your AI sourcing from live performance data—or stuck in the past? »



HIGH CURRENT

Continuously syncs from live attainment, plan, and market data.

Pulls from CRM, HRIS, financial systems, and proprietary industry benchmarks.

Delivers rich insights and action-ready recommendations.



RIGID WIRING

Locks logic in hard-coded rules that snap under new requirements.

Triggers disruption and rework when new compensation plans roll out.

Stuck in yesterday's org chart, not tomorrow's GTM shifts.



ADAPTABILITY

« Can your AI flex with your GTM shifts—or does it break under change? »



FLEXIBLE CIRCUIT

Uses modular architecture to adapt without breaking.

Adjusts instantly to new plans, strategic priorities, and org changes.

Change-ready by design to handle what's next.



COLD START

Provides guidance on how you can rebuild workflows from scratch for every plan.

Shares data on how to change processes by team and territory.

Every answer is new with each prompt, no repeatable framework to speed rollout or prevent costly errors.



STANDARDIZATION

« Do you start every rollout from scratch—or from a proven playbook? »



PRE-WIRED

Pre-configured workflows for common sales compensation scenarios.

Embedded best practices for faster, more secure, and error-resistant launches.

Consistent yet adaptable setup across teams, regions, and products.

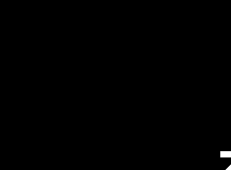


OVERLOAD RISK

Falters at certain data thresholds or complexity levels.

Requires manual fixes and workarounds as the business evolves.

Struggles to expand into new teams, geos, or sales models without costly disruption.



SCALABILITY

« Will it grow with you—or break under pressure? »



LOAD-READY

Enterprise-grade performance that scales as you grow.

Maintains accuracy, speed, and stability even as data volume and complexity increase.

Adds teams or regions without rebuilding core compensation logic.

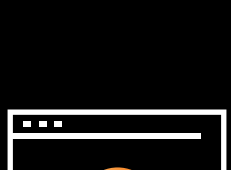


BLACK BOX

Produces general recommendations without context or justification.

Provides no clear “why” behind its output.

Creates compliance and trust risks by lacking an audit trail.



TRUST & TRANSPARENCY

« Can you explain your AI's decisions? »



CLEAR SIGNAL

Shows a clear decision path that can be explained and defended.

Fully auditable and governed.

Human oversight ensures accuracy and trust.



PLAY-GRADE

Works in a box, but functions more like a side feature than a core system.

Remains unproven for high-stakes compensation at scale.

Optimizes for the demo, not for the day-to-day.



ENTERPRISE READINESS

« Will it still perform when compensation plans get messy? (Because they will) »



POWERHOUSE

Engineered for high-stakes compensation without collapsing under complexity.

Maintains accuracy, speed, and resilience as you grow.

Built for the future of GTM performance, not just simple tasks for today.



**THE REAL ADVANTAGE?
IT'S BUILT IN.**

If your AI isn't embedded in your core systems and workflows, it's just along for the ride. Built-in AI runs on live, unified data and proven workflows—so it can adapt, scale, and deliver in the moments that matter.

READY TO GO DEEPER?

Get a C-suite perspective on engineering AI that keeps up with your GTM ambitions—and adapts even faster than the market can change.



Interactive Executive Guide:
What Powers Your AI Powers Your Performance

[READ THE POV](#)

ABOUT XACTLY

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly's Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at [XactlyCorp.com](#), follow our blog, and connect with us on LinkedIn.

