

DELIVERABLE 1 OF 3

Stack Map

One picture of how the revenue tools connect today, and where data moves by hand or not at all.

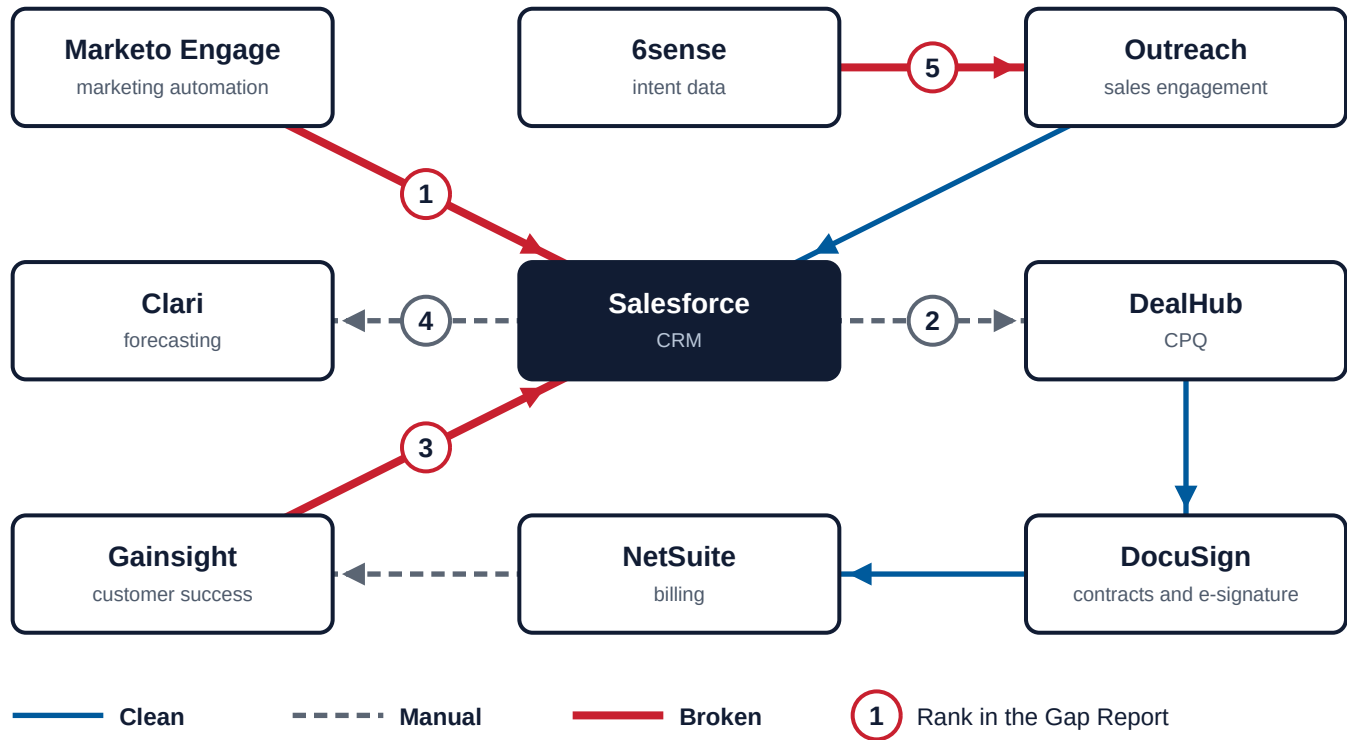
Client
Reliquary Trading Co. (sample)

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About this sample. Reliquary Trading Co. is Doug Mayberry's own business, used here as the sample client name. The model assumes 180 revenue staff, nine revenue tools, an average deal of \$400K and a nine month cycle. The team size, tools, figures and findings are illustrative and built to show the format. They are not Reliquary results. Tool names are common enterprise examples. The gaps come from how the tools are connected, not from the products.

The Map



Clean: data moves on its own and the fields match. **Manual:** a person exports, re-keys or emails it. **Broken:** the data does not arrive, or arrives too late to use. Arrows show the direction the data should travel.

Result: 3 Clean, 3 Manual, 3 Broken

Three of nine handoffs work. Six need attention. Five of those carry a ranked gap and one sits on a watch list. The Gap Report ranks them by dollars.

Tool Inventory

Tool	Owner	Users	Data in	Data out
Marketo Engage (marketing automation)	Marketing ops	22	Web forms, email engagement	Lead records, lead scores
6sense (intent data)	Demand gen	9	Third party buying signals	Trigger account list (dashboard only)
Outreach (sales engagement)	Sales ops	74	Contacts, sequences	Call and email activity
Salesforce (CRM)	RevOps	168	Leads, activity, deals	Accounts, deals, forecast fields
DealHub (CPQ)	Deal desk	31	Deal terms, price rules	Quotes
DocuSign (contracts)	Legal ops	14	Approved quotes	Signed contracts
NetSuite (billing)	Finance	12	Signed contracts	Invoices, renewal dates
Gainsight (customer success)	CS ops	26	Usage, tickets, billing data	Health scores, renewal risk
Clari (forecasting)	Sales leadership	41	Weekly deal export	Forecast call, risk flags

Handoff Register

Handoff	Status	How it moves today	Gap rank
Marketo Engage to Salesforce	Broken	Form leads land in a holding queue. A coordinator routes them by spreadsheet.	1
6sense to Outreach	Broken	Signals sit in a dashboard. Sellers rarely open it.	5
Outreach to Salesforce	Clean	Activity logs on its own.	None
Salesforce to DealHub	Manual	Reps re-key deal terms into the quote.	2
DealHub to DocuSign	Clean	Approved quotes create contract drafts.	None
DocuSign to NetSuite	Clean	Signed terms post to billing.	None
NetSuite to Gainsight	Manual	Finance emails renewal dates each month.	Watch
Gainsight to Salesforce	Broken	Health scores stay in Gainsight. Account owners do not see risk.	3
Salesforce to Clari	Manual	Weekly CSV export on Sunday night.	4

Next: the Gap Report ranks the six open handoffs by estimated revenue at risk. One carries a low dollar value and sits on a watch list.