

ESPEUT CONSULTING INCORPORATED

AI-Powered SaaS Business Management™

Turn your SBM™ framework into a living, intelligent operating system.

ECI combines our proven SaaS Business Management™ Framework with intelligent automation and AI to deliver faster, more consistent, and scalable retention and expansion outcomes. Instead of just recommending plays, we build and implement AI-powered systems that operationalize the SBM™ model in real time. Drive measurable lifts in GRR, NRR, and EBITDA.

Embedded, not advisory Forward Deployed Engineers build inside your environment.	SBM™ at the core Every workflow ties to a play, a metric, and a measurable outcome.	Pilot to production Pre-negotiated path from proof to scale, no commercial reset.
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Four ways to engage Choose where you are: align, pilot, scale, or deploy across a portfolio.

WORKSHOP AI Strategy & Use Case Workshop

Best for: Leaders aligning on AI in customer experience before committing to a build.

What you get:

- Facilitated sessions with CCO, CS, PS, and RevOps leadership to align on AI ambition for the customer experience.
- Use case discovery and prioritization across CX workflows — retention, expansion, onboarding, support, renewal governance.
- Goal-setting framework with success metrics, plus a recommendation memo with a sequenced roadmap mapped to ECI's Foundation, Accelerator, or Enterprise paths.

Typical duration: 1–3 weeks *Strategy first. Build later.*

FOUNDATION SBM™ AI Foundation

Best for: SaaS companies exploring AI or running an initial pilot.

What you get:

- Comprehensive SBM™ + AI maturity assessment and prioritized opportunity roadmap.
- Two to three high-impact automated workflows built in your environment (e.g., risk detection, play recommendation).
- Eval framework, executive presentation, and a costed production roadmap.
- Embedded Forward Deployed Engineer paired with a Strategy Lead. Strategy, build, and knowledge transfer in one team.

Typical duration: 6–10 weeks *Start your AI journey with a focused, high-ROI pilot.*

ACCELERATOR ★ MOST POPULAR SBM™ AI Accelerator

Best for: Growth-stage SaaS and PE portfolio companies seeking fast results.

What you get:

- Full AI-powered SBM™ platform implementation in your environment.
- Intelligent customer health engine, predictive risk scoring, and the SBM™ Bounty Board for top-ARR governance.
- Automated workflow engine running Recovery, Acceleration, and Expansion plays.
- AI-assisted QBRs, renewal forecasting support, team enablement, and a 90-day performance dashboard.

Typical duration: 12–16 weeks *Transform SBM™ into an intelligent, automated operating system.*

ENTERPRISE SBM™ AI Enterprise

Best for: PE firms, large SaaS companies, and multi-entity SaaS portfolios.

What you get:

- Everything in Accelerator, deployed across multiple entities or portfolio companies.
- Centralized AI command center with cross-portfolio dashboards, benchmarking, and custom AI configuration.
- Dedicated success manager, quarterly optimization sprints, and a portfolio-grade governance framework.

Typical duration: 4–7 months (phased)

Deploy AI-powered SBM™ at scale across your portfolio.

What we build

Across every engagement, ECI delivers four categories of value — combining AI-powered intelligence and automation with the embedded engineering and strategic guidance that turns SBM™ from advisory recommendations into embedded execution.

AI-Powered SBM™ Enablement <ul style="list-style-type: none">• AI-driven customer health scoring and risk prediction.• Automated detection of retention and expansion risk using product, financial, and engagement signals.• Intelligent play recommendation engine that suggests the next SBM™ play in context.• Predictive analytics for churn, NRR/GRR impact, and renewal probability.	Automated SBM™ Workflows <ul style="list-style-type: none">• Triggered playbooks for Recovery, Acceleration, and Escalation plays.• AI-assisted QBR generation and executive reporting.• Automated renewal and expansion process orchestration.• Smart task routing and accountability across CS, Product, and Sales.
Embedded Forward Deployed Engineering <ul style="list-style-type: none">• An ECI Forward Deployed Engineer working alongside your team, in your environment, throughout the engagement.• Paired with a Strategy Lead so every workflow we build ties back to an SBM™ play and a measurable outcome.• Knowledge transfer is built in: your team owns what we build the day we leave.	Implementation & Change Enablement <ul style="list-style-type: none">• Deployment of AI agents and workflow automation in your existing tech stack.• Team training and adoption programs so your people actually use the system.• Change management coaching for CS leadership and frontline owners.

How we work

01 Discover Map workflows, prioritize use cases, define eval criteria.	02 Build Configure AI workflows in your environment with weekly demos.	03 Validate UAT with named stakeholders, measure against eval criteria.	04 Scale Pre-negotiated production path, no commercial reset.
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Outcomes our clients pursue

GRR & NRR Lift retention and expansion through earlier risk detection and faster intervention.	CSM Productivity Free CSMs from manual triage and reporting; refocus them on customer work.	Executive Visibility Real-time governance over top-ARR accounts and forward renewal risk.	EBITDA Impact Higher retention and lower CS overhead translate directly to portfolio margin.
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