

B2B SOFTWARE

Account-based outbound for a distribution-software vendor

A software vendor selling to consumer-goods distributors wanted account-based outreach at scale. Wexa built a sales workspace whose sourcing, persona and campaign steps run as Wexa process flows.

50+

lead attributes tracked per account

9

outreach channels in one inbox

3

process flows: sourcing, persona, campaign

CLIENT

Route-to-market and distribution-software vendor

REGION

Global

WHEN

2025

ENGAGEMENT

Solution build

WEXA COMPONENTS

AI SDR agents · process flows · lead tables · CRM and enrichment connectors

01 — CASE 37

The challenge

- Prospect lists built by hand
- Generic outreach to niche industries
- Replies spread across channels

What Wexa built

- ✓ Lead sourcing by industry and category with enrichment
- ✓ Persona creation and campaign flows run on Wexa
- ✓ Unified inbox across email, professional network, messaging and phone
- ✓ CRM synchronisation and meeting booking

02 — CASE 37

How it runs on Wexa

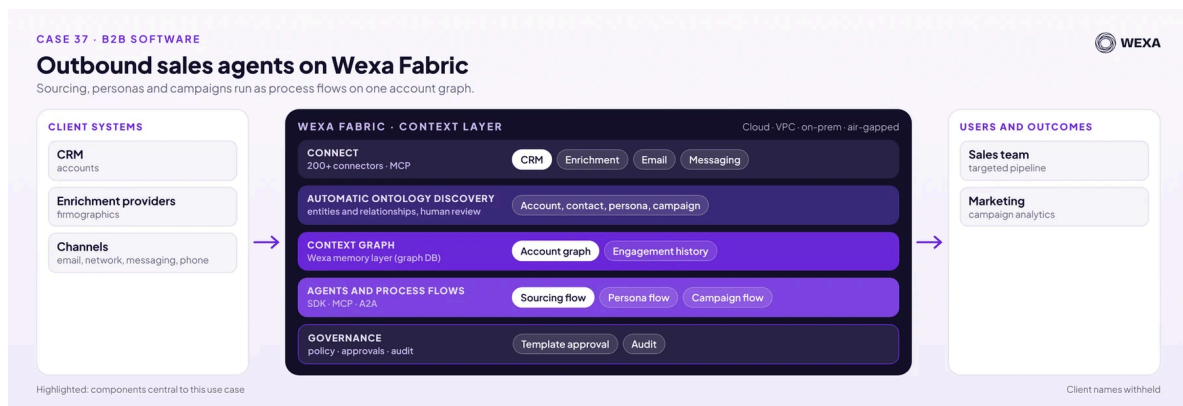


FIGURE How this use case runs on Wexa: client systems connected, ontology discovered, context graph in the Wexa memory layer, agents and process flows, and governance. Highlighted components are central to this use case.

Results

MEASURE	BEFORE / WITHOUT WEXA	WITH WEXA
SDRs for account-based outreach	4 SDRs	1 SDR supervising the agents
Annual cost of the process	\$200K	\$50K
Time to implement the AI solution	4 months	2 weeks
AI build cost (one-time)	\$192K	\$7K
AI operating cost per year (models, infrastructure, upkeep, platform)	\$141K	\$69K
Total AI cost in year 1	\$333K	\$77K

WITH WEXA

\$81K

net annual value to the client after Wexa's
own operating cost

9x

faster to implement

51%

lower AI operating cost

\$256K

less AI spend in year 1