



It's the End-to-End RevOps Platform for Ambitious B2B SaaS Businesses

Growth goals become reality through clarity, confidence, and control

"Vasco's platform heralds the end of the wild west of GTM data science... By bringing disparate data across the entire bowtie into a single normalized viewpoint, **organizations** can now truly deliver against aspirational goals."



Dr. Dan Patterson
Chief Innovation Officer
Winning by Design

What does Vasco solve?

Vasco helps ambitious go-to-market teams achieve predictable, replicable growth by giving them clarity, confidence, and control over their revenue engine.

In many growing companies, the path to revenue is messy. Data is scattered, handoffs create friction, and teams lack visibility into what's driving results or where to focus when performance dips. Vasco solves challenge this by acting as the operating system for RevOps. How?

CLARITY

A shared, structured view of your lifecycle stages, visualized in the bowtie model, with full visibility into funnel performance and your team's execution.

CONFIDENCE

Reliable data, automated processes, and AI-powered insights, so GTM leaders can make informed decisions instead of flying blind.

CONTROL

One place to orchestrate the full revenue motion, from planning and execution to review and iteration.

As a result, GTM teams operate with more alignment and greater velocity for scalable growth.

Who is Vasco for?

B2B SaaS companies with ARR between \$1M and \$100M, especially those in the \$5M–\$50M sweet spot. Vasco is used by founders, RevOps teams, and CROs from early-stage to enterprise—and even by fractional consultants looking to scale their impact with automation. If driving sustainable growth is part of your mandate, Vasco can help you reach go-to-market excellence with modular architecture and flexible pricing that scale with your team.

What's unique about Vasco?

Automated Data Health

In a few clicks, Vasco connects to your CRM to clean, enrich, and model your data using the bowtie, creating a RevOps-ready foundation.

Dynamic Forecasting

You can align top-down revenue targets with bottom-up team capacity, model different scenarios, and iterate based on real-time performance.

Guided Execution

Built-in benchmarks and activity SLAs keep teams focused on actions that drive stage progression and revenue—so nothing falls through the cracks.

Predictive Pipeline

Vasco guides you on where your future revenue is heading while surfacing risks and stalled deals early, so you can act before they impact your number.

It's a new standard for operating your revenue engine with structure, speed, and confidence.

How is Vasco leveraging AI?

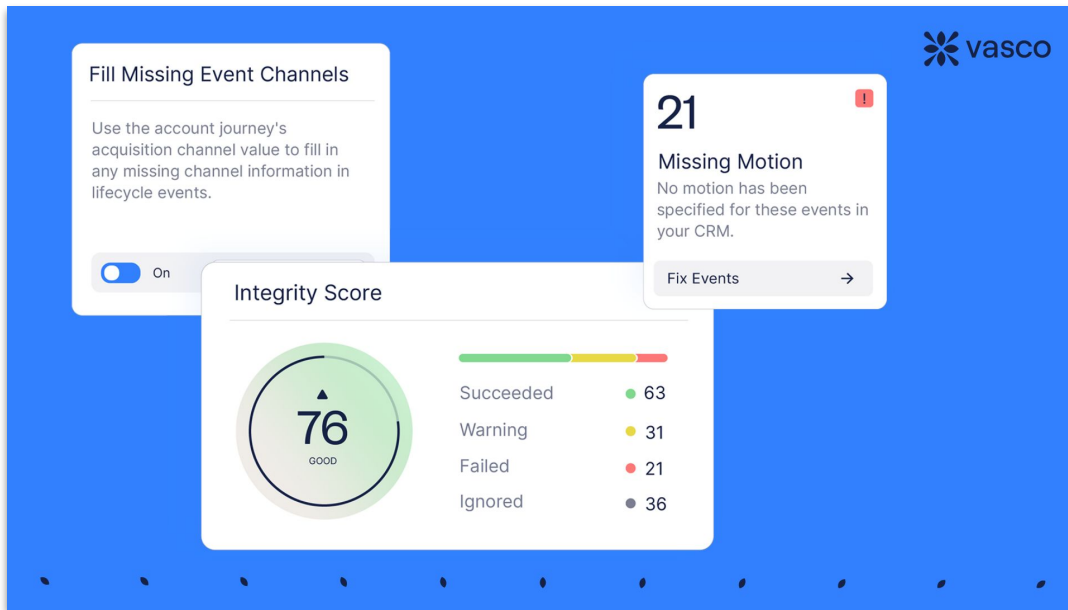


Gama, Vasco's AI copilot, is purpose-built for RevOps teams scaling complex GTM motions. It scans your pipeline, structures your data, and surfaces insights without SQL or prompts. Gama also flags revenue leaks, quantifies their impact, and catches planning or execution issues early, with benchmarks and best practices to guide action. From SLA violations to stalled deals, Gama delivers intelligent guidance to keep your revenue engine on target.

THE PLATFORM

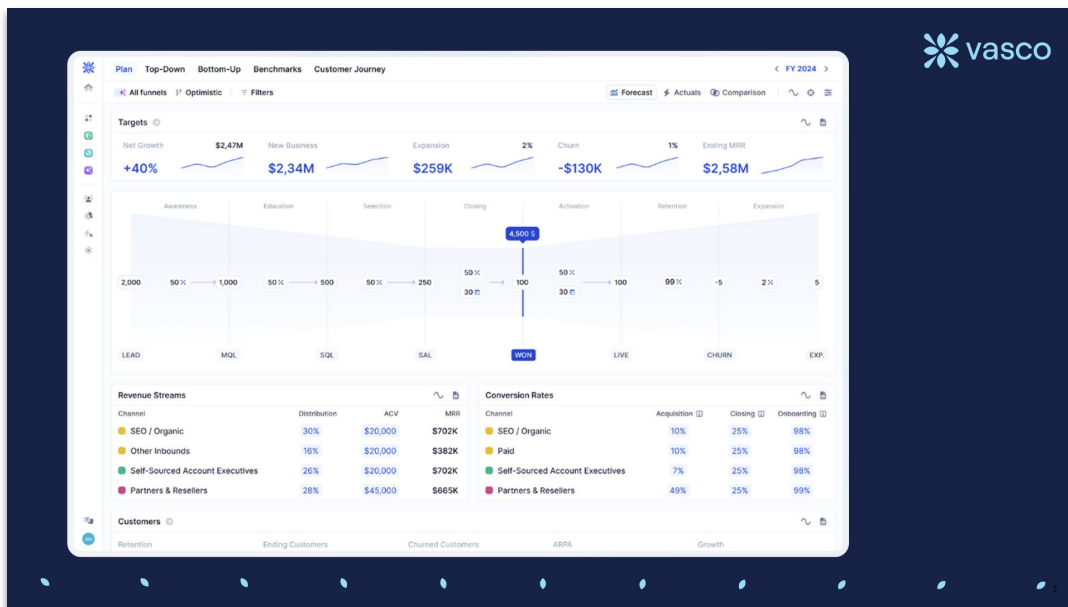
Vasco is built around a hub-centric, intuitive navigation. You get a **Planning Hub** to shape your revenue strategy, an **Execution Hub** to drive coordinated action, and a **Review Hub** to assess performance and course-correct, all powered by a central **Data Hub** that keeps everything aligned and accurate.

Data Hub



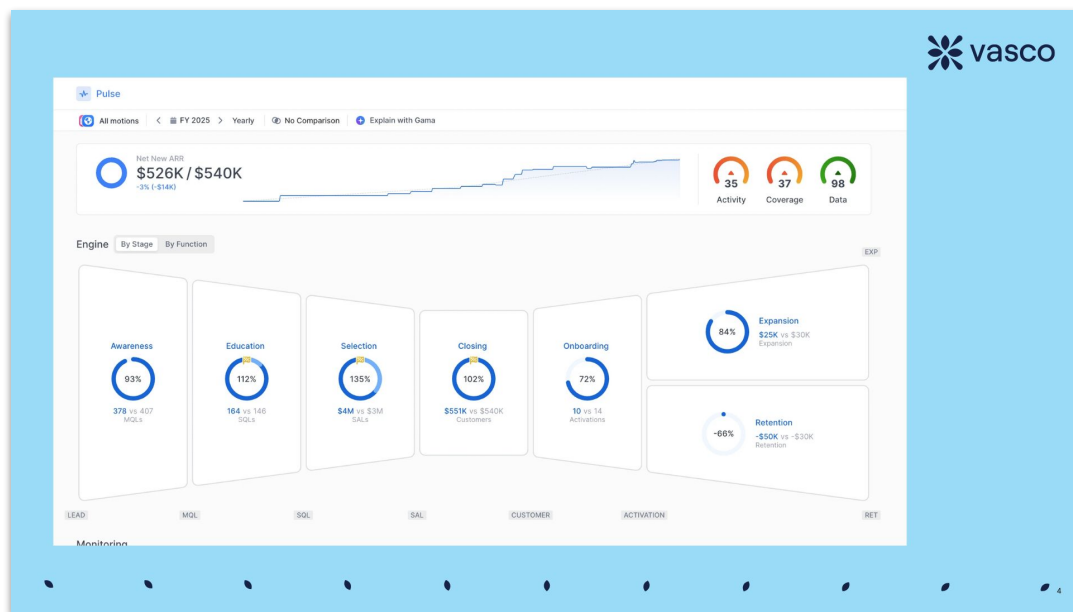
Detect and fix duplicates, fill gaps, and standardize data to fuel forecasting and AI.

Planning Hub



From your revenue target, Vasco reverse-engineers the path by motion, stage, and channel—so your plan stays ambitious, grounded in team capacity, and aligned with unit economics.

Execution Hub



Turn your GTM plan into daily action by tracking stage-level performance, surfacing pipeline risks, and guiding reps with activity SLAs and real-time alerts.

Review Hub



Diagnose gaps, trace results back to their drivers, and feed learnings into your next plan, so you can adapt faster and grow with confidence.

Breaking Down Data Silos at Connect&GO

SITUATION

Connect&GO, an attraction management SaaS platform that helps theme parks, zoos, and other entertainment venues streamline operations and enhance guest experiences, was undergoing significant growth and restructuring.

PAIN

With no dedicated RevOps team, the burden of reporting and decision-making fell on executives from Sales, Marketing, and Customer Success. This led to confusion, inefficiency, and data misalignment across departments—especially during senior leadership meetings, where each department would present its data differently, using their own definitions of key metrics like MQLs and SQLs.

As the company matured and began to answer to its board and investors more often, data inconsistencies hindered leaders' ability to confidently make decisions. They knew Connect&GO needed a solution to unify their data, improve reporting accuracy, and foster cross-functional collaboration.

IMPACT

The company implemented Vasco to streamline revenue operations and ensure consistent reporting across all teams. Almost immediately, they saw a significant improvement in their data quality, which jumped from under 20% to 99%. This allowed departments to speak the same language, creating a narrative that was easy to present—both internally and externally.

In addition to improved forecasting, their teams can now track performance across channels, identify trends, and refine sales and marketing strategies for scalable growth. Most importantly, upsell and expansion opportunities surged by 60%.

Having more clarity has also sparked fruitful internal discussions, helping the team redefine key terms and ensure that everyone is always aligned.

"It's like having a GPS for scaling your revenue. Vasco bridges the gap between ambition and execution, making it an indispensable ally for every company aiming for meteoric revenue growth."

– **Myriam Blanchette**, EVP, Customer Success

QUANTIFIABLE IMPACT

99%

Data Integrity,
increase from 20%

60%

Increase in Upsell
and Expansion
Opportunities

100%

Unified Data Layer

How the Platform Supports the WbD OS

Vasco: WbD's Bowtie Model, Operationalized

01

Vasco embeds the WbD bowtie and Revenue

Architecture directly into the data model, so every stage—awareness, education, selection, onboarding, retention, expansion—uses the same definitions, metrics, and math. Instead of rebuilding WbD frameworks from scratch in spreadsheets or bespoke BI, teams get an out-of-the-box environment that runs on live data. They can see what works and what doesn't in their GTM strategy with Sales, Marketing, and CS data stitched together in one place.

02

03

Everything is mapped to the bowtie, so it's easy to spot bottlenecks and revenue leaks.

What we find particularly compelling is how Vasco attributes actual dollar-value impact to these gaps, enabling teams to stack-rank priorities and focus on actions that will genuinely drive results. It helps teams know which levers (activities, hand-offs, SLAs) to pull to remedy the situation and tracks their impact in real-time—essentially, Vasco does a lot of the diagnostic work of a WbD Revenue Architect.

On top of that foundation, Vasco provides

role-ready views. Leaders can see conversion rates, ARR per customer, and volume metrics across stages and motions. Managers get pipeline and post-sales health by segment, while reps and CSMs can see the next best focus area by account and stage.

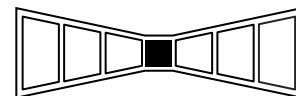
04

Finally, the platform closes the loop that WbD prescribes:

Standard inputs, continuous incremental improvements, and storytelling with data. Teams can align plans and capacity to the bowtie stages, track impact over time, and codify what works back into their process.

*"Vasco takes a practical approach to applying the bowtie to the everyday uses of revenue tracking. **They take the mess that is often CRM and other sales funnel results and quickly get teams to see real business scenarios, all with an eye toward helping teams uncover opportunities for revenue growth.**"*

– **Andrew Parry**, Lead Advisor & Revenue Architect



The WbD Verdict — Vasco

Quick take: Vasco is a RevOps “operating system” that starts by fixing messy CRM data, then connects planning, execution, and review in one workflow. It’s strongest when you need trustworthy data and repeatable GTM rhythms, but lighter on deep financial planning extras.

Best for: B2B SaaS teams who want clarity and control without building a BI stack from scratch.

Overall rating: ★★★★★ 8.7/10

Why this score: Elite data hygiene and bowtie-first design; robust planning and guided execution; credible AI copilot. Roadmap includes support for the WbD Common Data Schema (single source of truth platform for GTMDs and CxO Growth Guidance). Points off for limited Monte Carlo simulation, push-to-CRM being on roadmap, and no Workday integration.

PROS

- **Data hygiene that actually sticks** (duplicate detection, gap filling, standardization) creates an AI-ready foundation. *Data Hub is the hero.*
- **End-to-end operating loop:** Planning Hub (reverse-engineers targets), Execution Hub (stage-level guidance & SLAs), Review Hub (diagnostics and course-correct).
- **Bowtie embedded** across stages with role-ready views; aligns leaders, managers, and reps on the same math.
- **Gama AI copilot** surfaces leaks, benchmarks impact, and flags SLA issues without SQL or prompting.
- **Evidence of impact:** In the Connect&GO case, data integrity jumped to 99% and upsell/expansion +60% after rollout.

CONS

- **Advanced simulation:** no Monte Carlo; scenario modeling exists but deeper modeling is better covered by alternatives like TigerEye.
- **CRM round-trip:** push-back to CRM is roadmap, not GA.
- **Ecosystem depth:** Workday integration is roadmap; finance-heavy teams may prefer una for holistic FP&A.

WHO IT’S FOR

- **B2B SaaS teams**, especially **\$5M–\$50M ARR** (works ~\$1M–\$100M); founders, RevOps, and CROs who need predictable growth with one source of truth.
- Orgs adopting **WbD’s bowtie/Revenue Architecture** and wanting it operationalized on live data.

WHO IT’S NOT FOR

- Finance-led planning shops that need **full P&L and workforce planning** tied into Workday/HRIS today (look at **una**).
- Teams whose priority is **advanced forecasting simulation** (e.g., Monte Carlo) and AI BI rather than RevOps OS (look at **TigerEye**).



WBD APPROVED

Recognized as a strong fit for GTM teams seeking clean data, aligned execution, and measurable growth loops.

CORE FEATURES WE VERIFIED

Data Hub (integrity score, dedupe, standardize)
Planning Hub, Execution Hub (activity SLAs, alerts)
Review Hub, and **Gama AI** for leak detection/guidance

PRICING SNAPSHOT

- Vasco software plans for teams of all sizes start at **\$249/month**
- Fractional services: **\$1,000/month** (2 hours/week)
- Learn more at vasco.app/pricing


HOW IT COMPARES (HIGH-LEVEL)

- **Vasco vs. TigerEye:** Vasco wins on data hygiene + bowtie-first execution; TigerEye wins on Monte Carlo and AI BI depth.
- **Vasco vs. una:** Vasco focuses GTM planning/execution; una leads in holistic FP&A and re-forecasting across functions.
- **Vasco vs. scaleMatters:** Vasco is a software OS; scaleMatters skews toward analytics-as-a-service.

HOW WE SCORED:

Category	Weight	Score
Data hygiene & integrity	30%	9.8
Planning & capacity modeling	20%	8.9
Guided execution & SLAs	20%	8.5
AI guidance (leak detection, insights)	15%	8.6
Ecosystem/integrations	10%	7.5
Governance & reporting	5%	8.7
Overall		8.7/10



To learn more about  **vasco**

Visit vasco.app or [book a demo](#) with
Justin Hudon, Vasco Head of Sales & CS



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