

PARTNER CASE STUDY

**INDUSTRY**
Software

**SERVICES**
Business Intelligence

**PARTNER SINCE**
November 2025

# 365 Data Centers Partners with Collective[i] to Increase Win Rates and Exceed Sales Performance

365 Data Centers, a leading provider of high-density colocation, connectivity, and AI-enabled cloud services, partnered with Collective[i], a time series neural network model designed for business intelligence, to improve sales execution in a highly competitive data center market. The business case centered on a practical problem: incomplete CRM data, limited visibility into relationships and deal health, and too much seller time spent on manual work.

## THE CHALLENGE

Before implementation, 365 Data Centers faced common enterprise sales friction points: missing contacts, unrecorded activity, slower sales velocity, and reduced manager visibility into pipeline health. In the broader market, win rates are falling, sales cycles are growing longer, and many sellers are struggling to meet quota, making the company's performance pressure even more acute.

## SOLUTION

365 Data Centers deployed Collective[i] organization-wide as a revenue execution platform. The solution automated activity and contact capture, improved CRM data quality through Intelligent WriteBack, and surfaced buyer intent, deal risk, and next-step recommendations directly within existing workflows.

365 DataCenters



## IMPLEMENTATION

The rollout was measured over four months and one full quarter after launch, with an initial platform investment of $50,000. Collective[i] was integrated into the sales workflow to capture emails, meetings, and contacts automatically, reduce manual CRM entry, and give managers and reps real-time visibility into pipeline health and deal progression.

## RESULT

Results were strong and measurable:

- **34% more contacts captured in CRM**
- **13% improvement in win rates**
- **35% reduction in sales cycle length**
- **120% attainment of revenue plan in the quarter after launch.**

Based on sales cycle reduction alone, the estimated return on investment was 300%, showing that the efficiency gains translated into faster revenue realization.

## CONCLUSION

365 Data Centers' experience showcasing how AI implementation creates value when it is embedded into actual sales execution, rather than used as a standalone experiment. By improving data quality, decision-making, and workflow efficiency, the company increased productivity, reversed several industry headwinds, and turned AI into a measurable revenue lever.



"365 Data Centers is part of a cohort of companies defining what enterprise performance looks like in the next era. Collective[i] is trained on how the world does business, patterns of selling, buying, and market dynamics that accumulate over time and compound in ways no prompt or dashboard can replicate. 365's success comes from its leadership and the team's recognition that AI adoption must be structural, not superficial. When AI is embedded in every workflow, every deal, every decision, the returns go from incremental to transformative. The companies unwilling to make that leap will cede ground to leaders like 365 who are already running at a different speed."

**-HEIDI MESSER, FOUNDER OF COLLECTIVE[I]**

"This integration reflects our broader commitment to data driven inspection and AI enablement as solutions and enablers of operational excellence. In an industry where speed, precision, and collaboration define success, utilizing Collective[i] as a strategic partner has strengthened our capacity to improve predictability to meet and exceed our targets for long-term growth."

**-DEREK GILLESPIE, CEO & CRO AT 365 DATA CENTERS**

**To find out how 365 Data Centers' integrated IT infrastructure services can support your business initiatives, contact our sales team.**