

# Acme Intelligence Briefing

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## Executive summary

Momentum is accelerating across core revenue segments. OmniCore confirms that ACME's customer acquisition initiatives are lifting net new ARR while gross margin remains steady at 63%. Customer conversations highlight stronger traction in manufacturing, improving 18 points week over week. Cash runway sits at 21 months after disciplined spend.

<b>NET NEW ARR</b> £1.2M (up 12% vs last briefing)	<b>GROSS MARGIN</b> 63% (steady week over week)	<b>SIGNAL TRACKING</b> Momentum uplift driven by service wins
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## Target vs actual

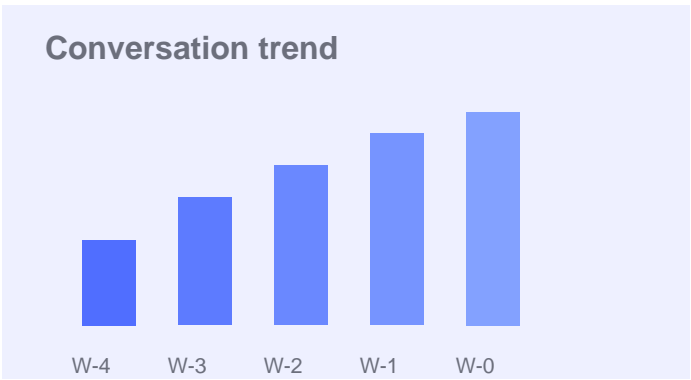
Net ARR	<div></div>	82%
Margin	<div></div>	65%
Pipeline	<div></div>	101%

## Recommended plays

1. Activate manufacturing upsell - bundle predictive maintenance with ERP refresh cycles.
2. Secure margin lift - renegotiate logistics contracts leveraging improved volume predictability.
3. Expand concierge success pods - redeploy OmniChat transcripts into curated playbooks for top accounts.

**Operational focus**

- Sales velocity down to 34 days from 37.
- Support backlog cleared 28% of aging tickets.
- Engineering activation steady at 92% sprint burn.
- Strategic accounts flagged 3 expansion paths.



## Top traits of high performers

- Open with outcome framing in 90 seconds.
- Reference policy articles during every call