78% of Partners Are Building AI Strategies on Data They Can't Act On

A survey of 120+ partner-level professionals on the business development gap

Somewhere in your firm right now, a partner is walking into a meeting cold — **unaware a colleague three practice groups over already has the relationship that expands the work**. Your systems have the data. As AI and agents move into business development, it won't be the firms with the most data that come out ahead — it'll be the ones whose systems know who matters, why, and what to do next.

Most valuable BD capabilities (top 3 picks)

54%
Cross-sell opportunities

49%
At-risk alerts

46%
Relationship mapping

47%

say the one capability they want done well every week: surfacing new business opportunities

68%

of firms using AI for BD rely only on general-purpose tools like ChatGPT, Copilot, or similar, which on their own can't see relationship data

78%

say relationship visibility is hard to act on

Read the full report

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Firms expect to mature fast, but proof of ROI isn't keeping pace

	Today	18-24 months
Firms at Stage 3–4 of BD maturity	41%	84%
Firms at Stage 4 (AI-driven)	7%	33%
Firms with no revenue-linked ROI measurement	63%	–

"Partners are expected to grow the firm and deliver the work. What they're rarely given is a clear view of where the firm's relationships actually stand. Nobody teaches you how to manage a book of business at the firm level. What partners need going into that next technology decision isn't a better tool. It's confidence that the relationship intelligence they've spent years building will still be working for them on the other side of it." ***— David Toth, President & Chief Growth Officer, Winding River Consulting***

For Partners
You don't need more data. You need to know who matters, and why. Introhive puts the full firm behind every meeting — surfacing cross-sell paths you'd otherwise miss and flagging a cooling relationship before it costs you a renewal.

For Technology Leaders
Your AI tools can already reach your systems. They still need to see who matters. Introhive delivers one relationship-context layer — SOC 2, ISO 27001, GDPR, and PIPEDA compliant — that integrates cleanly with your existing CRM and email, no shadow data, and fuels every AI tool in your stack without adding another vendor.

For Marketing & BD Leaders
The relationship layer that finally makes your stack work — and earns partners' attention. Introhive feeds every system you run with clean, complete relationship data, so you can measure real influence on growth and cross-sell revenue.

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