



WHITEPAPER

# Stack the Tech in Your Favor

Why **GTM Growth** now depends on  
a governed platform, not more point solutions

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## Executive Summary

There was a time when go-to-market technology decisions felt straightforward. A team had a gap, bought a tool, solved the immediate problem, and moved on. Marketing added a content repository, sales added an engagement platform, enablement added training software, operations added workflow tools, while IT connected what it could and tolerated what it could not.

That model was never elegant, but for a while, it was workable.

Today, that model has fundamentally changed. The go-to-market stack is no longer just systems of record and systems of engagement. It's expanded into a complex ecosystem of AI-powered tools, automations, and specialized applications that promise greater speed and efficiency. That's why the conversation has changed. The issue is no longer tool count alone, but whether your go-to-market ecosystem operates through a governed platform layer or a collection of disconnected point solutions.

### McKinsey's 2025 global AI survey found that:

**23%** of organizations are already scaling an agentic AI system

23%

While another **39%** are experimenting with AI agents.

39%

That difference matters more every quarter. McKinsey's 2025 global AI survey found that 23% of organizations are already scaling an agentic AI system somewhere in the enterprise, while another 39% are experimenting with AI agents. Yet the same research shows that most organizations still have not embedded AI deeply enough into workflows to realize material enterprise-wide value. The biggest difference between high performers and everyone else is workflow redesign.

In other words, the future will not be won by the company with the most AI tools. It will be won by the company that knows where intelligence should live, how work should flow, who should have access, and how to govern all of it without slowing the business down. McKinsey's survey found that redesigning workflows is one of the strongest contributors to meaningful business impact from AI.

**In other words, the future will **not be won** by the company with the most AI tools.**

This is where platform strategy becomes a growth strategy. A modern revenue enablement platform is no longer just a place to store content or publish training. It serves as the architectural layer that brings together how go-to-market teams prepare, execute, and improve across the systems they already use. In doing so, it reduces tool friction, centralizes governance, and supports IT's requirements for control and security while giving revenue teams a more connected and usable experience

That is the shift this ebook explores. Let's dive in!





## I The problem changed: From point solutions to AI-era complexity

For years, the case for consolidation was simple: teams had too many solutions, too much overlap, and too many unused licenses — resulting in wasted budget, wasted time, and unnecessary operational friction. That argument still matters, but it’s no longer the whole story.

The real cost of fragmentation now shows up in more strategic ways, such as when a seller gets different answers from different systems, or when AI tools present incomplete, outdated or unauthorized content. It also appears when a growing estate of connectors, permission models, and support requirements managed by IT expand faster than the business value they create. That’s why the old language of “tool fatigue” is not enough. Today’s challenge is architectural.

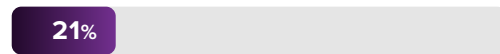
Gartner predicts that 40% of enterprise applications will include task-specific AI agents by the end of 2026, up from less than 5% in 2025. That matters because every new embedded agent increases the importance of where business logic, permissions, content, and workflow rules are managed. Organizations don’t just need AI features.

Deloitte’s 2026 State of AI research sharpens the point. Close to 75% of companies say they plan to deploy agentic AI within two years, yet only 21% report having a mature model for agent governance. Adoption is accelerating faster than control. That gap should change how GTM leaders, CIOs, and IT teams make buying decisions.

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Yet only **21%** report having a mature model for agent governance



A point solution can still solve a narrow problem. But narrow tools rarely solve the harder questions that emerge once AI becomes part of everyday execution. Which content is approved for which audience? Which users can generate what? Which systems should own the customer context? Which workflows need human review? Which outputs are tracked back to revenue, content usage, learning completion, or buyer engagement?

When those answers live in too many places, organizations create inefficiencies and inconsistencies, which becomes expensive.

That’s why platform consolidation has become more urgent. A governed platform layer gives organizations a place to standardize the systems, assets, and workflows that matter most to go-to-market execution. It gives IT a more manageable control point, revenue teams fewer handoffs, and leaders a better chance of scaling AI in a way that creates leverage instead of operational drag.





## || The hidden costs of a fragmented GTM stack

Most organizations can identify the obvious costs of fragmentation — license spend, implementation time, vendor management, support tickets, and training overhead. The harder costs are the ones that compound quickly.

Technical debt is one of them. McKinsey has estimated that tech debt can equal 20% to 40% of the value of the entire technology estate before depreciation, and that 10% to 20% of the budget intended for new products gets diverted to debt-related issues instead. That becomes both an IT problem as well as a growth problem.

Every time GTM teams add a new tool without simplifying the ecosystem around it, they increase the likelihood that the business will spend future

energy maintaining complexity instead of creating value. Over time, the system becomes harder to manage, workarounds begin to replace workflows, and confidence in the data erodes, leaving leaders with less visibility into what actually drives performance.

**Forrester predicts that 75% of technology decision-makers will see technical debt rise to a moderate or high level of severity by 2026.**

AI can help reduce that burden, but it can also make it worse. Forrester predicts that 75% of technology decision-makers will see technical debt rise to a moderate or high level of severity



by 2026, driven in part by the rapid development of AI solutions that add new complexity to IT landscapes. This is the trap many organizations are walking into now. They're layering AI on top of fragmentation and calling it innovation.

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This is especially visible in go-to-market work, where success depends on tight coordination across teams. When each part of that process operates in a separate tool with its own logic — where product marketing creating messaging, how enablement packages it, how sales consumes it, etc. Every handoff introduces friction, and the organization pays an execution tax. The tax shows up in small moments that add up, as teams search for information across systems, duplicate work across tools, and

operate in ways that are disconnected from the processes around them. Even routine requests begin to accumulate, pulling time and energy away from higher-value work.

This is why platform decisions should be evaluated in terms of accumulated operational load. For example, a tool may be excellent at one task and still be a poor architectural decision if it introduces more complexity or doesn't deliver sufficient value.

The stronger alternative is a platform that consolidates the workflows that naturally belong together: content activation, learning, coaching, engagement, analytics, and AI-driven assistance. Not because one vendor should own everything in theory, but because certain categories of work become more valuable when they share governance, data context, and execution logic in practice.





## III Why workflow redesign matters more than tool count

A common mistake in stack rationalization is to start with procurement rather than execution. Teams ask which tools to cut before they ask how work should happen.

McKinsey's 2025 AI research found that one of the strongest contributors to meaningful business impact is the fundamental redesign of workflows. High performers are much more likely than others to redesign how work gets done rather than simply layer AI on top of existing processes.

Forrester echoes the same shift in enterprise software. The new paradigm, it argues, centers on digitizing entire business processes and reimagining whole workflows, not just optimizing individual tasks.

That distinction matters because most GTM inefficiency is caused by broken flow across teams, systems, and moments of execution.

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A product launch is a good example. In a fragmented environment, messaging, assets, training, planning, and analytics for the launch are spread across disconnected systems, so even when each team delivers its part, execution in the field remains disjointed. The result is limited visibility into what is working and where adjustments are needed.

Adding more tools does not solve that.  
Redesigning the workflow does.

In a platform model, the launch can be planned, activated, reinforced, and measured inside a more connected environment where playbooks, content, guidance, learning, and analytics are brought closer together. As a result, the field experiences the initiative as a system rather than a collection of disconnected asks, IT manages a simpler, unified workflow, and leaders gain a clearer line of sight into what is happening while there is still time to intervene.

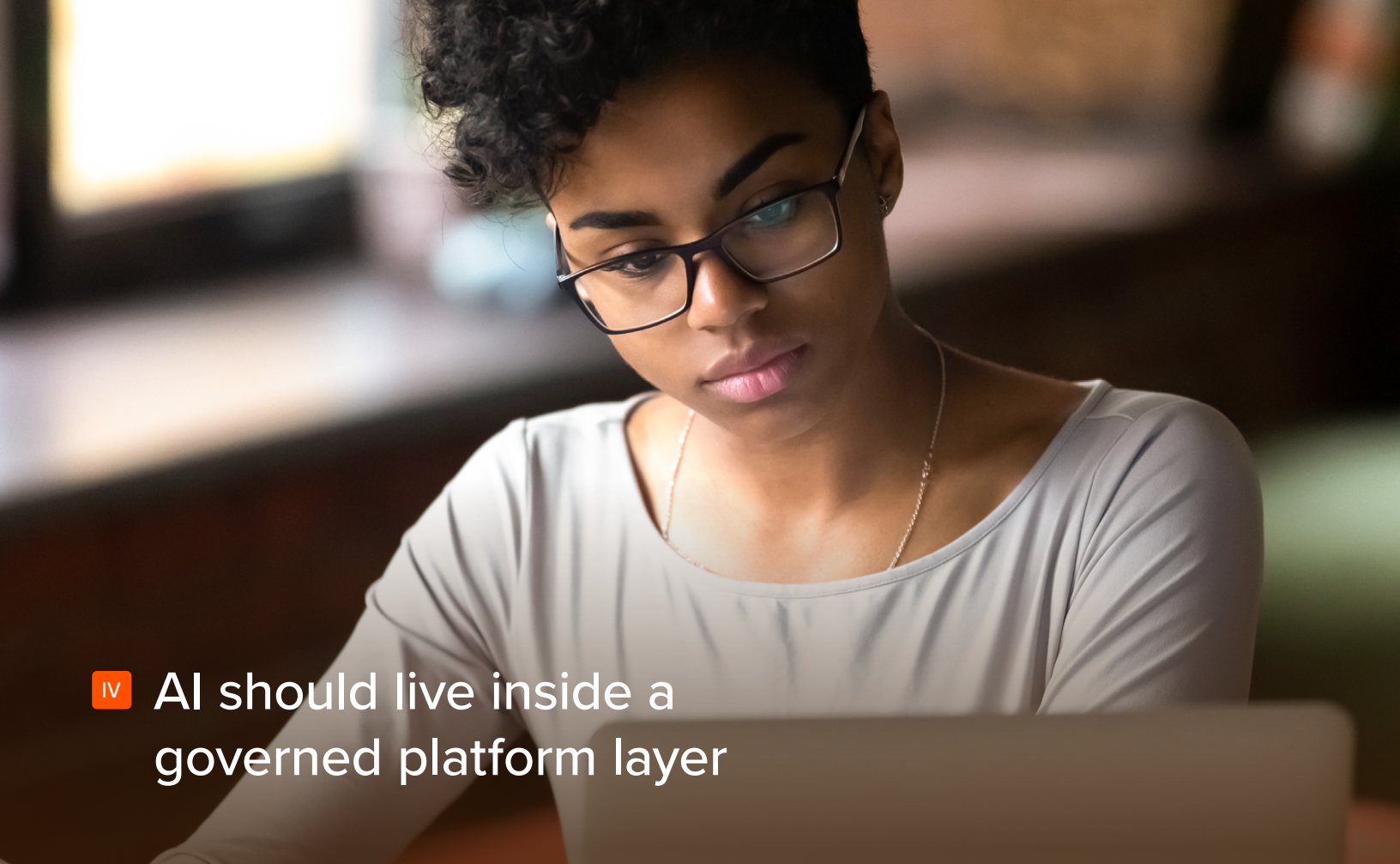
The same logic applies to onboarding, sales plays, coaching, and buyer engagement. The question isn't whether each activity can be supported somewhere in the stack, but rather whether the business can execute those activities as repeatable, measurable workflows.

This is where AI becomes more useful, where operating inside a well-governed workflow with access to trusted content, clear permissions, and measurable outcomes allows it to deliver true value. When it sits on the edge of a fragmented system, its outputs become difficult to validate, route, or measure.



Adding more tools does not solve limited visibility.

**Redesigning the workflow does.**



## IV AI should live inside a governed platform layer

Every organization now faces the same strategic choice: let AI proliferate across disconnected tools, or anchor AI inside a governed platform model.

The second path is harder up front: It requires more discipline and forces leaders to think about architecture, governance, and workflow ownership. But it creates a stronger foundation for scale

The first path is easier, at first. But down the road, the cost of disparate AI applications without a central control skyrockets through the additional time and manpower needed to manage the growing architecture, governance needs, and an array of workflow permissions.

So as AI spreads through the enterprise, IT and revenue teams need a clear answer to a simple question: where should intelligence live? In scattered assistants with separate permissions,

data exposure patterns, and user experiences? Or in a platform layer that already governs content, access, workflows, and aligns with business context?

The answer increasingly points toward the platform. Gartner's forecast that 40% of enterprise applications will feature task-specific AI agents by the end of 2026 suggests that AI will not remain a standalone layer for long. It will be embedded throughout business software. That makes governance even more important, not less.

**The winners will not be the organizations that deploy the most agents fastest, but organizations that know **how to control, supervise, and operationalize** them responsibly.**



This is where a modern enablement platform can become a **strategic control layer.**

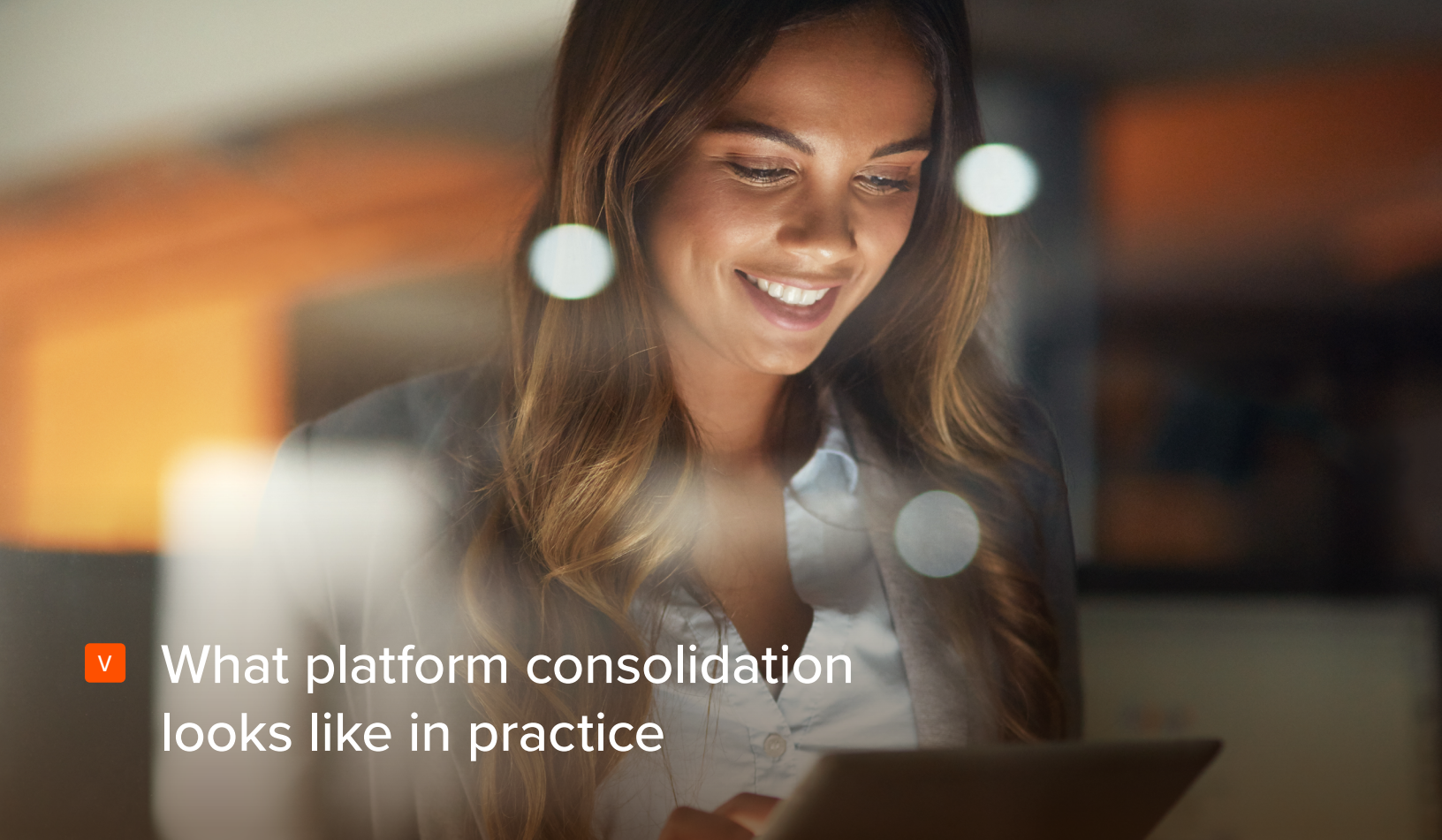
Deloitte's finding that adoption is outpacing agent governance reinforces the same point. The winners will not be the organizations that deploy the most agents fastest, but organizations that know how to control, supervise, and operationalize them responsibly.

For go-to-market teams, this has direct implications. AI should have access to approved content, role-based permissions, audience logic, and workflow triggers. It should know what is current, expired, customizable, and restricted in a system. It should operate in a way that respects the governance already required for brand, legal, privacy, and compliance. And it should produce outputs inside a system that can measure usage, influence, and business impact.

That's difficult to do when AI is bolted across multiple disconnected tools. It's more achievable when AI operates inside a platform designed to unify GTM work.

This is where a modern enablement platform can become a strategic control layer, not by replacing every enterprise system, but by orchestrating the work that connects go-to-market teams. It brings together core elements of go-to-market execution, enabling teams to act faster with greater confidence.

For IT, that means fewer uncontrolled surfaces. For revenue teams, it means fewer context switches. For leadership, it means better visibility into whether AI is improving productivity, consistency, and revenue outcomes or simply generating more output.



## What platform consolidation looks like in practice

Platform strategy does not mean ripping out every system and starting over. It means being more intentional about which work belongs in a unified layer and which systems should remain systems of record around it.

For most organizations, the right platform model supports existing investments while reducing the number of disconnected experiences the field has

to navigate. CRM, productivity suites, and meeting tools all still matter. But GTM work becomes more effective when the resources, guidance, and insight that surround those systems are brought into a more coherent environment.

This is where consolidation starts to deliver value beyond cost reduction.



First, **it simplifies execution.** Sellers no longer need to navigate multiple systems, assemble materials manually, or reconcile disconnected inputs. Instead, they can work from a more unified system that brings together what they need to know, show, say, and do.



Second, **it improves governance and trust.** When content and workflows are managed in one place, controls, approvals, and permissions become easier to manage, improving accuracy and compliance. And it matters even more once AI starts using that content as a source for recommendations, drafts, and responses.



Third, **it strengthens analytics**. A fragmented stack produces fragmented signals, while a more unified platform makes it easier to connect activity to outcomes, giving leaders a clearer view of what is working and where to adjust.



Fourth, **it increases the return on AI**. AI becomes more valuable when it operates on trusted content and shared context. McKinsey's work on AI for IT modernization suggests that early programs can accelerate modernization timelines by 40% to 50% and reduce costs derived from technology debt by about 40%. The lesson is that AI delivers more value when it is applied in ways that reduce friction and complexity rather than add to them.



Finally, **platform consolidation helps organizations scale change**. Sales plays, onboarding programs, product launches, and strategic initiatives are easier to run when teams have a central way to design, activate, measure, and optimize them.





## VI A better framework for making platform decisions

When organizations evaluate go-to-market platforms today, they should go beyond traditional feature checklists. The better test is strategic.

### Be sure to ask the following:

- Can this platform reduce workflow fragmentation across marketing, enablement, sales, and customer-facing teams? Can it give IT a more governable environment for content, permissions, integrations, and AI-powered activity?
- Can it help the business redesign and scale high-value workflows such as onboarding, launches, sales plays, and buyer engagement?
- Can it make existing enterprise investments more useful by connecting to them rather than competing with them?
- Can it reduce the operational burden that grows when every new initiative requires work across too many systems?
- Can it help leaders see what is working while there is still time to improve it?

These are the questions that align platform strategy with business outcomes.

They also reflect where the market is heading. The next wave of enterprise software is not about isolated task optimization. It's about connected workflows, embedded intelligence, and systems that are easier to govern as they become more capable.

That's why the stack conversation belongs to more than one buyer. Revenue leaders care about productivity, speed, and growth. Enablement leaders care about execution, behavior change,

and adoption. Marketing cares about message consistency and content impact. IT cares about governance, risk, integration load, and architecture. RevOps cares about process integrity and measurable performance. A strong platform decision serves all of them.

The organizations that get this right will not only spend less, but also launch faster, scale more cleanly, and build stronger foundations for AI-driven execution, reducing the drag of scattered tools while increasing the leverage that comes from shared systems, insight, and control.



## Conclusion: Don't just simplify the stack, strengthen the system

As AI becomes embedded across enterprise applications, the real issue is not how many tools sit in the stack, but whether the mechanisms for execution are governed within a unified platform or spread across disconnected point solutions.

That distinction will shape what your business can scale. It will shape how quickly teams can launch new initiatives, how reliably sellers execute, and how confidently IT manages governance, security, and technical debt. And it will shape whether AI becomes a business multiplier or just another layer of complexity sitting on top of it.

**The organizations that win will not be the ones that simply stack the right tools, but the ones that make those systems work as one.**

The strongest platform decisions now are made to create a more connected, governable, and adaptable revenue engine, because the future of the stack depends on how well the system works together. The organizations that win will not be the ones that simply stack the right tools, but the ones that make those systems work as one.

## About Seismic

Seismic is the global leader in AI-powered enablement, empowering go-to-market leaders to drive strategic growth and deliver exceptional client experiences at scale. The Seismic Enablement Cloud™ is the only unified AI-powered platform that prepares customer-facing teams with the skills, content, tools, and insights needed to maximize every buyer interaction and strengthen client relationships. Trusted by more than 2,000 organizations worldwide, Seismic helps businesses achieve measurable outcomes and accelerate revenue growth. Seismic is headquartered in San Diego with offices across North America, Europe, Asia and Australia.

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