

ZUUZ Surfaces \$120,000 in Hidden Sales Pipeline for RA Technologies

ZUUZ's AI layer read RA Technologies' inbox and surfaced \$120,000 in pipeline the CRM had never seen. No manual data entry required.



Zuuz Logo

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[ZUUZ](#), the AI layer that connects to a company's existing CRM and mailbox to catch revenue signals before they slip out of email and calls, today announced results from its deployment at [RA Technologies](#), a U.S.-based provider of managed IT services to enterprise clients. Within 30 days of connecting to RA Technologies' sales mailbox, ZUUZ surfaced \$120,000 in active pipeline (RFPs, renewal conversations, and partner deal registrations) that had never been recorded in the company's CRM.

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We discovered pipeline we didn't know existed — leads and active conversations already in motion, captured from the sales mailbox in the first 30 days.”

*Subhash Sreenivasan, COO,
RA Technologies*

RA Technologies' entire sales motion ran through email, as it does for many B2B sales organizations. RFP responses, renewal negotiations, partner deal registrations, and vendor evaluations all moved through the inbox rather than the CRM. Pipeline visibility sat in individual reps' memory instead of in a system anyone could forecast from, and CRM records, when they existed, were updated days after the conversations that mattered, if they were updated at all. A partner would send a deal registration by

email, a rep would reply, and two weeks later no one could say where it stood; the pipeline report had no record it existed.

ZUUZ connected directly to RA Technologies' sales mailbox and began reading, classifying, and qualifying every inbound email the moment it arrived, with no manual data entry required from reps. Inbound RFPs and partner inquiries are scored on arrival, and the full requirement (what's being bought, when, why, and what's blocking the deal) is assembled by the third or fourth exchange. Renewal conversations are monitored for early warning signs, including slower replies, pricing questions that trail off, and procurement contacts who go quiet, flagging accounts losing momentum before they're lost. Every extracted signal, contact update, and deal

activity writes back to the CRM in real time.

The results were immediate. In its first 30 days live, ZUUZ surfaced \$120,000 in leads and active conversations that RA Technologies' CRM had never seen, captured directly from the sales mailbox with no extended onboarding cycle. Deal registrations and renewal signals that previously went cold in a thread now write into the pipeline report automatically, as soon as they arrive.

As RA Technologies' email volume grows, the same signal coverage scales with it. Renewal risk surfaces earlier in the contract cycle, and sales leadership gets a forecast built on what's actually happening, not on what reps remembered to log.

The RA Technologies engagement adds to ZUUZ's track record of deployments across managed IT services, distribution, and technology companies, the same B2B sectors where sales pipeline routinely lives in email rather than in the CRM of record.

About ZUUZ:

ZUUZ is an AI layer that connects to a company's existing CRM and mailbox to surface pipeline, qualify leads, monitor renewals, and keep the CRM current, without requiring reps to change how they work. Founded in 2026 at Plug and Play in Sunnyvale, California, ZUUZ is headquartered in Sunnyvale with additional offices in Dubai and Hyderabad. It works with B2B sales teams, most often in IT services and distribution, turning conversations already happening in the inbox into pipeline a forecast can actually see.

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