

Outreach — One Pager

Klarix Competitive Intelligence

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company: Outreach generated: 2026-05-31

| ATTRIBUTE | DETAILS |
|----------------------------|--|
| Who They Are | <ul style="list-style-type: none"> • Mature-growth B2B sales engagement and AI revenue workflow platform with a unicorn valuation (>\$1B). |
| Location | n/a |
| What They Make/Sell | <ul style="list-style-type: none"> • AI Revenue Workflow Platform that automates prospecting, sequencing, and deal execution across email, phone, and LinkedIn. • Agentic AI solutions including "Outreach Omni" and "Agent Studio" for interconnected revenue team workflows. |
| Market Positioning | <ul style="list-style-type: none"> • First revenue-tech firm to secure ISO/IEC 42001 certification for responsible AI. • Shifting heavily upmarket via enterprise integrations with ServiceNow and SAP, plus Anthropic's Model Context Protocol ecosystem. • Recent momentum: Appointed new CEO Abhijit Mitra (Sep 2024); launched Outreach Omni (Apr 2026); expanding EMEA presence in London and Berlin. |
| Top Pain Points | <ul style="list-style-type: none"> • Intense competitive pressure from Apollo, ZoomInfo, and 6sense in the enterprise market → We provide done-for-you competitive intelligence and battle cards delivered in 3-7 days to equip reps. • UI complexity and onboarding burden slowing down rep productivity → We remove the research burden by delivering actionable decision-maker dossiers, giving enablement teams the data they need without adding another complex tool. • Need for deeper competitive and partner intelligence to support new enterprise integrations (ServiceNow, SAP) → We map prospects and partners across the GTM landscape to accelerate complex enterprise deal execution. |
| Best Outreach Angle | <ul style="list-style-type: none"> • Target: Abhijit Mitra (CEO), Manny Medina (President/Co-Founder), and RevOps/Sales Enablement leaders. • Hook: Leverage their aggressive push into agentic AI and enterprise integrations to pitch done-for-you competitive intelligence that helps them beat Apollo and ZoomInfo. |
| Next Step | <ul style="list-style-type: none"> • Send Touch 1 email to Abhijit Mitra requesting a 15-minute briefing to share the enterprise CI portfolio PDF. |