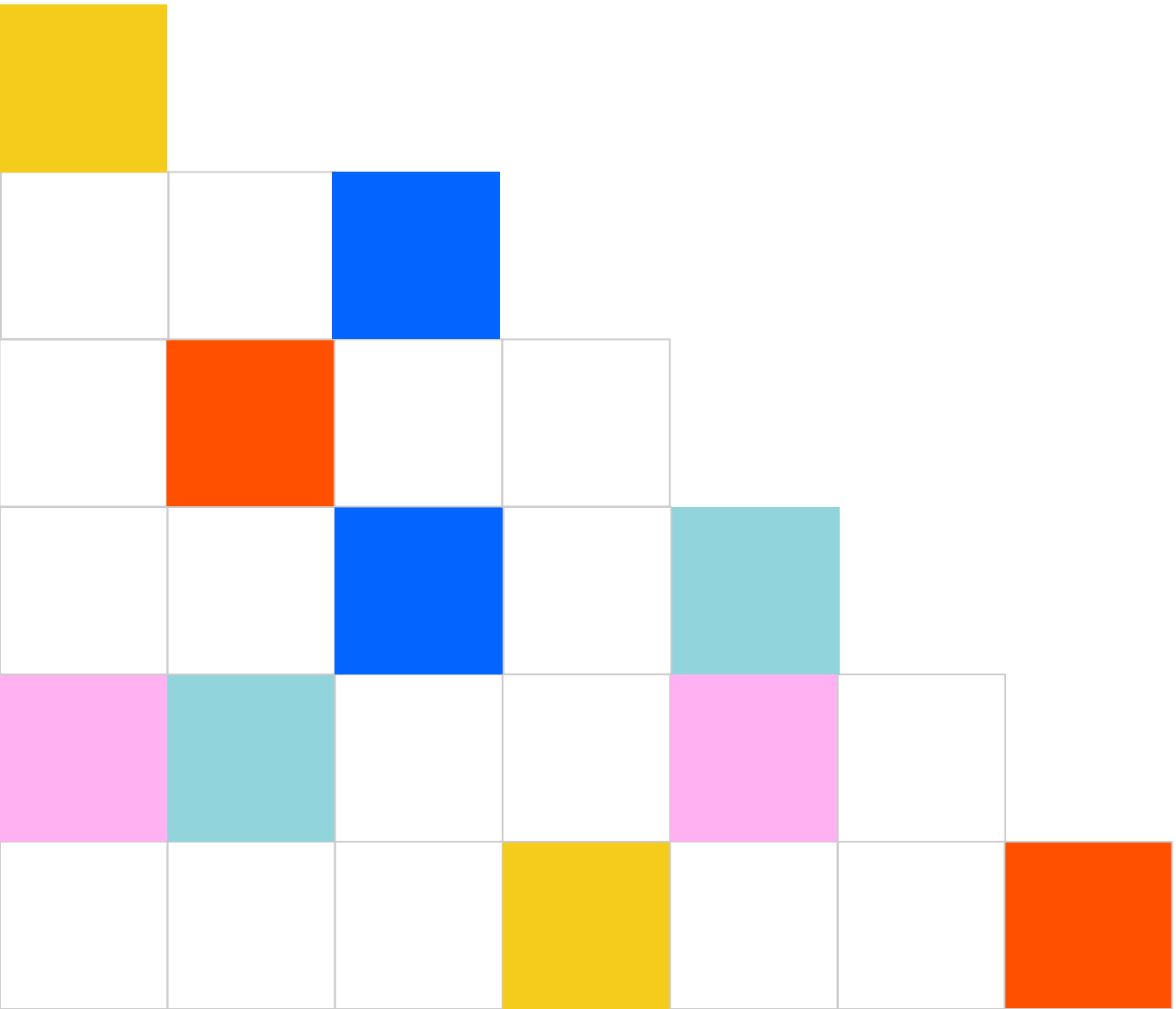
6sense Accelerates **Enterprise AI Delivery** with Agentic AI from Adopt



Executive Summary

6sense supports go-to-market teams with AI-driven insights that connect engagement directly to pipeline and revenue. As expectations for conversational and agent-based experiences increased, 6sense advanced its roadmap to embed these capabilities more deeply within the platform.

Delivering these experiences required core execution work across APIs, system connectivity, and model integration. While internal teams had the expertise to build these components, doing so would have extended timelines and diverted engineering focus from core product development. 6sense deployed Adopt AI to accelerate this execution layer, enabling faster delivery of enterprise-grade AI features.

The result was a delivered solution that reduced development time, advanced the AI roadmap, and brought new agentic capabilities to market weeks faster than internal development alone.

About 6sense

6sense is a revenue intelligence platform used by sales and marketing teams to identify the right accounts, engage buyers across channels, and connect activity directly to pipeline and revenue outcomes. The platform enables organizations to drive predictable growth through data-driven decision-making.

AI has been a core component of the 6sense platform for years. Pruthvi Srungavarapu, Product Manager at 6sense, leads Revy AI, the company's central AI product, which serves as a command center for go-to-market teams. His focus centers on building scalable AI capabilities that integrate deeply into enterprise workflows.

The Challenge

The pace of advancement in conversational and agentic AI created both opportunity and pressure for 6sense. As enterprise software moved toward more conversational and agent-driven interactions, 6sense recognized the need to expand its AI roadmap to support these experiences directly within its platform.

Delivering these capabilities internally introduced several execution challenges:

- **Auxiliary engineering effort:** Foundational work was required to crawl APIs, structure them, and connect internal systems to language models, work that did not directly differentiate the core product.
- **Competing priorities:** Product and engineering teams were focused on delivering core platform initiatives alongside an expanding AI roadmap.
- **Manual processes:** Preparing APIs for AI use involved manual effort that slowed progress and consumed engineering time.
- **Time-to-market pressure:** Building all supporting AI infrastructure internally would extend delivery timelines for new agentic capabilities.

> "We wanted to build a central AI platform for 6sense and get it to market faster," Pruthvi explained.

6sense faced a clear inflection point: continue investing engineering resources in foundational AI infrastructure or deploy a solution that could accelerate execution while allowing internal teams to remain focused on core product development.

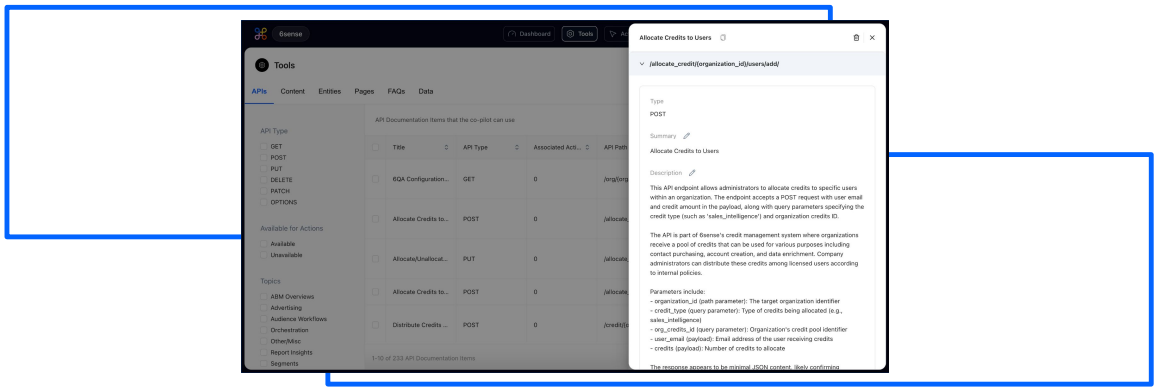
The Solution

6sense deployed Adopt AI to accelerate execution-heavy AI enablement required to support agentic and conversational capabilities across the platform. Rather than rebuilding supporting infrastructure internally, Adopt was used to complete execution-heavy components that would otherwise consume engineering time and slow delivery.

The solution focused on enabling internal systems to connect efficiently to language models while fitting cleanly into the existing AI stack. Key elements included:

- **Browser-based API crawling:** Adopt was used to crawl and organize internal APIs that were previously being handled manually.
- **System-to-model connectivity:** APIs were connected to language models to support agent workflows without requiring new internal tooling.
- **Stack compatibility:** Adopt integrated with existing AI infrastructure, including LangChain-based systems and observability tooling already in use.
- **Development Support:** Dedicated forward deployed engineers (FDEs) worked directly alongside the 6sense engineering team during focused execution periods.

> "The synergy we saw was with the browser agent that could crawl all our APIs, which we were otherwise doing manually. When you're building scalable AI features, there's a lot of manual work involved, and Adopt helped us take on that heavy lifting," Pruthvi explained.



Implementation & Early Learnings

Execution focused on enabling core AI capabilities needed to support downstream agentic workflows.. Early work centered on crawling and organizing internal APIs and connecting those systems to language models more efficiently. Completing this groundwork reduced one-time engineering effort and accelerated progress on AI features planned for the roadmap.

Collaboration played a central role throughout the process. Field Development Engineers worked directly alongside the 6sense engineering team during focused working sessions, helping unblock dependencies and accelerate execution. That close alignment allowed the team to move quickly while maintaining control over existing systems and infrastructure.

> "The FDEs worked along with our engineering team," Pruthvi said. "It felt as if they were our own engineers."

The engagement reinforced the value of pairing execution support with deep technical alignment, particularly when building foundational AI capabilities that enable broader product innovation.

Perceived Value

Adopt AI delivered clear value by removing early-stage execution bottlenecks in 6sense's AI development process. Impact was concentrated in areas where internal effort would have otherwise slowed delivery.

Accelerated Time to Market

Foundational AI capabilities required to support agentic workflows were enabled weeks faster than an internal-only approach.

Engineering Focus Preservation

Execution-heavy tasks such as API crawling and system-to-model connectivity were offloaded, allowing internal teams to stay focused on core platform development.

Reduced One-Time Build Effort

Manual work required to operationalize APIs for AI use was eliminated, reducing upfront engineering investment.

Clean Enterprise Integration

AI capabilities were delivered in a way that fit into existing infrastructure without disrupting architectural control.

Adopt-supported execution enabled faster progress on critical AI initiatives without disrupting existing systems or engineering priorities.

Looking Ahead

6sense plans to continue expanding conversational and agentic AI capabilities across the platform as part of its broader AI strategy. As expectations around how users interact with enterprise software continue to evolve, these capabilities remain a core area of focus.

Early execution work completed with Adopt established a stronger base for connecting internal systems to language models more efficiently. That foundation supports continued progress without requiring changes to existing infrastructure or internal tooling as agentic capabilities mature.

> "I would recommend Adopt to teams where AI is a strategic priority," Pruthvi said. "It helps you move faster and bring AI features to market sooner."

The experience reinforces the importance of accelerating foundational AI execution early to support long-term innovation as enterprise AI capabilities continue to expand.

Final Thoughts

For 6sense, Adopt AI delivered focused execution support that enabled faster progress on core AI work without diverting internal teams from core platform development. The solution removed friction in execution-heavy areas that would otherwise slow delivery of agentic and conversational capabilities.

Although still early, Adopt is positioned to remain a valuable execution layer as 6sense continues advancing its AI strategy and expanding enterprise-grade AI experiences across the platform.