



B2B REVENUE INTELLIGENCE

REVENUE INTELLIGENCE PLATFORM FOR B2B COMPANIES

Revenue predictability on your CXO's desk.

Revenue Intelligence



Forecast Integrity



Revenue Predictability

4Cast360 brings 80 to 90% forecast accuracy, quarter after quarter.
Built on 10 years of real B2B sales performance.

80–90%
FORECAST
ACCURACY

4C

4Cast360

SALES MANAGER

Dashboard

Opportunities

Weekly Forecast

Weekly Forecast

Every opportunity grouped by stage: Won, Commits, Probable, Long Shot, Suspect, Lost.

WORST CASE

₹2.92 Cr

₹17.52 L

MOST LIKELY

₹6.77 Cr

₹40.64 L

BEST CASE

₹8.66 Cr

₹51.94 L

Achieved ₹1.04 Cr of ₹10.40 Cr quota

87 days left · Open pipeline ₹18.60 Cr

COMMITTS 4 deals · Win probability 60% to 80%

Opportunity	Company	Salesperson	Win %	Deal size
OPP-2026-030	Apex Electric Mobility	Rahul Verma	70%	₹12.00 L
OPP-2026-031	Nimbus Motors, EV Division	Priya Nair	65%	₹6.20 L
OPP-2026-114	Alpha Pharma Labs	Amit Sharma	85%	₹22.00 L
OPP-2026-118	Beta Infra Projects	Karthik S.	72%	₹1.30 Cr

Illustrative product preview. Sample data only.

WHY TEAMS CHOOSE 4CAST360



Cloud-based Revenue
Intelligence Platform



Step-by-step deal
verification for
forecast integrity



Strong data security:
DPDP and GDPR



Integrates with major
CRMs



Fast implementation
and go-live

See 4Cast360 with your own sales process.

Request a 30-minute walkthrough.

Request a Demo

www.4cast360.com

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THE PROBLEM

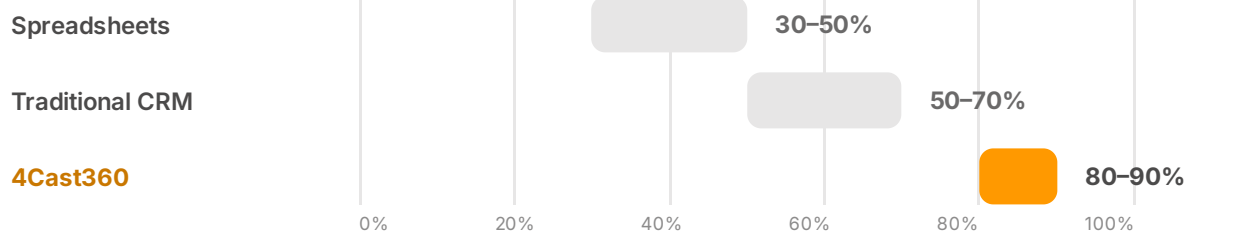
Every leadership team needs revenue predictability.

Few get it.

Even with the best ERPs and CRMs, the forecasts that Business Units and Sales teams deliver swing wildly. Leaders are left running on a mix of data and gut feel, quarter after quarter.

Here is what we found working with different B2B companies over the last 10 years.

Forecast accuracy by approach



Based on Bizwin's 10 years of experience working with B2B customers across industries.

Your CRM records the pipeline.

4Cast360 tests whether the pipeline has earned its forecast.

HOW 4CAST360 DIFFERS

	Spreadsheet / Traditional CRM	4Cast360
Basis of assessment	Subjective perception	Objective, step-by-step verification
Underlying logic	Hard-coded, same for everyone	Tried-and-tested formula plus individualised AI
Pipeline slippage	Sudden drops in the last 2 weeks	Slippage risk identified earlier, gate-controlled
Manager discretion	Automatic, no manager override	Automatic, with full manager discretion

WHAT CHANGES WHEN YOU RUN ON 4CAST360



Objective, not subjective

Step-by-step fact verification of every deal.



Proven algorithm, individualised AI

Years of experimentation and industry wisdom.



Cascading visibility

Managers intervene and aggregate accurately.



Surfaces blind spots

Flags weak spots before it is too late.



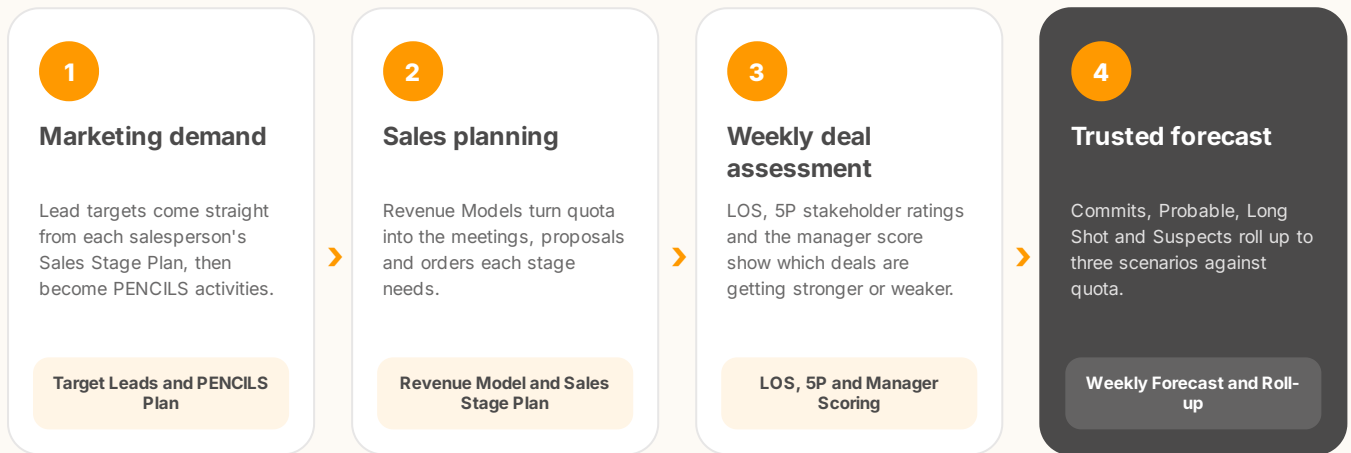
A shared language

One pipeline review across the hierarchy.

HOW IT WORKS

One forecast, from first lead to signed deal.

Every step feeds the next, so the number your leaders see is built from what marketing delivered and what each deal has earned.



THE DRIVERS BEHIND THE FORECAST

- R Revenue Model**
See whether your plan is enough to reach target.
- S Sales Stage Planning**
Turn targets into the meetings, proposals and orders each stage needs.
- W Weekly Forecast**
Commits, Probable, Long Shot and Suspects with three scenarios.

Three scenarios against quota

Quota ₹10.40 Cr

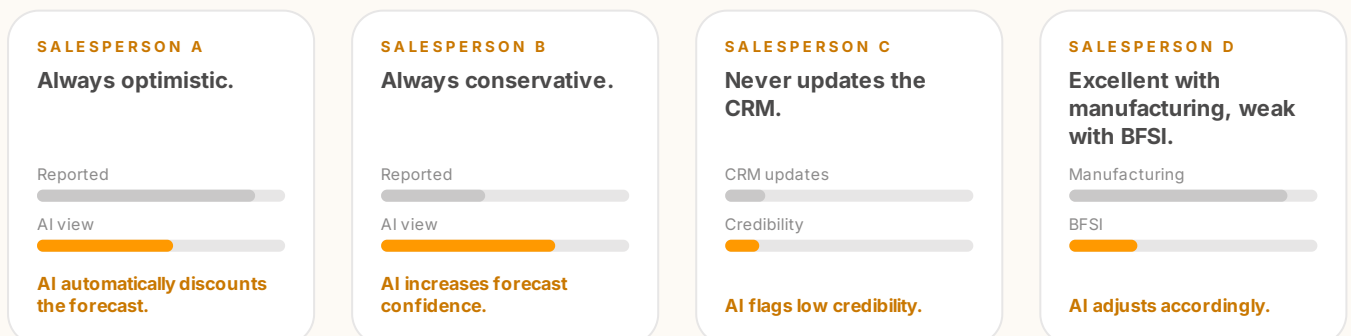
Worst case	₹2.92 Cr
Most likely	₹6.77 Cr
Best case	₹8.66 Cr

Illustrative product preview. Sample data only.

A digital sales coach for every salesperson.

COMING NEXT

The algorithm does not just score the deal. It learns to calibrate for the salesperson behind it.



This becomes a digital sales coach. As adoption grows, so does precision.

Illustrative examples of how Individualised AI could calibrate each forecast.

FIVE ROLE-BASED VIEWS

Sales leaders

Sales managers

Salespeople

Marketing teams

Organisation admins

WHY IT CAN BE TRUSTED

Why you can trust 80 to 90%.

Accuracy is not a claim, it is engineered into how every deal is assessed, scored and rolled up.

1

Deep analysis

Every deal is assessed on the same questions every week: LOS, 5P stakeholder ratings and the manager score. Evidence replaces opinion.

2

Battle-tested

The Lead and Opportunity Scoring and Weekly Forecast algorithms have been applied in client organisations for over 10 years.

3

Proprietary algorithm

Built on Bizwin's SAGE framework and years of iterative refinement. Deals move up only after clearing each gate.

4

Individualised AI

Calibrates every forecast to the salesperson behind it, and gets measurably smarter every quarter it is used.

Not a new idea. A decade of proven execution.

4Cast360 productizes what Bizwin has already proven works. It is not a hypothesis, it is a track record.

10+

Years of B2B sales performance

80–90%

Forecast accuracy

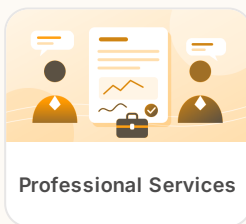
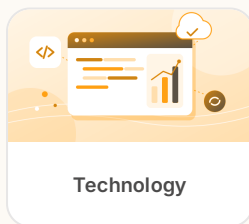
3

Forecast scenarios

5

Role-based views

BUILT FOR B2B COMPANIES LIKE YOURS



SUBSCRIPTION PLANS

Starter

For a single sales team getting started with forecast integrity.

Professional MOST POPULAR

For growing organisations that need cascading visibility.

Enterprise

For large B2B companies with multiple business units.

Ready to forecast with confidence?

See 4Cast360 with your own sales process in a 30-minute walkthrough.

[Request a Demo](#)www.4cast360.com

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