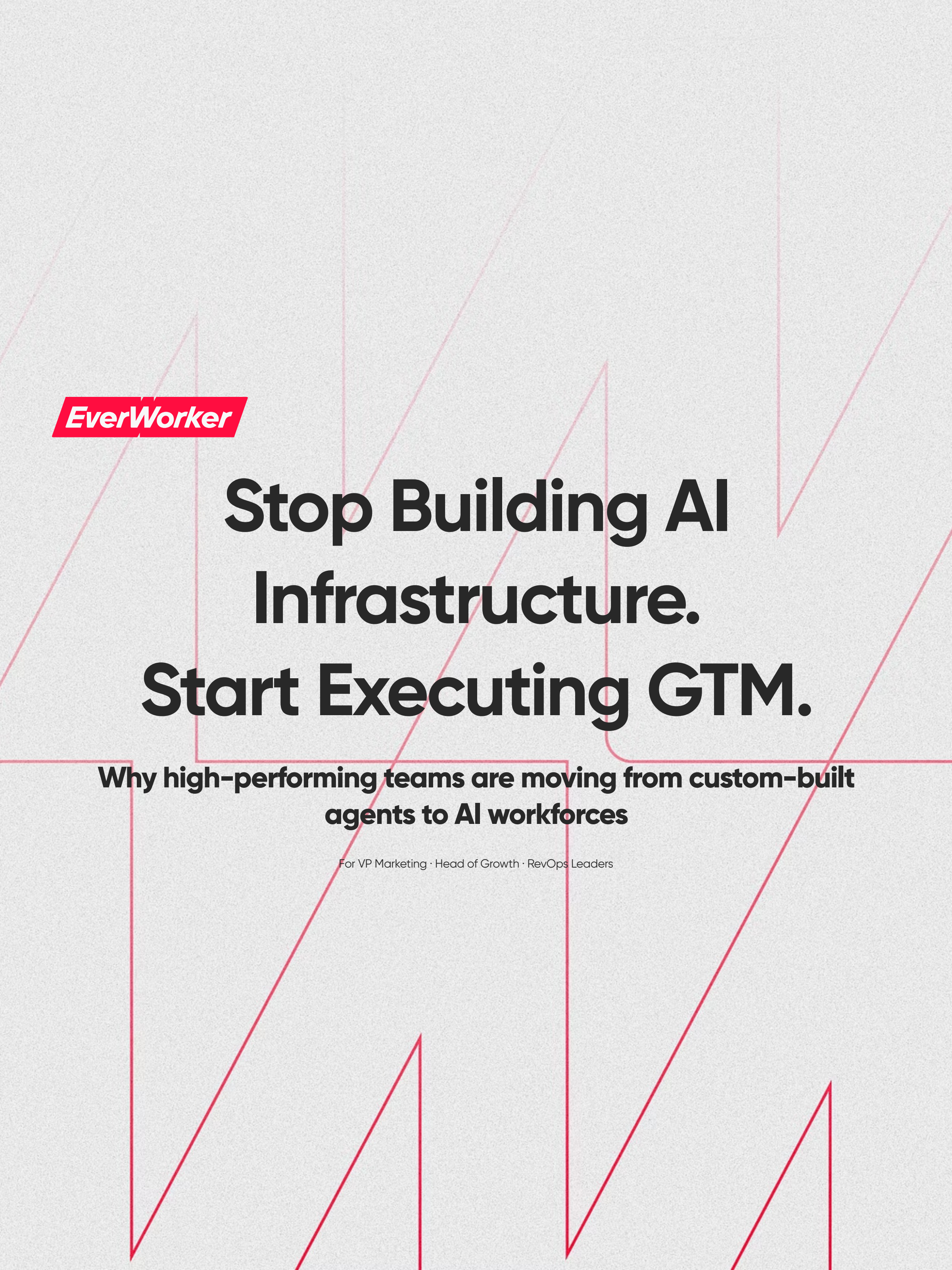




EverWorker

Stop Building AI Infrastructure. Start Executing GTM.

**Why high-performing teams are moving from custom-built
agents to AI workforces**

For VP Marketing · Head of Growth · RevOps Leaders

THE REALITY TODAY

You've Already Tried Building It.

Most forward-thinking GTM teams have been there. You discovered Claude Code, spun up an agent, and it worked. Then came the next campaign. Then a team change. Then a messaging pivot.

Stage 1: Excitement

A custom AI agent is built. It automates a workflow. The team is impressed.

Stage 2: Dependency

One person owns the prompts. The system works – but only if they're around.

Stage 3: Friction

Messaging changes. The agent breaks. Engineering is busy. Iteration stalls.

Stage 4: Reality

You're maintaining infrastructure instead of driving pipeline. The tool became the job.

THE HIDDEN COST

When "It Works" Becomes a Liability

The build was free. The maintenance isn't.

Prompt Maintenance

Every campaign change, tone shift, or ICP update means rewriting prompts. That time belongs to your pipeline – not to your AI plumbing.

Key Person Risk

The person who built it is the only one who can fix it. One resignation and your "AI-powered GTM" is a liability.

Slow Iteration

New positioning? Updated persona? Each change requires a technical cycle. Marketing velocity gets bottlenecked by an engineering queue.

No Team Scale

What one person built works for one person. Distributing custom agents across a GTM team creates fragmentation, inconsistency, and shadow workflows.

❏ **The inconvenient truth:** The more sophisticated your custom build, the higher the cost of keeping it alive.

CLAUDE CODE – A FAIR ASSESSMENT

Powerful. Flexible. Built for Builders.

What it does well

- Exceptional reasoning and code generation
- Highly customisable agent behaviours
- Strong developer ergonomics and tooling
- Excellent for bespoke, one-off automation
- Great for technical prototyping

Where it falls short for GTM

- Requires ongoing engineering ownership
- No native team-wide governance layer
- Knowledge fragmented across individual builds
- Not designed for business-user iteration
- Hard to operationalise across a whole team
- No centralised control or audit trail

This isn't a criticism of Claude Code. It's a builder's tool – and your GTM team shouldn't have to be builders to execute at speed.

EVERWORKER

An AI Workforce. Not Another AI Tool.

EverWorker is built for teams, not individuals. Business users define strategy and outcomes – the system executes, governs, and scales without engineering dependency.



Built for Business Users

No-code, natural language driven. GTM teams define workflows, rules, and outcomes – no prompts, no code.



Centralised & Governed

One platform, full visibility. Instruction sets replace prompt engineering. Every AI Worker is auditable and controllable.



End-to-End Workflows

Not just tasks – full GTM workflows. From content production to campaign execution, integrated across your entire stack.



Scales Across Teams

Deploy once, use everywhere. One change in strategy propagates across every AI Worker instantly – no rebuilding required.

SIDE-BY-SIDE

The Comparison That Matters

Dimension	EverWorker	Claude Code (Custom Agents)
Setup Time	Hours to days	Days to weeks (engineering led)
Maintenance	Platform-managed, business-owned	Ongoing engineering ownership required
Scalability	Team-wide, centralised deployment	Per-individual, fragmented
Team Adoption	No-code, natural language interface	Requires technical proficiency
Governance	Built-in controls & auditability	Must be engineered separately
Speed of Iteration	Business user updates in minutes	Engineering queue dependency
Technical Dependency	None for GTM teams	High – core to every workflow

Takeaway: Claude Code gives you capability. EverWorker gives you execution at scale – without the overhead.

THE CORE SHIFT

From Building Systems → To Leading Outcomes

Claude Code Model

You define the goal.

You build the agent.

You maintain the prompts.

You fix it when it breaks.

You rebuild when strategy shifts.

Your team spends time on infrastructure.

EverWorker Model

You define the strategy.

The system configures the workflow.

The workforce executes.

The platform governs and adapts.

You iterate with language, not code.

Your team spends time on outcomes.

❑ The question was never *can* you build it. It's whether you *should* keep maintaining it.

REAL GTM IMPACT

What Changes When You Stop Maintaining and Start Executing

10x

Faster Content Cycles

Campaign assets produced at pace – without waiting for prompt updates or engineering sign-off.

~0

Engineering Dependency

GTM teams iterate on messaging and workflows independently. No queue. No ticket. No bottleneck.

Days

Time to Deploy

From strategy brief to live AI workforce – measured in hours to days, not sprints.

100%

Strategic Focus

Your best people spend time on positioning, pipeline, and decisions – not prompt debugging.

Outcomes are directional and based on EverWorker platform capabilities vs. custom-build operational models.

THE RISK OF STAYING

What Custom Builds Cost You Over Time

Not immediately obvious. But compounding.

1

Key Person Risk

When the agent architect leaves, the institutional knowledge goes with them. Your custom stack becomes a liability overnight.

2

System Drift

Prompts built for last quarter's ICP don't reflect this quarter's positioning. Without centralised governance, drift is invisible until it's expensive.

3

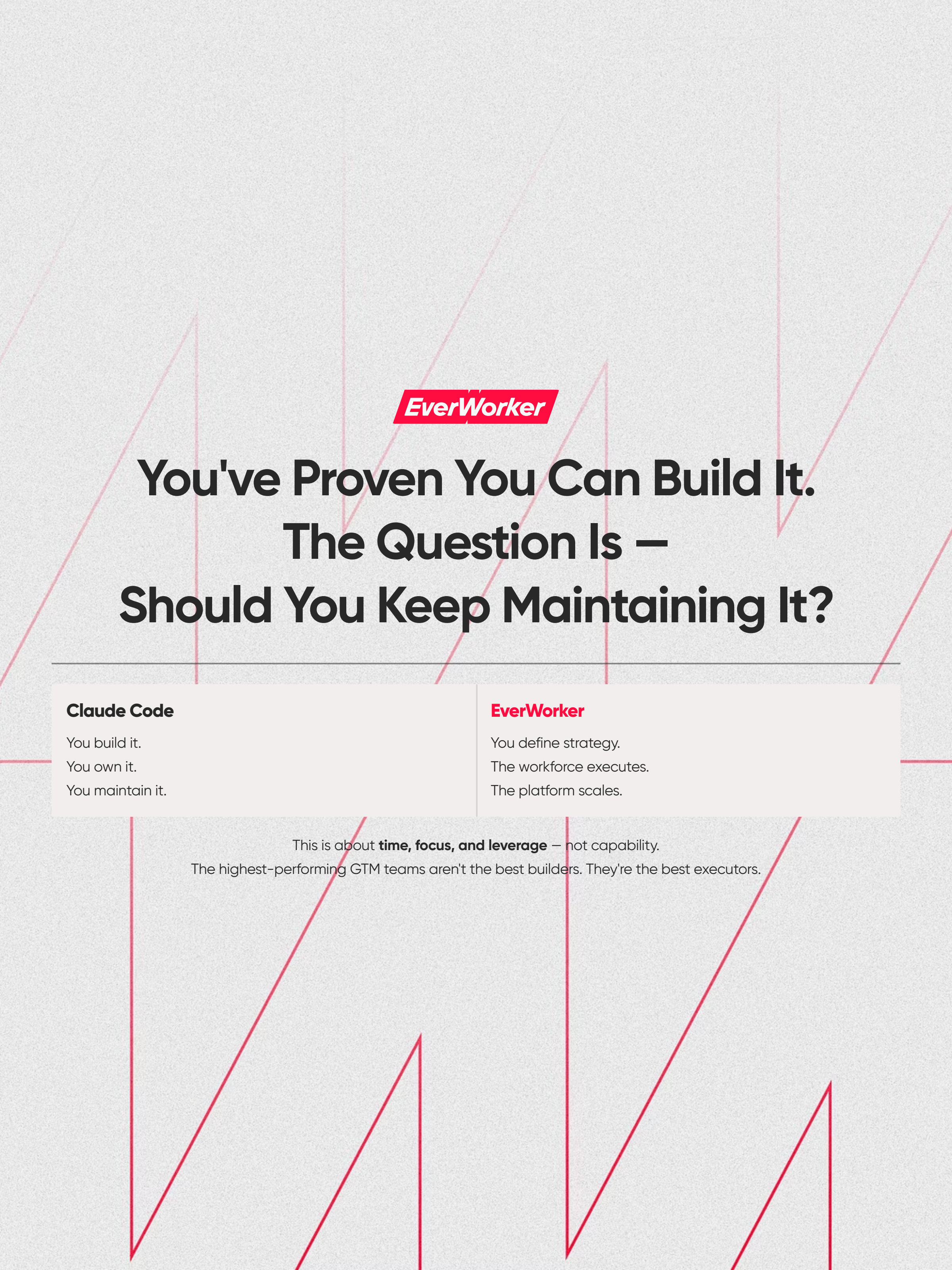
Scaling Complexity

One agent for one person is manageable. Ten agents for ten team members is an engineering project. Twenty is an operations problem.

4

Training Overhead

Every new hire needs to learn your custom setup. Every re-org risks breaking it. The system becomes a barrier to team agility.



EverWorker

You've Proven You Can Build It. The Question Is – Should You Keep Maintaining It?

Claude Code

You build it.
You own it.
You maintain it.

EverWorker

You define strategy.
The workforce executes.
The platform scales.

This is about **time, focus, and leverage** – not capability.
The highest-performing GTM teams aren't the best builders. They're the best executors.