

# WHY YOU CAN'T VIBE CODE YOUR WAY TO GTM ORCHESTRATION

## The Build vs Buy Challenge

AI coding tools can generate GTM workflows and triggers. But generating code is not the same as building a production-grade orchestration platform that revenue teams trust at scale. What looks like a shortcut on day one becomes a liability by day 90 — when routing rules change, edge cases multiply, new objects enter the mix, and no one remembers why the code works the way it does. Here's what the "just build it" argument misses.

### WHAT AI CAN CODE FOR YOU

- A basic round-robin assignment trigger
- Simple lead-to-account matching by domain
- An Apex class for field updates on insert
- A Flow that routes leads by one or two criteria
- A calendar link embedded in a form thank-you page

### WHAT PRODUCTION ORCHESTRATION REQUIRES

- Multi-object routing across leads, contacts, accounts, and opportunities with interdependent logic
- Real-time lead-to-account matching with fuzzy logic, hierarchy awareness, and deduplication
- Intelligent scheduling that ensures every qualified conversation ends with the right meeting, assigned to the right rep, with zero manual intervention
- A full audit trail for every routing decision -- traceable, reportable, and compliant
- Buying group detection, coverage mapping, and coordinated multi-stakeholder workflows

## Five Essentials You Can't Vibe Code

**01**

### CROSS-OBJECT ORCHESTRATION

GTM routing spans leads, contacts, accounts, opps, and custom objects — with logic that depends on relationships between them. A single Flow can't govern that.

**02**

### GOVERNANCE & AUDIT

Every routing decision needs a traceable record: who, when, why, and what rule fired. This isn't a logging add-on — it's foundational to compliance and ops trust.

**03**

### MATCHING AT SCALE

Real lead-to-account matching handles fuzzy domains, subsidiaries, aliases, and hierarchies. Exact-match Apex won't cut it when your data isn't clean.

**04**

### CHANGE MANAGEMENT

Business rules change weekly. A visual flow builder lets ops teams update routing logic in minutes. Vibe-coded Apex requires a developer every time.

**05**

### DAY-TWO OPERATIONS

Who maintains the code when the person who prompted it leaves? Who debugs edge cases at 2 AM? Production systems need support, monitoring, and releases.

## AI Generates The Insight, LeanData Makes Sure The Right Thing Actually Happens — Every Single Time.

The companies building AI — Anthropic, OpenAI, NVIDIA — all run their GTM on LeanData. Because even at the frontier of AI development, you still need a deterministic layer that routes the right signal to the right person, every single time. No hallucinations. No drift. No ambiguity.

### The Real Cost of Building it Yourself

	VIBE-CODED SOLUTION	LEANDATA
Time to production	Weeks to months	■ Hours to days
Handles routing rule changes	Requires developer	■ Self-service (visual builder)
Cross-object orchestration	Manual wiring, fragile	■ Native, multi-object
Lead-to-account matching	Basic domain match only	■ Fuzzy, hierarchical, deduped
SLA enforcement & escalation	Must be custom built	■ Built-in, configurable
Full audit trail	DIY logging (if at all)	■ Automatic, every decision
Ongoing maintenance burden	High (you own all the code)	■ Managed by LeanData
Scales with GTM complexity	Breaks as rules multiply	■ Purpose-built for complexity

#### ONLY 11%

of organizations have built AI for lead routing and assignment -- a signal of hesitancy to hand pipeline-critical decisions to autonomous agents until underlying processes are sound.

B2B State of Martech & Revenue Operations 2026

#### 21-40%

of IT spending is consumed by technical debt -- a structural cost that any DIY routing project would contribute to from day one.

Deloitte 2026 Global Tech Leadership Study

#### 60%

of total software cost occurs during the maintenance phase -- the build is less than half the story.

IEEE research via Savi

TRUSTED BY 1,000+ WORLD-CLASS CUSTOMERS

Adobe

zoom

Canva

GONG

OpenAI

shopify

## READY TO SEE THE ORCHESTRATION PLATFORM AI COMPANIES TRUST?

REQUEST A DEMO