

MAXED OPERATOR

**Northstar**

2026-06 / EDITION V1

**Growth is holding, but customer recovery must become operating discipline.**

Instrument cohort recovery and enterprise qualification before adding capacity.

SYNTHETIC, READ-ONLY PORTFOLIO EDITION

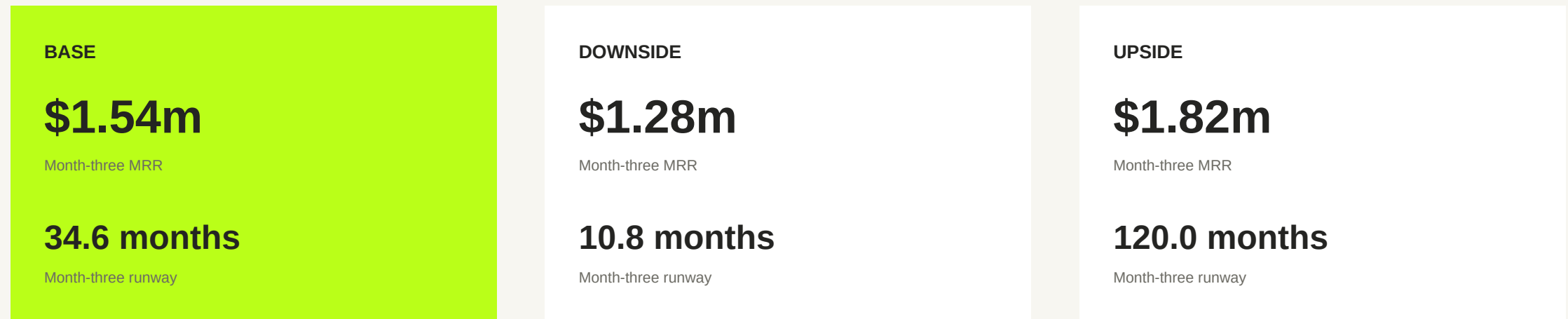
# Three signals explain the review

|                     |       |                                               |
|---------------------|-------|-----------------------------------------------|
| Revenue / YoY       | +8.7% | Expansion remains the primary growth source.  |
| Pipeline conversion | 0.61x | Qualification quality is below plan.          |
| Support pressure    | 74    | Recovery work is concentrated in new cohorts. |

# Evidence-backed claims

| FINDING                                                                           | FINDING                                                                     | RECOMMENDATION                                                                         |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <p>Growth is holding, but customer recovery must become operating discipline.</p> | <p>Revenue / YoY is +8.7%. Expansion remains the primary growth source.</p> | <p>Instrument cohort recovery and enterprise qualification before adding capacity.</p> |
| <p>Evidence: northstar-2026-06-v1-evidence-overview</p>                           | <p>Evidence: northstar-2026-06-v1-evidence-financials</p>                   | <p>Evidence: northstar-2026-06-v1-evidence-risks_decisions</p>                         |

# Three official cases, one published baseline



Scenarios are deterministic, browser-local, and reset to the published baseline.

# Immutable follow-through at publication

## Ship guided activation recovery

**NOT STARTED**

Owner at publication: Customer Success

Due at publication: 2026-07-31

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Snapshot: 2026-07-01T09:30:00.000Z

# Instrument cohort recovery and enterprise qualification before adding capacity.

Protect retention quality while the enterprise motion matures.