Altify Insights Summer '25 Release Notes (v9.16)

October 2025

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Release Overview

First introduced in v9.14, Altify's AI-powered solution MaxAI takes a significant step forward with one-click data generation. In insight mapping, users can click a button to automatically generate account/opportunity insights suggested by AI – bypassing the need to interact with the Agentforce chat facility. The data is clearly indicated as generated by MaxAI and your users can accept/reject and edit the data as they see fit.

In relationship maps, Altify now supports the Account Contact Relationship object to a limited extent. If your organization applies this junction object (which allows a contact to be associated with multiple accounts), Altify will generate these records when contacts are added to relationship maps and track indirect relationships when suggesting contacts to be added to maps. With additional support from Altify, account contact relationships can be harnessed to capture account-specific roles on relationship maps.
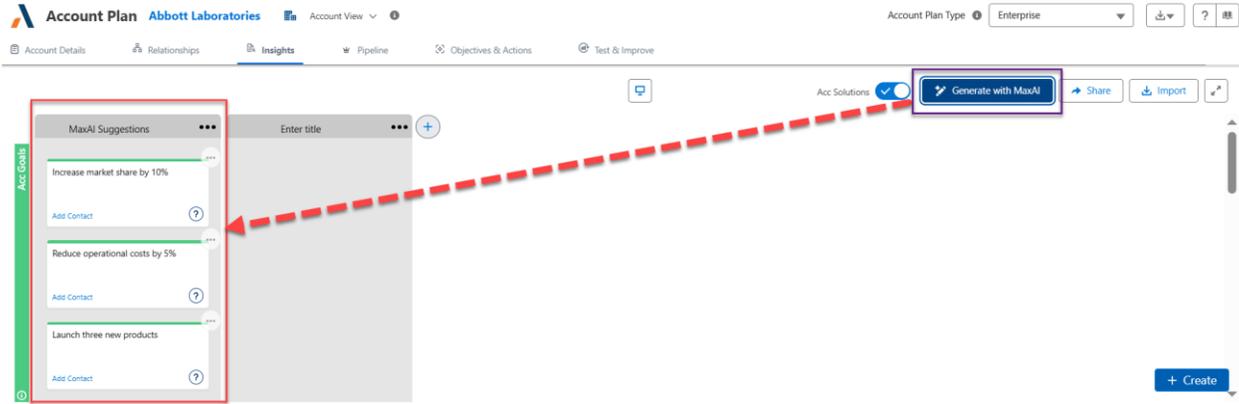
Note: Enhancements initially delivered with Altify 9.15 are included (and marked as such) in these release notes.
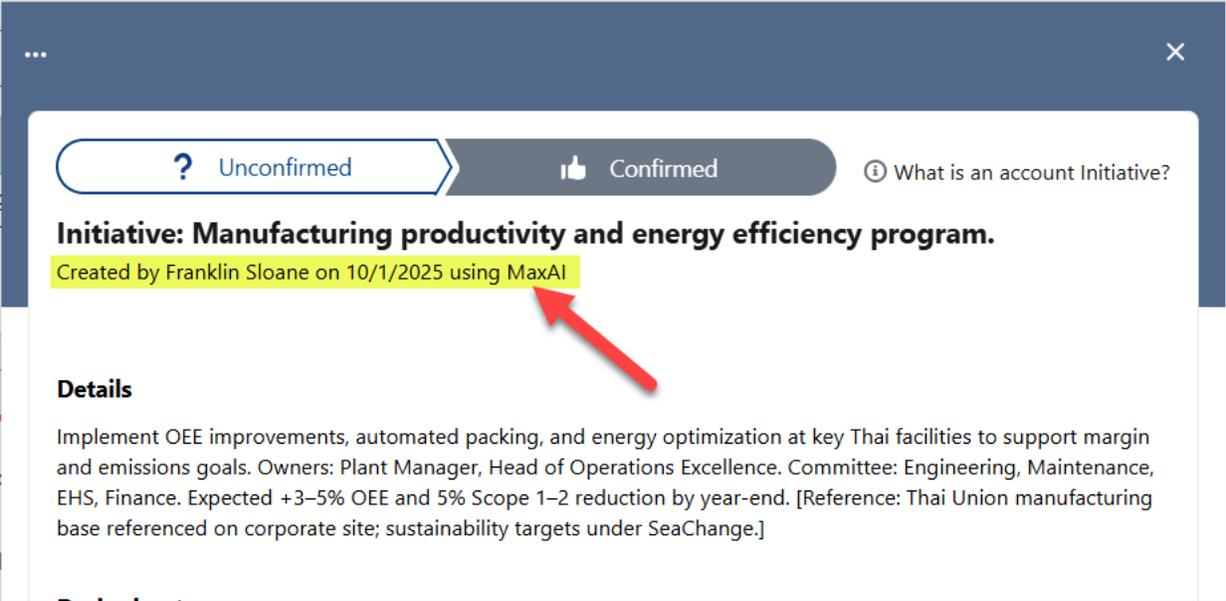
MaxAI

New user functionality

Accessing AI guidance in the Altify interface

Access Agentforce guidance with the click of a button on an account or opportunity insight map. Click the **Generate with MaxAI** button to generate a section of suggested insights - as shown in the example below.

Insights generated by MaxAI are marked as such (see image below) and can be edited or removed as required.

For more information, see [Using Agentforce to Populate an Insight Map](#) in the Altify online help.

New functionality to be administered

Setting up AI access in the Altify interface

Displaying the *Generate with MaxAI button* requires additional configuration – it is not displayed by default.

For more information, see [Enabling MaxAI in Altify](#) in the administration section of the Altify online help.

Relationship Maps

New user functionality

Supporting the Account Contact Relationship object [v9.15]

Altify offers limited support if your organization uses the standard Account Contact Relationship object.

The account contact relationship object is a junction object that allows you to associate a single contact with multiple accounts (a direct relationship with their primary account and an indirect relationship with other accounts). For more information, see Contacts to Multiple Accounts in the Salesforce Help.
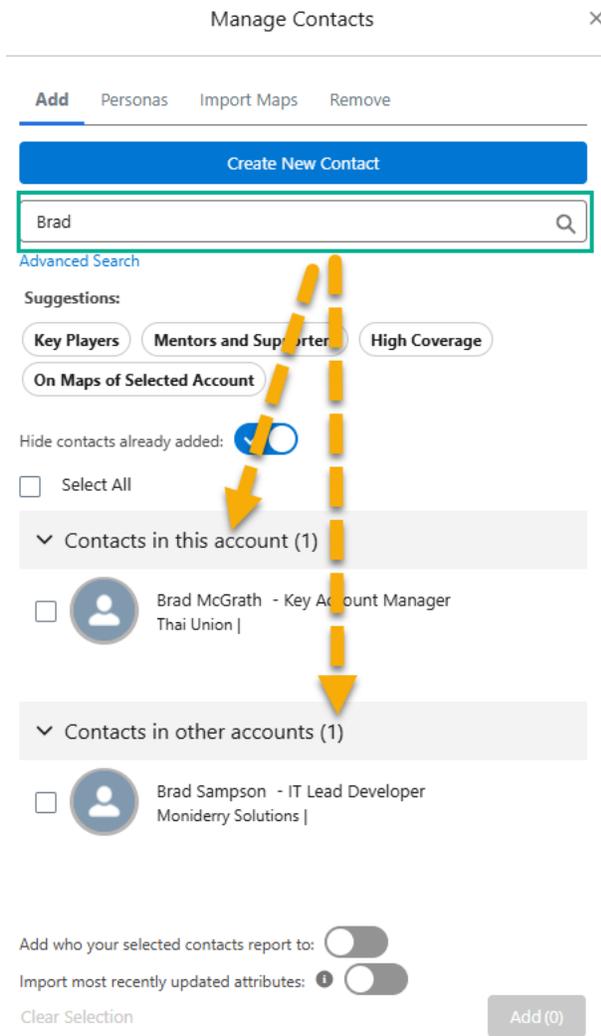
Altify relationship maps supports these relationships as follows:

- When adding contacts to a map, contacts indirectly associated with the account are available for selection in the list of contacts suggested by Altify.
- Adding or creating a contact on a relationship map will create an Account Contact Relationship record connecting the contact with the relevant account.
- The Account Contact Relationship record will capture whether this is a direct or indirect relationship (indirect if the contact belongs to a different account than the one associated with the relationship map).

Note: Altify does not currently support additional fields such as *Roles*, *Start Date* or *End Date*.

Grouping of contact search results (internal and external) [v9.15]

When performing a search on the *Manage Contacts* panel, search results are now automatically grouped into contacts who belong to the relevant account, and contacts who belong to other accounts – as shown in the example below:

New functionality to be administered

Enabling support for the Account Contact Relationship object

Support for the account contact relationships is enabled with the help of a custom setting. For more information, see the Administrator section of the Altify online help.

With additional support from Altify in terms of set up, your users can do the following:

- Capture the specific roles that a contact has across different accounts - they might be assigned the role of 'CTO' on one relationship map, and 'Technical Consultant' on a map associated with a different account.
- Filter relationship maps by these account-specific roles.
- Add placeholders for roles on relationship maps (in cases where the contact with the role has not been identified yet).
- Configure roles so that a different picklist of roles is available for each account type.

To enable support for roles using the Account Contact Relationship object, please contact your Altify CSM or [Altify Support](#).