



Fortune Global 500 IT and business services leader transforms GTM to better serve clients with Poggio

Poggio AI agents operate as teammates to sellers, delivering always-current, always-relevant account plans, sales assets, coaching, and more to help sellers solve customer challenges

A Fortune Global 500 IT and business services leader chose Poggio as a strategic partner in its go to market transformation. With more than 100 solutions across its portfolio and thousands of partners, tech integrations, strategic alliances, and channel partners, the company's revenue leaders wanted to make it both easier for sellers to deliver comprehensive solutions to solve customer needs, and for customers to buy them.

The company deployed Poggio's Revenue AI platform and its AI agents as teammates to sellers, helping streamline and accelerate GTM workflows. This enabled sellers to focus on higher value strategic work, like building customer relationships and earning client trust to close bigger deals faster.

Simplifying a complex GTM to power seller success in unlocking client value

The company's sellers faced the overwhelming task of simultaneously understanding the needs of hundreds of clients, aligning their solution portfolio to solving them, and building and maintaining strategic account plans to engage them.

All this while the market, client priorities, partner offerings and the company's own solutions were constantly evolving, including through multiple acquisitions. With complicated overlays spanning across segments, industries, geographies, partners, and solutions, it was hard for sellers to keep up with the level of complexity and pace of change.

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The company's revenue leaders sought to reduce GTM complexity and transform their sales motion to focus on delivering deep customer value. They needed to better position sellers to understand customer needs and then present solutions that enabled their success at every opportunity.

To start, they sought help identifying the best opportunities across accounts. With sellers focused on the right deals, they moved to support uncovering client priorities and challenges, and then mapping their solutions to solving them. They looked to optimize account planning to improve seller expertise, arming sellers with deep problem-solution-context targeted to the right exec stakeholder in each account. Finally, they wanted to minimize reliance on large deals to hit quota, driving consistent and predictable revenue growth year round

Better together: Sellers + AI agents as teammates

The company deployed Poggio to bring a rich, 'outside in' customer view to complement the 'inside out' view available to sellers in Salesforce, Highspot, and their internal solution library. Now, Poggio AI agents operate as teammates to sellers, stack-ranking accounts based on solution fit, and creating and maintaining real-time account plans based on deep customer insights.

With the entire GTM focused on its best growth opportunities, Poggio's AI agents guide sellers to the best sales play: the right solution and value message tailored to the right exec buyer—all focused on ensuring value realization. Poggio AI agents create assets on demand for sellers, like tailored emails and strategic pitch decks, that position them to win.

Revenue leaders wanted their sellers to see AI as teammates there to help them be successful. Poggio agents snap into their existing workflows to make them easy, familiar, and convenient. They help complete routine, mundane tasks, as well as those that aren't humanly possible—like keeping hundreds of account plans always up to date—so sellers can focus on customers and enabling their success.

Poggio AI agents are coaching sellers to perform at their best. Sellers are able to chat with Poggio agents to deep dive on an account POV, ask questions about the business, a stakeholder, their priorities, and more.

The ability to chat with Poggio AI agents to get deeper insights on any topic about an account has been a game changer for the company's sellers. Poggio agents are like having a thousand personal sales assistants at sellers' fingertips, whether accessed in the Poggio App, via Salesforce, or Slack.

A trusted AI expert and strategic partner in agentic transformation

As a global innovator known for its deep expertise in guiding customers through transformation, the company's revenue leaders looked for the same in their Revenue AI partner. They sought a trusted leader with deep expertise in AI and broad experience in building and deploying AI agents with purpose.

As an AI-native company, Poggio brought the requisite AI skills to the table. Poggio's team worked with the company's revenue leaders to identify their most critical GTM workflows, advised on how AI agents could automate and streamline them, then built agents to solve their most transformational use cases.

With agents that are delivering enterprise value today, the Poggio team helped bring the Fortune Global 500 leader and its revenue organization to the forefront of the AI revolution.

Coming full circle: Transforming companies so they can transform the world

Following success deploying Poggio agents as teammates to their sellers, the company's revenue leaders are tapping the Poggio Agents SDK to build and deploy their own agents fueled by Poggio's real-time customer intelligence. Poggio's Revenue AI platform provides the critical customer context that powers agent action and makes agents their work.

The company plans to leverage its strategic partnership with Poggio and its experience in building and deploying agents to help its own clients through their agentic transformations, adding to its already vast suite of innovative solutions for customers.

Poggio helped the company's revenue leaders boost seller results and agentic revenue today, while paving the path to the AI-first enterprise to help the company set the example for its customers.

To learn more about how Poggio can enable your organization's revenue transformation, visit Poggio.io.