



\$70B tech leader aligns GTM on client success to deliver differentiated value with Poggio

Poggio AI agents identify the company's best deals, surface real-time client priorities, and map solutions to solving them, positioning sellers to drive customer success

A Fortune 500 Global technology and services leader deployed Poggio's Revenue AI platform and agents as part of the company's world-wide initiative to invest in customer success and align its GTM to deliver differentiated value.

The \$70B global tech powerhouse offers a complex portfolio of infrastructure, software, solutions, and services that came about through a mix of organic growth, acquisitions, and partner offerings. To add to the complexity, its GTM motion targets enterprise customers in all industries and geographies, with an elaborate overlay where sales cycles involve multiple sellers and partners with specific domain expertise.

This was a blessing and a curse for its sellers who had an enviable breadth and depth of solutions available to them to solve client needs, but who often didn't know where to start or how to tell the requisite exec-level story of unique value. The company turned to Poggio as a partner in its revenue transformation to help its sellers deeply understand client priorities and challenges, and showcase how their vast suite of offerings combined to power customer success.

A renewed focus on customer value

With one of the most innovative hardware, software, and service offerings bolstered by even more partner solutions, the company's sellers enjoyed a wealth of opportunity, but struggled with mapping their vast offerings to client value.

Revenue leaders sought to modernize their account planning process to center their GTM on solving key, exec-level challenges. They wanted to elevate customer conversations to focus on bigger, more transformational, and strategic priorities for clients, and in the process, unlock new growth opportunities beyond the company's legacy solutions.

The company tapped Poggio's Revenue AI platform to modernize its account planning and enable sellers to show up smart with 'outside-in' Points of View (POVs) for every client. With Poggio, customer engagements now start with client challenges and automatically surface how company and partner offerings combine to uniquely solve them.

"Poggio's AI agents snap into our existing processes so they're easy and familiar while delivering immediate value to our sellers, helping them present the right solution and value message to the right buyer."

Poggio's Revenue AI platform and agents drive insight into action

One of the company's top revenue leaders and a fierce customer champion first discovered Poggio as his team was looking for ways to equip all of their sellers to perform like the top 1% in selling to and supporting their clients.

After a successful trial of Poggio, it became clear that expanding each sellers' view of the customer led to richer conversations and deeper opportunities for value creation. In particular, Poggio surfaced solutions and services not previously identified that helped sellers engage customers with a more refined focus on their success. This included an \$8M+ net new ARR deal with an aerospace company.

Poggio was deployed more broadly in the company's most strategic accounts where sellers work cross-functionally and with costly consultants to co-create robust account plans in deep dive sessions. There, Poggio AI agents are surfacing real-time customer needs, synthesizing those against the company's GTM motion, positioning, and value framework, and then stack-ranking them by strength of the company's offerings in solving client challenges.


Account Plan

Luna Labs FY26 Expansion Plan

Account	Status	Plan Period	Owner
Luna Labs	● Draft	1/1/2026 - 12/31/2026	Poggio Agent

Account Plan Information

Account Name	Plan Period
Luna Labs	1/1/2026 - 12/31/2026
Vision	
Premier technology resource for aerospace and advanced materials	

SWOT Analysis

STRENGTHS Executive sponsorship, internal champion, strong alignment	WEAKNESSES Limited relationship coverage, regulatory challenges
OPPORTUNITIES Lunar platform expansion, supply chain pilot program	THREATS Procurement bias, in-house dev could reduce need

Objectives 3

Tech Workshop: AI-Driven Optimization 4/1/2026 - 5/15/2026
Finalize Enterprise Agreement 5/1/2026 - 7/31/2026
Strategic Support for Tech Exchange 3/1/2026 - 6/30/2026

Poggio has bolstered the company's account planning process where Poggio AI agents have continued to identify untapped, multi-million dollar opportunities for the team to pursue without the reliance on expensive consultants. Among them: a top 5 global oil and gas company, a top 10 biopharmaceutical company, and others where always current, always relevant POVs and account plans are driving more compelling, exec-level conversations with clients.

Deep alignment with Poggio's AI vision made the choice clear

When looking for AI solutions to help sellers deliver the greatest value to customers, the revenue leader sought to reinforce a problem-solution-context-proof sales mindset, while making each step more robust and compelling for customers. The solution needed to both work within existing workflows while simultaneously improving them.

The chosen solution's AI agents needed to deliver the most comprehensive, current, and relevant insights as the foundation for powering actionable account plans and POVs that solve actual client problems. Real-time, 'outside in' customer intelligence was needed to clearly ensure sellers understand the client's most pressing problems.

Contextualizing that intelligence around the company's GTM motion, solutions, and value framework was critical to position sellers to present the right solutions across the company and its partners' vast offerings. Similarly, surfacing and showcasing the proof behind its solutions, including relevant customer success stories had to be built in. And ensuring the process drove action by guiding sellers to the best sales play to bring it all together was critical.

"The Poggio team has been a partner to us in every sense possible. From the initial pilot, to their leadership and engineers working side-by-side to ensure our success, there couldn't be more clear alignment across our visions, values, and mutual success measures."

Finally, the revenue leader wanted the same relationship that clients would get in interacting with his company: a trusted expert and strategic partner.

Setting the example for others to follow

The company is trusted for its solutions and expertise that combine to help customers solve complex business challenges and drive transformation. How sellers show up is a reflection of their commitment to client success.

With its deployment of Poggio, the company is pioneering the use of enterprise AI to enhance its operations and help its own customers transform to better serve their customers. Poggio's Revenue AI platform and AI agents are helping sellers show up smart for their customers as strategic partners while the company models the way forward with AI.

Next on the revenue leader's agenda is leveraging Poggio's real-time customer intelligence and context to power the company's AI agents, ensuring that clients continue to get a world-class experience at every touch point, no matter whether they are interacting with the company's sellers or agents.

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