Drive Predictable Pipeline & Revenue at Scale

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CUSTOMER BUYING JOURNEY

- **Awareness** — Identify need
- **Consideration** — Explore solutions
- **Evaluation** — Validate value
- **Decision** — Trial / Purchase
- **Adoption** — Deploy / Expand



CUSTOMER CONTENT & DEMAND GENERATION

INSIGHT-LED, AI-POWERED CONTENT

- **Business Case** — Why it matters
- **Sales Plays** — How it works
- **Use Cases & Demos** — What it looks like

Revenue Activation

SALES & MARKETING ACTIVATION READINESS

KNOWLEDGE + SKILLS + BEHAVIOUR

- **Learning** — Build knowledge
- **Practice** — Develop skills
- **Execution** — Drive behaviour



AI SPOTLIGHT

CREATE DEMAND

AI-powered sales plays with business case, use cases, demos and an interactive avatar guide.



CHALLENGES IT OVERCOMES

- Low partner engagement and pipeline conversion
- Complex messaging and fragmented content
- Inconsistent seller capability and execution

WHY IT'S INNOVATIVE

- AI-powered, conversational and interactive
- Guided customer journey: Business Case, Sales Play, Use Cases
- Real Cisco uses cases with video - live chat & voice coming soon

PARTNER OUTCOMES DELIVERED

- More qualified demand and better pipeline
- Higher partner and seller engagement
- Faster progression to demo, trial and deal

OPPORTUNITY BUILDER

CREATE OPPORTUNITY

AI-guided value propositions, customer scenarios and CRM integration.



CHALLENGES IT OVERCOMES

- Time-consuming opportunity development
- Inconsistent value messaging and positioning
- Disconnected tools and lack of CRM integration

WHY IT'S INNOVATIVE

- AI-guided, role-based value proposition builder
- Pre-built Cisco scenarios and messaging
- Direct integration with CRM (e.g. SFDC, HubSpot)

PARTNER OUTCOMES DELIVERED

- Faster, higher-quality opportunity creation
- More consistent and compelling value propositions
- Improved win rates and conversion to trial and deal