

AI-Powered Sales Enablement with Intelligent Access to Strategic Insights

How a global enterprise used AI to drastically cut the time sales teams need to prepare for client conversations

For more than four years, AI Collaborator has partnered with one of the world's most pioneering Fortune 10 enterprises, bringing AI-Agility™ and shaping breakthrough outcomes across strategic business units.

Client Challenge

A globally recognized leader in consumer electronics' ad publishing has an expanding sales team focused on growing ad revenue while building strong client relationships. With an overwhelming amount of data aggregated from different sources, they struggled to pinpoint the assets they needed to develop strong pitches and presentations to their clients.

Key Objectives

Our customer recognized the need to streamline their client preparation and support the sales process more efficiently for better results and would benefit from:

- **Central Repository:** a single source of truth indexing assets from different sources, tracking usage, ownership, and freshness
- **User-Friendly UI:** agentic search, filters, metadata, summaries, and other relevant information that improves asset discoverability
- **Streamlined Content Management:** AI-powered features to improve organization and searchability
- **Policy-Compliance:** full integration with the client's secure infrastructure and proprietary LLM services

The AI Collaborator Solution

Our solution successfully integrated advanced AI technologies with a user-centric design to develop a powerful Agentic AI platform that included:

- ✓ Advanced Agentic Workflows
- ✓ Multimodal RAG
- ✓ Advanced AI-parsing and metadata extraction
- ✓ Sleek, Intuitive UI Design
- ✓ Key Trends Identification
- ✓ Automated Insight Extraction from Documents
- ✓ Cross-Asset Relationship Identification
- ✓ Responsible AI, ensuring ethical, secure, and privacy-compliant development

Client Outcome

From discovery to full deployment and user adoption within four months, other teams in the organization started looking to integrate their assets into the platform and expand its functionality. They recognized the benefits of:

- ⌚ **Reduced Search Time:** Users no longer need to search across multiple tools and disconnected data sources to access the insights required to build strong sales pitches.
- 👤 **Improved Pitch Workflows:** Salesman can now build client-ready presentations faster and more efficiently.
- 👤 **Faster Sales Onboarding:** New hires ramp up more quickly through immediate access to centralized internal knowledge and continuously expanding resources.
- 🌐 **Content Governance & Visibility:** Asset creators gain full visibility of what content is being used, its business impact, and helps to identify content gaps to enable continuous improvement.

"The AIC team has done an outstanding job supporting us. Their team displayed the technical expertise, strong collaboration ethos, and thought leadership that have been invaluable to the success of this pioneering project." — Global Head of Marketing Insights & Analytics

Unlock the power of AI-Agility™ responsibly with AI Collaborator

