

Success Stories

The Client

A **global IT and technology solutions organisation** specializing in providing value-added distribution of technology products, services, and solutions, focusing on cybersecurity, networking, data center, and collaboration technologies.

The Brief

To more competently articulate the organisation's **AI solutions** and its **implementations** to meet customers' business needs.

The Challenge

- To be fluent with **industry-specific knowledge** on AI use cases.
- Address gaps in **connecting solutions** to customer needs.
- **Inconsistent messaging and terminology** to ensure alignment within teams and with clients.
- Challenges in effectively **engaging key stakeholders** in meaningful conversations about AI solutions.
- Navigating **complex sales knowledge and strategies** needed to drive successful AI solution conversations and sales.

The Approach

A **hands-on, experiential** one day AI solutions workshop that also covered the analysis and applications of relevant industry use cases and case studies.

The Outcomes

Participants achieved **deeper understanding** of AI technologies, including Generative AI, Machine Learning, and Digital Twins, while **improving their ability to articulate** AI concepts and engage customers meaningfully.

A **collective commitment** to a practice of continuous learning, cross-functional collaboration, and becoming AI evangelists to **drive tailored, future-focused solutions effectively**.

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The Feedback

The feedback highlights participants' **enhanced understanding** of AI evolution, its technologies, and future applications, along with their ability to articulate AI use cases and effectively address customer needs through deeper insights and strategic questioning.

What Participants Liked Most



Engaging and meaningful workshop.



The Facilitators were knowledgeable and very engaged with the session.



- Active team discussion and sharing.
- Interactive session and real world problems.
- Active Role play & good speakers.
- The case practice session.