

Experience-led Transformation: Harmonising to Accelerate in the Age of AI

ITLGEN-2001

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cisco Live !
IT Leadership Program



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Agenda

- 01 Experience Led Transformation
- 02 The Ensemble: Aligning our People
- 03 The Instruments: Aligning Our Technology
- 04 The Composer: Orchestrating the Experience with AI
- 05 Lessons Learned
- 06 Closing



Experience Led Transformation: Harmonising our Go-to-Market Experience

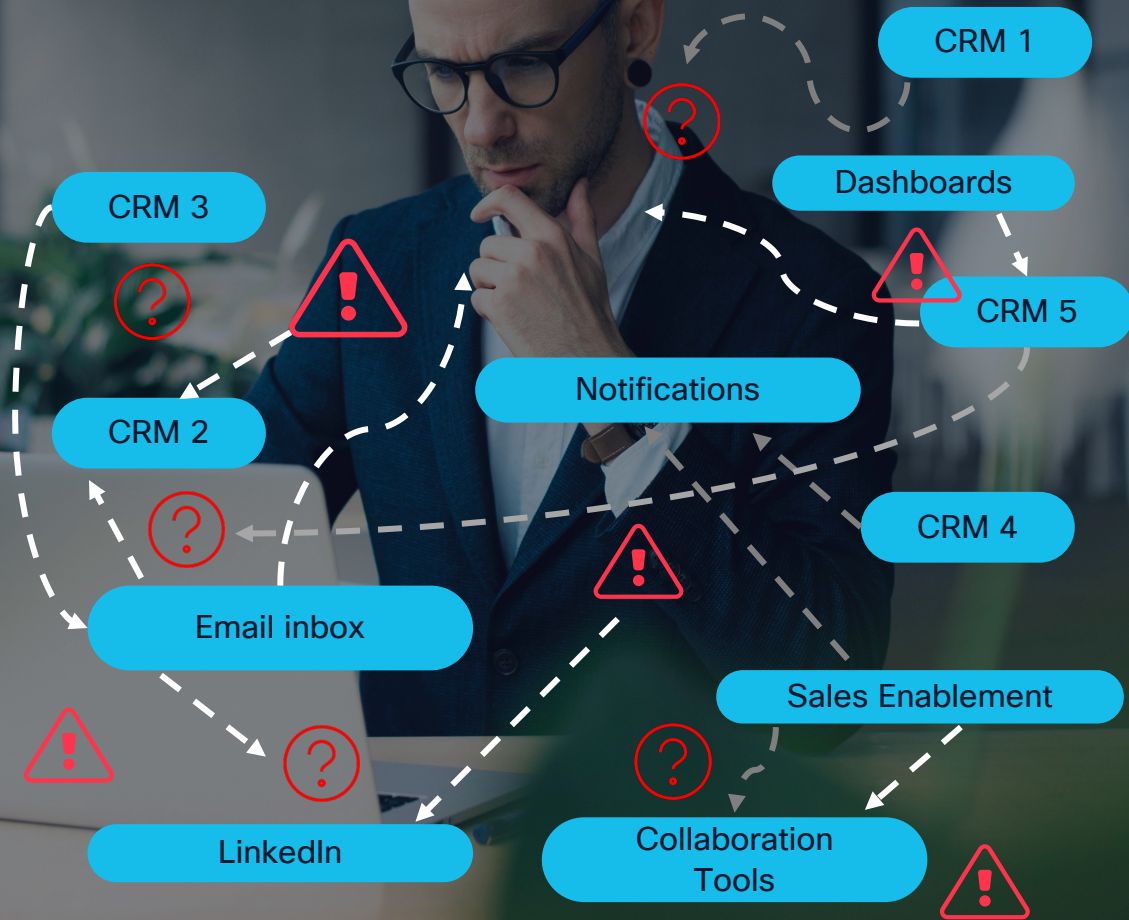
From Noise...



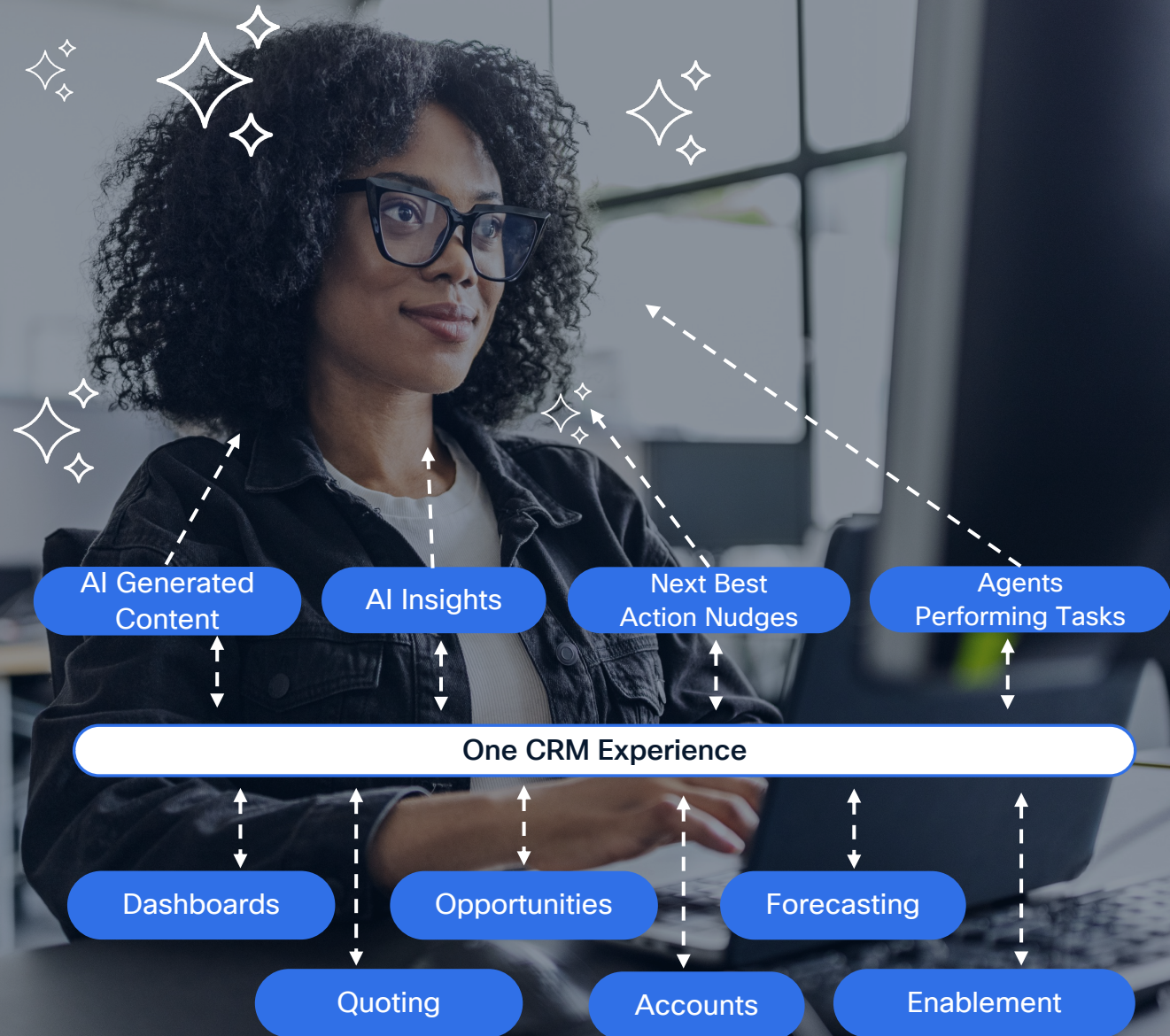
To Harmony



Today



Future



The goal isn't consolidation.
It's harmony.



The Ensemble: Aligning our People

Playing from the same sheet of music.

First we had to align our people



Uniting over 10 teams

First we had to align our people



Uniting over 10 teams



One Operating Model

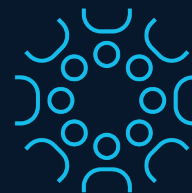
First we had to align our people



Uniting over 10 teams



One Operating Model



Delivering with Stakeholders



The Instruments: Aligning our Technology

Tune the instruments to the same key.

Unifying our Technology and Processes

In addition to consolidating from 5 different CRMs into 1 platform, we are focusing on aligning these key areas to ensure a consistent experience across our Go-to-Market teams:



Customer Definition:
Single source of truth
for customer data for
consistent service



iACV: Consistent
revenue measurement
and reporting



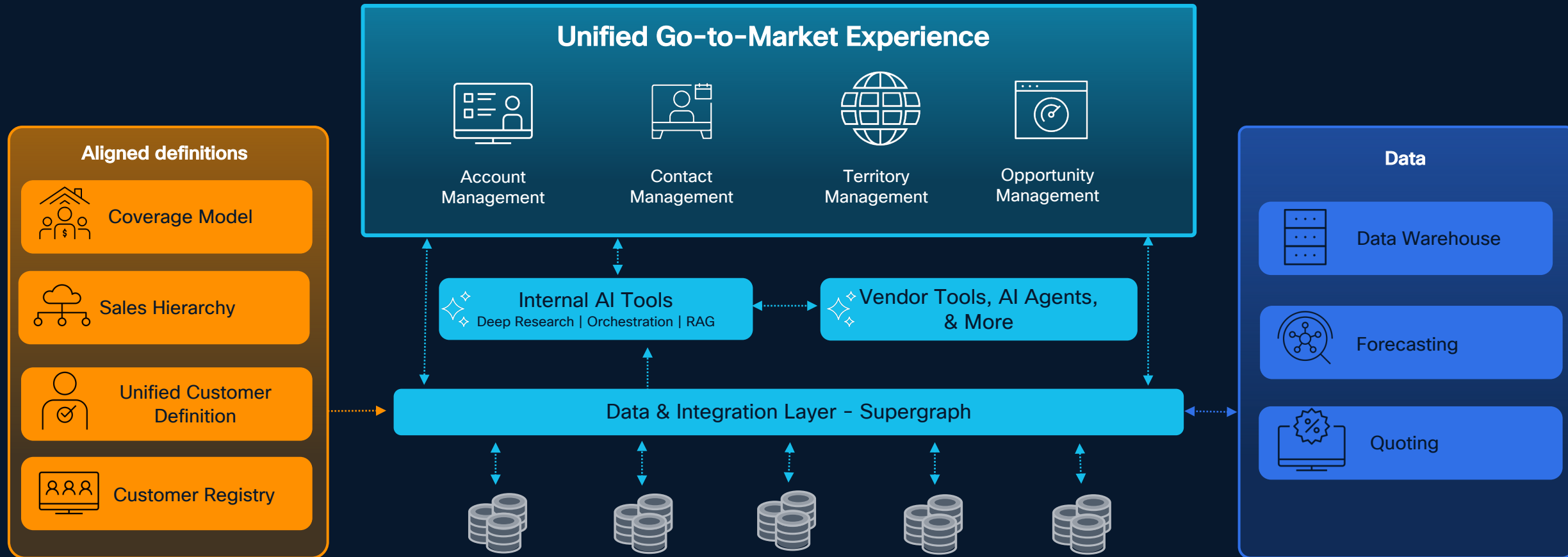
**Integrated
Forecasting:** Unified,
accurate and
transparent forecasting



Partner Alignment:
Shared visibility into
opportunities for
collaborative
engagement

The Architecture Behind Harmony

The outcome is a seamless, unified Go-to-Market experience where sellers and partners work from consistent data and processes to drive clarity and collaboration.



Accelerating Delivery Continuously

2 Week Sprints for
rapid development



**Bi-Weekly
Sprint Demo**
*with stakeholders
to collect feedback*

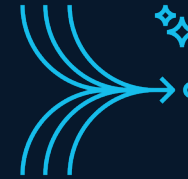
Weekly Release
In Greenfield environment



The Composer: Orchestrating the Experience with AI

Embed AI in the **experiences** we deliver
and the **way** we build them.

How we deliver with AI



Streamline Requirements



Generate Code



Automate Testing

How AI partners with our users



Opportunity Finder



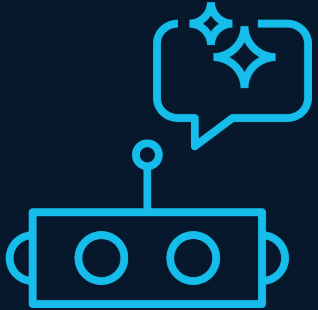
Proactive Guide



Trusted Partner

The Journey So Far: Lessons Learned

Early Signals of Success



+39K

**AI Assistant
Messages**

Across Sales Users over 9 weeks



1,691

**Account Plans
Generated with AI**

“

It took weeks to come up with opportunities, and in a few minutes, AI matched almost exactly what we created.

- Account Executive

“

The amount of time this will save is huge. The value is a no brainer!

- Sales Leader

Lessons We've Learned Along the Way

Our journey so far has revealed four core lessons that continue to guide how we design, build, and scale change for our organisation:



**Start with People, not
Platforms**



**Design Around
Experiences, not
Process**



Data is the Foundation



**Embed Intelligence
Everywhere**