

# Industrial Automation Leader

## At a glance

A \$17B+ industrial automation and digitalization division with 30,000 employees, Siemens Digital Industries sought to uncover new growth opportunities within strategic accounts. Given the niche nature of its offerings, traditional approaches to account research and customer conversations alone were insufficient. The business needed sharper, scalable insights to accelerate growth.

### Key metrics



**25%**  
aster stakeholder alignment.



**22%**  
more time spent on selling vs. research.



**19%**  
increase in early-stage opportunity creation.

## CHALLENGES

- Difficulty identifying new growth opportunities beyond initial wins.
- Niche offerings made traditional research less effective.
- Over-reliance on customer conversations for insights, slowing growth momentum.
- Limited visibility into client transformation projects, investment signals, and stakeholder shifts.
- High rep time spent on manual research and preparation, leaving less time for selling.

## SOLUTIONS

Q-Pilot delivered real-time account intelligence on initiatives, organizational changes, and investment signals. Reps received executive one-pagers with bios, including priorities and decision-making patterns. Equipped sellers with pre-built challenger scripts to run in sales calls and ready-to-send email drafts that could be customized for outreach. Provided visibility into company tech stack, active job postings, and organizational changes, helping reps anticipate needs. Produced comprehensive, easy-to-use reports (often several hundred pages) that are refreshed quarterly—something that would otherwise take dozens to hundreds of hours for each rep to compile and maintain manually.

## BENEFITS

1

**Earlier stakeholder engagement,**  
boosting influence in strategic conversations.

2

**Sharper positioning of offerings**  
to align with industrial transformation priorities.

3

**Significant time savings,**  
reducing research burden and giving reps back dozens of hours each quarter.

4

**Consistent discovery of whitespace opportunities**  
that were previously hidden

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