

XTIUM

Unlocking Growth with AI

Use Case Toolkit for Business Leaders:

Discover four ways to apply AI, understand the value it can unlock, and learn how to get started



USE CASE 2

Fueling growth with intelligent assistance

The challenge

Sales teams are under pressure to do more with less.

As customer expectations rise and cycles get shorter, sellers are being asked to move faster, stay informed, and build stronger relationships. But too often, they're bogged down by manual work, scattered data, and missed follow-ups.

The opportunity

Free your team to focus on what drives revenue.

Growth doesn't come from working longer hours. It comes from creating space to focus on the moments that matter—connecting with the right customers, delivering the right message, and moving with confidence through the deal cycle.

Where technology adds value

Modern AI and productivity tools are transforming how work gets done—bringing intelligence into everyday workflows, not adding more to them. For sales teams, that means spending less time digging through notes or systems, and more time closing deals

Strategic outcomes to unlock



Focus where it counts

Free up time by surfacing key insights, action items, and next steps—so sellers can concentrate on building relationships and closing business.



Move at the speed of the deal

Accelerate the sales cycle with AI-generated proposals, follow-ups, and communications tailored to each opportunity.



Keep the pipeline moving

Streamline CRM updates and reduce admin overhead—ensuring data stays current without breaking your team's flow.

Get started

Leverage Copilot to surface real-time insights, generate personalized proposals, and streamline sales workflows—helping your team focus on building relationships and closing deals faster.

Elevate quality without slowing down

The challenge

As teams scale, quality often takes a back seat.

As teams grow and deadlines tighten, maintaining consistent, high-quality output becomes more difficult. Reviews get skipped. Errors slip through. And quality becomes the first thing sacrificed in the name of speed.

The opportunity

Make quality a built-in part of how work gets done.

Quality isn't just about polish—it's about credibility, trust, and brand perception. When teams can deliver clear, consistent, high impact work without adding time or process, they raise the bar for the entire organization.

Where technology adds value

Modern AI tools do more than catch mistakes—they help teams create smarter, higher-quality work from the start. By embedding intelligent guidance and review into everyday workflows, organizations can move quickly, maintain consistency, and elevate output across documents, spreadsheets, and presentations.

Strategic outcomes to unlock



Raise the bar—every time

Support consistent, high quality output across teams and channels—without relying on manual review.



Add depth, not delay

Use AI to enrich content with relevant data, sharper framing, and clearer logic—without adding extra steps.



Speed up without slipping up

Help teams move faster while upholding high standards—turning quality into a strength, not a slowdown.

Get started

Copilot helps your team work smarter from the start— automating workflows, surfacing in-depth insights with researcher the agent, and refining content for clarity and accuracy. The result: faster, higher-quality output delivered confidently, without extra effort.

Boosting efficiency with AI

The challenge

Great ideas deserve flawless execution.

Whether it's a client presentation, a report, internal analysis, turning concepts into polished deliverable often involves repetitive tasks that slow momentum and zap creative energy.

The opportunity

Free up time to focus on what matters.

AI can help teams move faster without sacrificing quality. By automating routines that work and offering intelligent support, AI tools give people more space to think, create, and refine. The result? Better output, delivered faster— and with less friction.

Where technology adds value

AI boosts productivity by streamlining workflows and supporting creative thinking. It helps structure ideas, refine messaging, reduce errors, and surface insights from internal data— enabling teams to move from concept to execution faster and with greater clarity.

Strategic outcomes to unlock



Work smarter not harder

Automate repetitive tasks so your team can focus on high-impact work.



Create your confidence

Use AI to refine language, structure ideas, and improve clarity—without losing your voice.



Act on what you know

Use real-time insights and context to guide decisions— so teams stay informed and outcomes stay on track.

Get started

Use Copilot to transform meetings and ideas into clear action plans, surface meaningful insights, and keep your team aligned on strategic priorities—helping you move from vision to execution with greater clarity and speed.