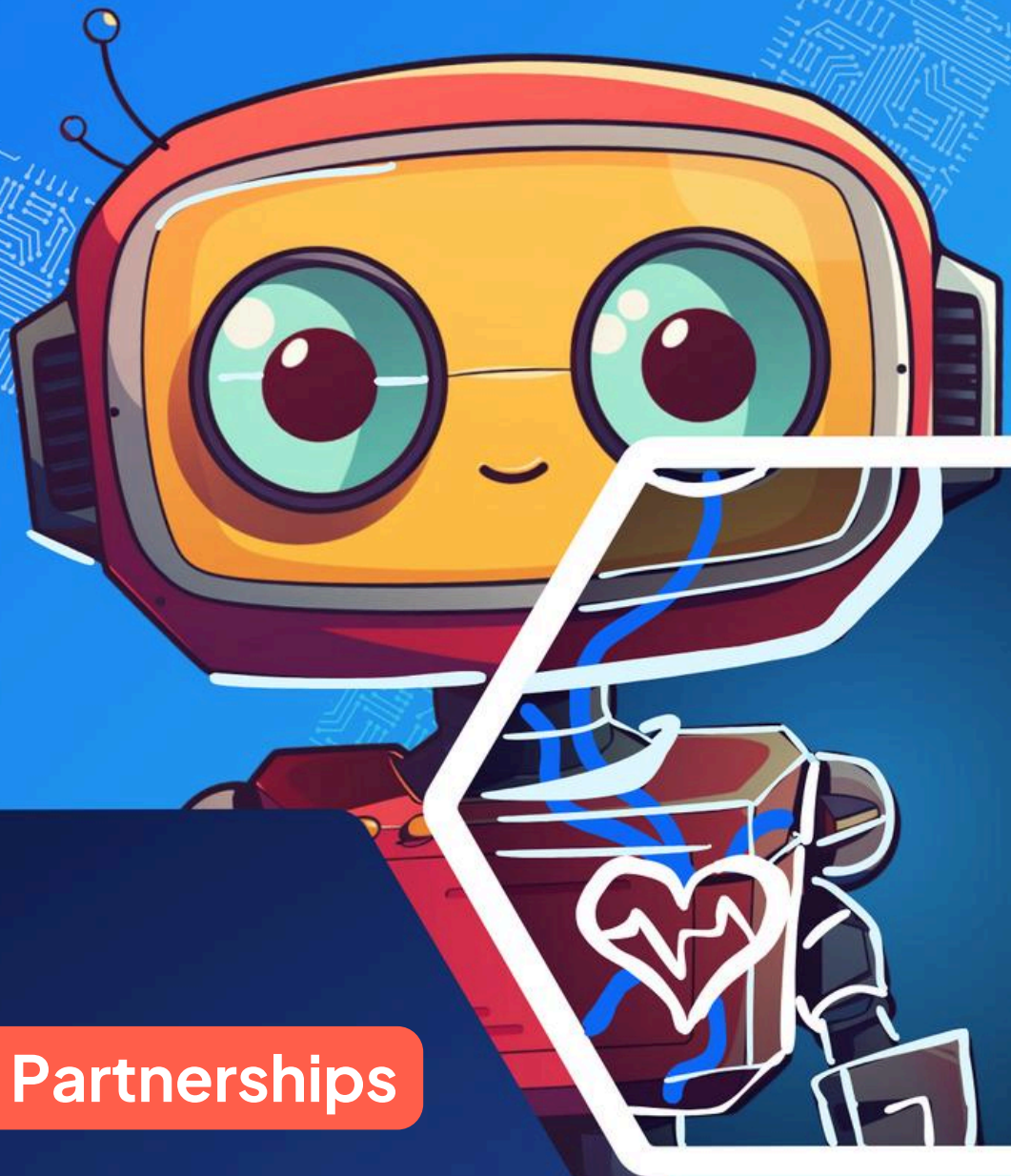


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 WorkSpan



AI-Powered Partnerships

Co-sell Depth AI

www.cosell.ai ✨

The Final Frontier of B2B GTM

Every Partnership Needs a Copilot

AI has incredible potential to help people build partnerships faster and run them better. From helping coordinate and accelerate program launch and partner onboarding, to automated systems integration, record reconciliation, and providing real-time support to field as you scale your partner program- WorkSpan Copilots will add the GTM leverage and muscle partners managers have been missing to maximize the impact of your partnerships.

For AI to deliver that potential, the copilot needs to be thoughtfully integrated into our GTM processes, systems, and security model.

A Partnership Copilot Must Be

Secure & Governable

WorkSpan AI is partitioned at both a customer and partnership level. Your partner data will never leak or be shared outside the partition's specific partnership context.

Simple & Autonomous

WorkSpan AI is easy to deploy and so easy to use you don't even realize you're using it. The Co-sell Copilot's capabilities are ubiquitous, embedded in your partner revenue processes for the field and GTM support functions.

Hyper Contextualized

WorkSpan AI is capable of understanding the deep context of each of your partnerships at both a strategic and operational level. We call AI that operates with this level of context **Co-sell Depth AI**.

This paper details WorkSpan's approach to building our Co-sell Copilot with the power, simplicity, and security needed to deliver the potential of AI powered partnerships.

Partner Communications

Partnership Documents

Partnership Activity

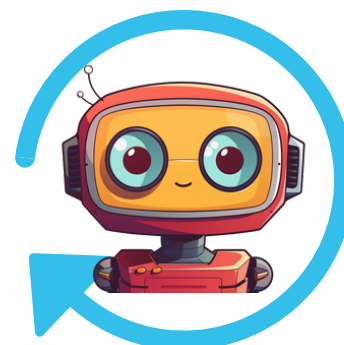
Partnership Data

Co-sell Depth AI understands the context of your running partnership so it can help run your partnership

Contextual Execution requires Co-sell Depth AI

Anyone who's experimented with ChatGPT has a sense of how powerful foundational large language models are. AI trained on massive amounts of data can answer trivia, write poetry, draft and edit all kinds of communications, and create images. But most people who have tried to apply AI to their GTM have also encountered some of the limitations in these models:

- You need to engineer your prompts to produce good outputs.
- They hallucinate and can give harmful, incorrect, or embarrassing responses.
- They can only know what they can find on the web.
- They struggle with complexity and persistence- they weren't built to support longitudinal, continuous execution.



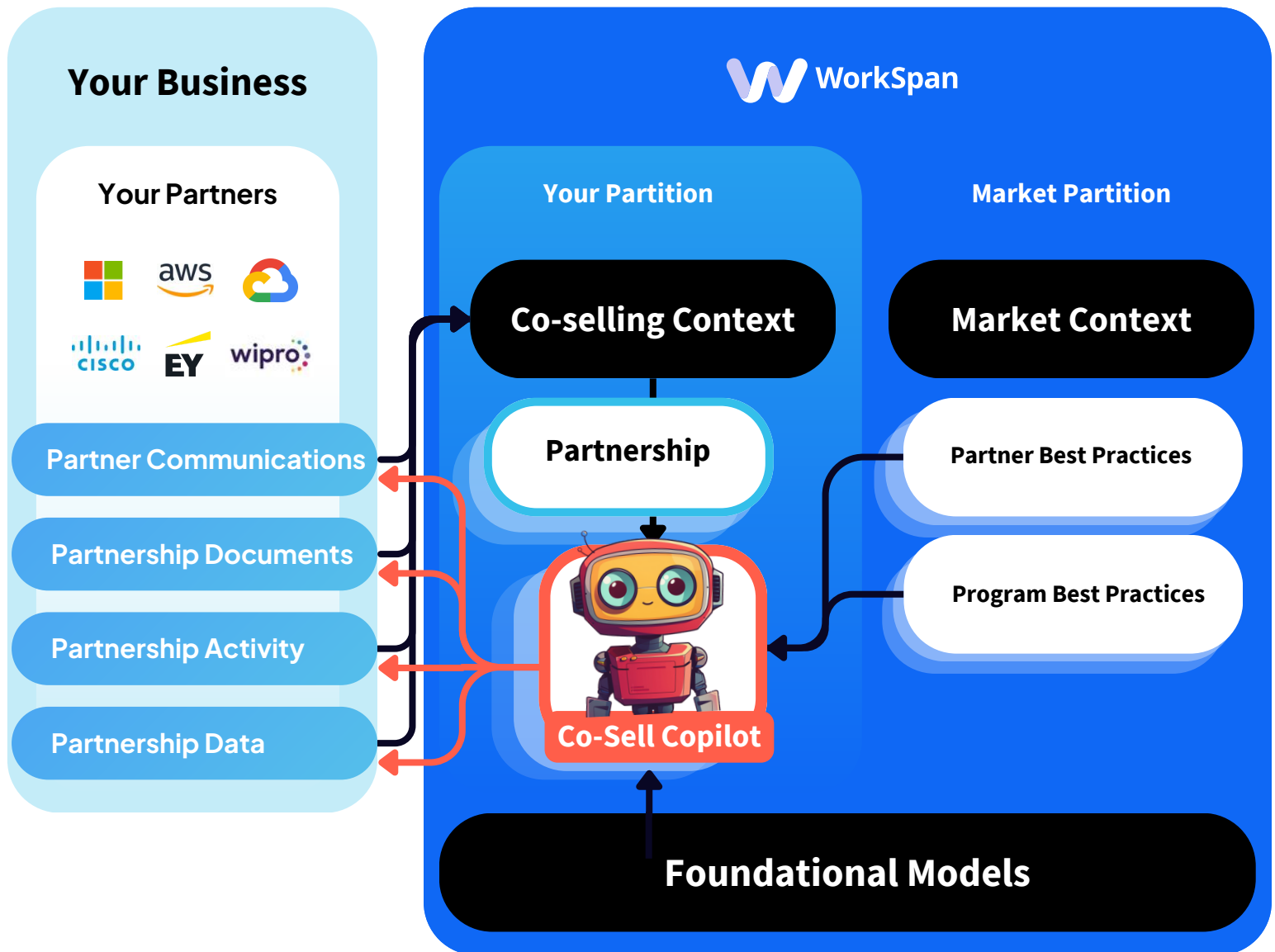
We need to go beyond prompt engineering and LLMs for our Co-sell Copilot to have the specific context and ability to help build the GTM around our partnership. Consider

AI Depth	Inputs	Capabilities*
Surface AI	Technologies: LLMs / 'Vanilla' Foundational Models eg. Gemini, Claude, GPT, DBRX Training & Context: Public training corpus (the Internet) Prompt engineering	What is "ACE"? ACE can refer to the highest card in a deck of playing cards, an unreturnable tennis serve, or a decorated fighter pilot "How do you do account matching?" Account matching is a process used primarily in sales, marketing, and partner management to align and compare accounts from different databases or systems.
Market-Depth AI	Technologies: LLMs / Foundational Models Fine tuned models e.g Cohere, LLAMA Training & Context: Domain-specific training corpus (eg. focus on AWS, Azure & GCP partner program documentation)	What is "ACE"? ACE is Amazon's APN Customer Engagements system, where their important partners register co-selling referrals "How do you do account matching?" Generally, partners should agree on whether they match at the parent or holding account level (e.g. Microsoft) or at the subsidiary account level, (e.g. Github, LinkedIn) and then match identifiers like legal name, domain, DUNS, etc..
Co-sell Depth AI	Technologies: LLMs / Foundational Models Fine tuned models Retrieval-Augmented Generation (RAG) Databricks, Datastax, MongoDB Training & Context: Public training corpus (the Internet) Prompt engineering	What is "ACE"? Our best practice is to automatically create ACE referrals for APAC deals at stage 1 and NAMER deals at stage 3. Based on our AWS consumption drag calculator, here's what you should pitch the AWS seller to get them excited about co-selling with you "How do you do account matching?" Based on each partner's known account identification policies, we auto translate partner referrals to match our accounts and record identifiers

*Responses simulated for illustrative purposes

Co-sell Depth AI drives intelligent, partner-specific automation

It's not enough to know how partnerships work in the abstract. A partnership copilot driven by generic patterns working with a cloud service provider or GSI will lack the insight needed to help advance your specific partner program. We have to create a deeper context specific to our AI, and feed it all of the information about our partnership.



Sophisticated AI techniques like model fine tuning extend the training for AI models with data corpuses focused on specific domain knowledge, like partner and program best practices- can help bring us beyond the generic, shallow AI of LLMs. Retrieval assisted generation- storing documents and data in specialized databases designed to establish deeper conceptual relationships and help AI quickly surface accurate answers to specific questions- can go even further.

The co-sell copilot's hybrid architecture combines the most powerful, evolving technologies and best practices to deliver partner program and process-specific intelligence everywhere AI can help build or run your partnership.

We're on a Mission

Our mission is to create a frictionless future where businesses can cooperate everywhere there's opportunity in the market.

We make AI powered software that helps you drive more revenue with your important partners.

This white paper and the content on www.cosell.ai describe the future of partnerships we believe will be possible very soon- many of the features described are already available in WorkSpan's Hyperscaler and Ecosystem Editions today.

Visit www.workspan.com for more Information on our products.



www.cosell.ai



Welcome to #PlanetCo-sell - The Future of Partnerships

We're polling the experts in cloud, AI, ISV, and GSI partnerships on what the future of AI-powered partnerships looks like. **That's #Planet Co-sell.**

~4 m read



Meet your Co-sell Copilot- AI-Powered Partnerships

There are lots of ways to do AI. But if you want a copilot to help build your partnerships, you need to reach **Co-sell Depth AI.**

~6 m read

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