

CUSTOMER SUCCESS STORY

# Breaking Free from Legacy CRM: Building an Agentic Sales Organization at PSI



**Claudio Ranaudo**  
Global Chief Sales Officer, PSI



**Karolina Drozd**  
Head of Sales Operations, PSI



**Andy Zambito**  
Global Chief Sales Officer, Creatio



# Technology leader transforming operations with AI and industrial-grade optimization

**2,400+**

EMPLOYEES

**17+**

LOCATIONS

**100+**

SALES REPS

**€400+**

REVENUE

**55**

YEARS OF OPERATIONS

**57**

COUNTRIES IN OPERATION

**1,700+**

CUSTOMERS

**~48%**

INTERNATIONAL REVENUE



# Mission-critical software

PSI develops AI-powered software that keeps energy flowing, factories running, and supply chains moving — across 57 countries, around the clock.

## Grid and Energy Management

Grid management, energy trading, and pipeline control systems for sustainable power supply

## Discrete Manufacturing

ERP and MES software for production planning, quality execution, and process optimization

## Logistics

Warehouse management and transport optimization powered by AI— from port to plant

## Process Industries and Metals

Leading provider of production management software for the steel and aluminum industries

## Industrial AI

**20%**  
productivity gains

**10%**  
cost savings

**15%**  
emission reduction

Transformation the foundation

# Building an Agentic Sales Organization

## Unified Agentic CRM

Established a single CRM platform with intelligent workflows supporting sales operations across business units.

## Standardized Sales Framework

Introduced structured processes to track opportunities, evaluate deal risk, and manage sales consistently.

## Sales Visibility and Analytic

Enabled dashboards and reporting for clearer insight into pipeline performance and customer interactions.



**4x**

**Faster global CRM  
implementation**

**30**

**CRM vendors  
evaluated**

# Unlocking art of the possible with AI



## Traditional Seller

fragmented and inefficient technology utilization

## Augmented selling

Empowering sellers with AI-driven insights and signals

+

## Assisted selling

real-time assistance strengthening seller performance

---

## THE ART OF POSSIBLE

**Thank you!**

**PSI** 