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Building GTM Copilot:

A Secure AI for Sales Enablement

SYNOPSYS®

Case Study:

Copilot for Sales Enablement

In 2024, Synopsys faced a critical challenge:

The imperative to harness AI for sales acceleration.
The mandate to safeguard sensitive intellectual property.
The mission: achieve both — without compromise.

This case study explores how Nadir Syed, Sales Enablement Technical Lead, partnered with Matrix Intelligence's Danny Ortiz to design and implement GTM Copilot — a proprietary AI solution that securely delivers real-time insights and internal content access. The result: a transformed sales operation that upholds the highest standards of IP protection and compliance.

Background

Synopsys, a leader in electronic design automation, provides products and services for semiconductor design, verification, IP integration, and software security and quality testing. Operating in a highly technical industry, the company's sales teams require deep knowledge and instant access to accurate information to effectively engage with customers.

Challenge

In 2024, Synopsys' Sales Enablement leadership identified a critical gap in their AI strategy. While commercial AI tools promised efficiency and scalability, their use was constrained by strict internal intellectual property (IP) policies. The team needed to:

- Develop a custom AI solution that would maintain complete control over proprietary information
- Create a system that could access and utilize internal knowledge bases without exposing sensitive data
- Deliver actionable insights and content to sales teams in real-time
- Ensure the solution could be maintained, secured, and scaled internally

Approach

Nadir Syed was brought on board as the Sales Enablement Technical Lead at Synopsys to architect and lead this mission-critical initiative.

Danny Ortiz joined Synopsys GTM Copilot project as the lead AI strategy and designer.

1. **Discovery and Analysis:** Initiated a deep discovery phase to analyze sales processes and identify the internal knowledge, content, and data sources most crucial to driving sales effectiveness.
2. **Content Mapping:** Conducted a comprehensive mapping of Synopsys' internal collateral, knowledge bases, and databases to create a foundation of relevant, high-impact content for the AI system.
3. **Solution Design:** Architected GTM Copilot with foundational requirements of scalability, data security, user relevance, and strict IP protection standards.
4. **Development and Testing:** Led a rapid development cycle with continuous feedback from key sales stakeholders to ensure practical application in real-world scenarios.

Results

The result was GTM Copilot successfully launched in November 2024, a proprietary AI solution that provides:

- Real-time Strategic Insights: Instant access to product information, competitive intelligence, and customer data during sales conversations
- Secure Content Access: Ability to quickly surface relevant internal content, case studies, and presentation materials while maintaining compliance with IP protection standards
- Strategic Enablement: AI-powered recommendations for next steps and opportunity advancement
- Protected Environment: Complete safeguarding of sensitive intellectual property and customer information

GTM Copilot quickly became a game-changer for Synopsys' sales organization:

- Sales representatives report significant time savings in preparing for customer meetings
- Improved consistency of messaging across global sales teams
- Enhanced ability to respond to technical questions in real-time
- Increased confidence in customer interactions
- Better utilization of existing sales collateral and knowledge resources
- Reinforced compliance by aligning with strict IP protection standards

By creating GTM Copilot, Synopsys demonstrated how internal innovation, driven by a focused leader, can meet exponential needs. The project aligned with the principles of Exponential Organizations (ExO), particularly through leveraging internal data (IDEAS attribute) and successfully addressing IP-related immune system challenges.

The initiative shows how companies with sensitive intellectual property can still leverage AI capabilities by developing custom, secure solutions. By taking a methodical approach to identifying needs, mapping resources, and designing a purpose-built system, Synopsys successfully empowered their sales teams while maintaining the highest levels of data security and IP protection.

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Matrix Intelligence:

Your Partner in Digital Transformation

We democratize digital transformations with custom AI solutions paired with 10X growth strategies to multiply results.

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