

What if your sellers spent less time managing AI – and more time winning customers?

EY.ai Agentic for Sales powered by Snowflake and Canva

The better the question.
The better the answer.
The better the world works.



Challenge

Sales organizations are under increasing pressure to drive revenue while reducing cost and operational complexity. Yet sellers continue to spend significant time gathering insights, navigating disconnected systems and managing administrative tasks – time that should be focused on customers.

At the same time, enterprises have adopted multiple AI copilots and point solutions across the commercial lifecycle. Instead of simplifying execution, this has created AI fragmentation, resulting in siloed insights, inconsistent workflows and limited personalization at scale.

The impact is tangible: slower deal cycles, uneven customer experiences, and a commercial engine unable to operate at its full productivity potential.

Product description

EY.ai Agentic for Sales powered by Snowflake and Canva replaces fragmented AI tools with a single, enterprise-grade orchestration layer that coordinates sales execution end to end.

The solution unifies real-time, governed data, AI-powered content creation, sales, pricing, contracting and post-sale workflows into one system designed for execution at scale – across direct, inside and partner sales motions.

Powered by Snowflake's real-time data intelligence, Canva's AI-enabled content creation and EY organization's sales transformation experience, the solution creates one coordinated, insight-driven selling experience that improves seller productivity, accelerates deal cycles and strengthens customer engagement.

- Integrates seamlessly into existing CRM, ERP and partner systems to unify data, actions and the seller experience
- Automates creation of on-brand, compliant sales materials embedded directly into the selling process to elevate speed and interaction quality

[Click to zoom the image](#)

Key product features

- **Agentic sales orchestration:** Coordinates AI agents across prospecting, engagement, pricing, proposals, contracting and post-sale insight within a governed, sector-specific workflow
- **Real-time data activation:** Leverages Snowflake's AI Data Cloud to securely activate structured and unstructured data across the sales lifecycle
- **AI-powered content creation:** Embeds Canva's AI design capabilities to generate personalized, on-brand sales assets – proposals, decks and RFPs – directly within sales workflows
- **Enterprise governance by design:** Applies EY organization's sector knowledge, operating model experience and AI governance to ensure compliant, scalable execution

Product benefits

- **Improved sales productivity at scale:** Reduces manual work and tool switching across teams, enabling sellers to focus more time on customer engagement and deal progression
- **Faster deal execution:** Pricing, proposals, approvals, and contracts move through orchestrated, governed workflows – helping teams advance deals with greater speed and consistency
- **Personalized engagement without added complexity:** Delivers on-brand, compliant, personalized experiences across direct, inside and partner channels while maintaining enterprise standards
- **More consistent revenue growth:** Post-sale intelligence helps teams identify cross-sell and upsell opportunities earlier, supporting stronger customer lifetime value and repeatable growth

Why EY?

With deep sector knowledge and proven orchestration capabilities, EY helps clients realize meaningful improvements in efficiency, personalization and revenue generation. The EY.ai Agentic for Sales solution equips organizations to operate with greater clarity and confidence – enabling sellers to work faster, buyers to engage more effectively and businesses to scale consistently across teams, channels and markets.

Continuing the conversation

Schedule a workflow assessment today.



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EY | Building a better working world

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Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

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