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Scaling Value Selling: How Palo Alto Networks Increased Win Rates by 52% with Ecosystems

AT A GLANCE

52%
increase in win rates
when sellers used Ecosystems to create business cases

49%
increase in seller-generated business cases
year-over-year

Self-authoring capabilities
enabled agility and reduced administrative overhead

Collaborative value platform
for the full customer lifecycle, from pre- to post-sales

Increased deal size and shortened sales cycles
through more impactful customer conversations

Meets strict cybersecurity standards, including SOC 2 Type II and NIST 400 compliance

"We've proven that when sellers use Ecosystems, we win more—and win bigger."
— Maher Iskandar, Global Head of Business Value & Strategy, Palo Alto Networks

INTRODUCTION

As a global cybersecurity leader, Palo Alto Networks helps organizations secure their digital future. Internally, however, the team faced a key challenge—how to scale value selling across enterprise, commercial, and mid-market segments while maintaining consistency, quality, and speed. Their consultative model was highly effective for strategic deals but couldn't scale to meet growing demand across the business.

To understand how they addressed this challenge, we sat down with **Maher Iskandar, Global Head of Business Value & Strategy at Palo Alto Networks**, for a Q&A on how his team partnered with Ecosystems to drive a scalable, seller-led value motion—empowering sellers to co-create value with customers and track impact across the full lifecycle.

THE CHALLENGE

Q:

Before partnering with Ecosystems, what challenges did you face scaling value selling to the field?

Value consulting was limited to high-touch deals and couldn't scale to broader segments.

Lack of standard tools and workflows made consistent execution impossible.

Needed a centralized, scalable platform to extend impact across the business.

A:

Before partnering with Ecosystems, we were focused on a consultative service that wasn't scalable. We lacked templatized content, calculators, and a consistent workflow.

Ecosystems gave us a centralized place to standardize models and helped sellers adopt a consistent process. We saw a tremendous opportunity beyond just the largest deals.

> **"Value-based selling helped us win more, win bigger, and build stronger customer synergies.** We needed a scalable system to bring those benefits to the rest of the business."
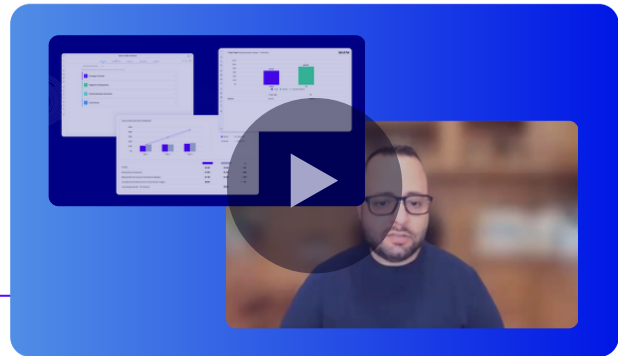>
> — Maher Iskandar, Global Head of Business Value & Strategy, Palo Alto Networks

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Q:
What are your top requirements in a value platform?

A:

Simplicity
What I really appreciate about the Ecosystems experience is that it keeps it simple. It's configurable in ways that don't add a lot of administrative burdens to our teams.

Flexibility + Agility:
Self-Authoring Capabilities
It allows us the flexibility to be able to customize experiences. Agility was really important for us. We wanted to make sure that we weren't bogged down by a system that was hardwired, that prevented us from making changes and configuring the right experience for our sellers. What I've appreciated about the Ecosystems platform is that we have the ability to develop calculators, value drivers, and configure our own content so that we're constantly improving our experience, without the additional overhead.

Customer Collaboration
In order for us to do value selling effectively, there needs to be effective collaboration with your customers. What was really intriguing about the Ecosystems platform is the ability to add your customers as collaborators, to work hand in hand with them in building cases, and collaboratively evangelize the story to win a deal.
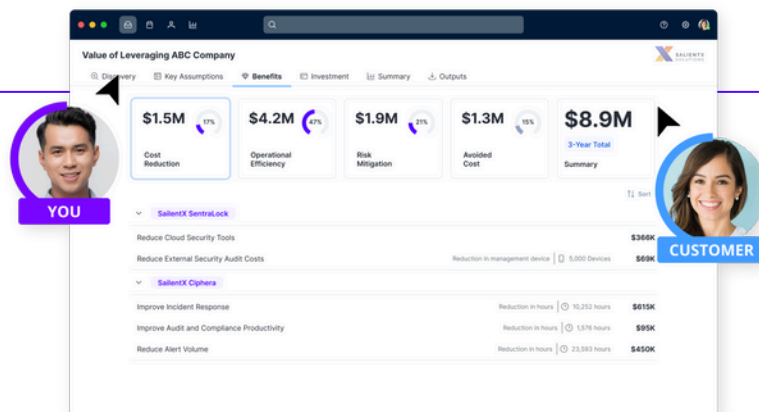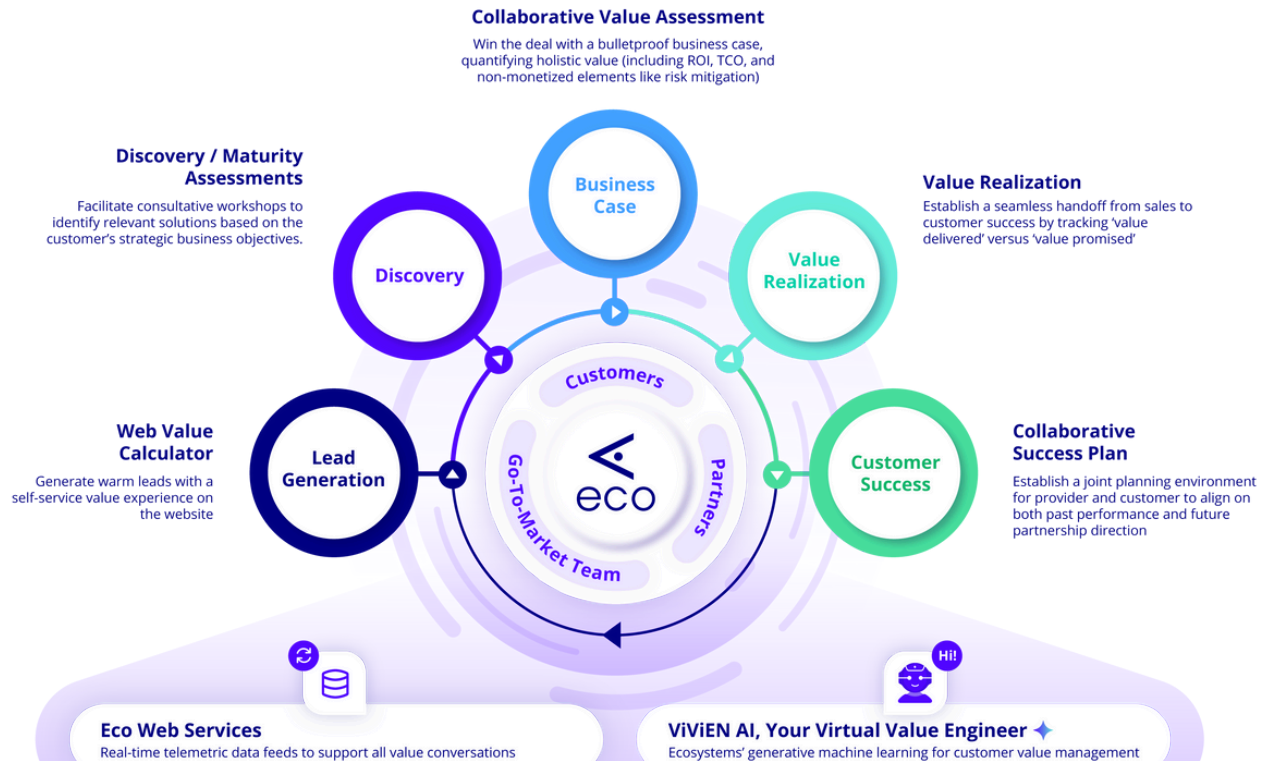
THE SOLUTION: ECOSYSTEMS' SCALABLE VALUE PLATFORM

Connectivity from Pre- to Post-Sales

We know in the presales motion, we're making promises to our customers. What is really attractive is the ability to connect those pre-sales promises to the post-sales value that was delivered. That connective tissue is something I really look forward to as we scale.


Collaborative Value Assessment
Win the deal with a bulletproof business case, quantifying holistic value (including ROI, TCO, and non-monetized elements like risk mitigation)

Discovery / Maturity Assessments
Facilitate consultative workshops to identify relevant solutions based on the customer's strategic business objectives.

Value Realization
Establish a seamless handoff from sales to customer success by tracking 'value delivered' versus 'value promised'

Web Value Calculator
Generate warm leads with a self-service value experience on the website

Collaborative Success Plan
Establish a joint planning environment for provider and customer to align on both past performance and future partnership direction

Business Case — Discovery — Value Realization — Lead Generation — Customer Success

Customers — Partners — Go-To-Market Team

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Eco Web Services
Real-time telemetric data feeds to support all value conversations

ViViEN AI, Your Virtual Value Engineer ✦
Ecosystems' generative machine learning for customer value management

LEARN MORE ABOUT THE ECOSYSTEMS PLATFORM HERE >

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THE SOLUTION: ECOSYSTEMS' SCALABLE VALUE PLATFORM

Multi-Solution Bundling for Platform Business Cases

Platformization and multi-product adoption are core to our strategy as a company. One of the things that helped me gravitate toward Ecosystems is the ability to configure multi-product journeys and ensure that we're not double counting value. It allows us to deliver a consistent experience, whether sellers are selecting one solution or multiple—and to craft narratives that adjust to that optionality.
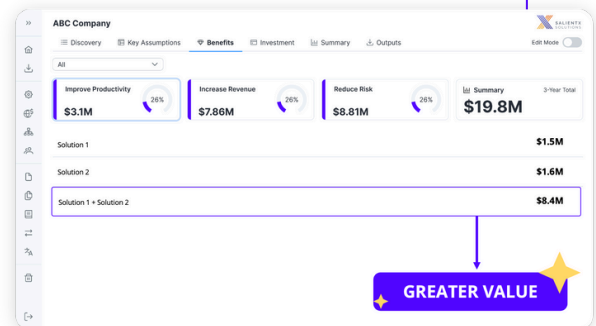
Security: SOC Type 2 and NIST 400 Compliance

As a cybersecurity company, when we select our partners and adopt new technologies, security is something that we take seriously. One of the drivers in selecting the Ecosystems platform was the security standards the Ecosystems team was able to achieve. It helped us ensure we weren't putting our valuable data at risk—and that was a deciding factor.

ViViEN™ AI

One standout differentiator was ViViEN™, Ecosystems' AI-powered assistant designed to help sellers accelerate discovery and value conversations. Acting like a virtual value engineer, ViViEN™ can analyze a company's 10-K and automatically surface relevant business challenges and objectives.

When we shared it with our sellers, they found it extremely beneficial. As AI continues to evolve, we're excited to expand how we use ViViEN™ to enhance discovery, tailor conversations, and deliver even more impactful value stories.

THE SOLUTION: ECOSYSTEMS' SCALABLE VALUE PLATFORM

True Partnership with Ecosystems

The support of the Ecosystems team—and being able to co-innovate together and build together —that was really important to me. That's something I only saw with the Ecosystems team.

"The partnership with Ecosystems feels more like a family. It feels like you have a **trusted advisor and a team of individuals in the trenches helping you solve your greatest challenges and drive scale.**

What I've appreciated most is that they're side by side with you on the journey —collaborating with you as issues arise and making sure those issues are addressed. That's what I've appreciated the most about this partnership."

— Maher Iskandar, Global Head of Business Value & Strategy, Palo Alto Networks

Customer Value Community of 4,000+ Peers Driving Innovation Together

One of the things I truly treasure about the partnership with Ecosystems is the value in the Customer Value Community—a global network of 4,000+ professionals in B2B Sales, Customer Success, and Value from 1,500+ top B2B companies. The community collaborates to share best practices and tackle common go-to-market challenges. It really operates like a trusted partner network you can tap into for ideas. Even if you're on your journey and trying to figure out the next best thing, there are individuals in the community who will share ideas, collaborate, and help influence your program's development. That, to me, is priceless.

JOIN NOW >

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Red Hat • salesforce • servicenow • talkdesk • Trellix • verizon • workday

Q:

What were the tangible results you drove for the business?

Palo Alto Networks tracked the impact across key business metrics:

BUSINESS IMPACT SUMMARY

METRICS

ROI
266.5%

NPV
$606K

COST OF DELAY
$50.5K

PAYBACK PERIOD
4 Months

BENEFITS & COSTS BY YEAR

$600K
$400K
$200K
$0
Year 1   Year 2   Year 3
■ Benefit   ■ Investment

OUTCOMES

$1.1M

$479K
Improved Campaign Management
Improved Marketing Productivity
Improved Lead Engagement

$402K
Cost Reductions
Streamlined Data and System Costs

Omni...
Expa...
Improved
Increased
in Pipe
Pro...

Win Rates:

52% win rate improvement

A:

When we look at our sellers that are engaging with the Ecosystems platform versus sellers that are not, we're seeing a 52% improvement on those win rates. What that means to us is, as folks are adopting Ecosystems and our experience in scaling value selling, we know and we've proven that we're able to win more when that happens.

Seller Engagement:

Business case creation rose by 49%

Business Impact:

Ecosystems helped elevate customer conversations, **increasing average deal size and shortening sales cycles**

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Q:
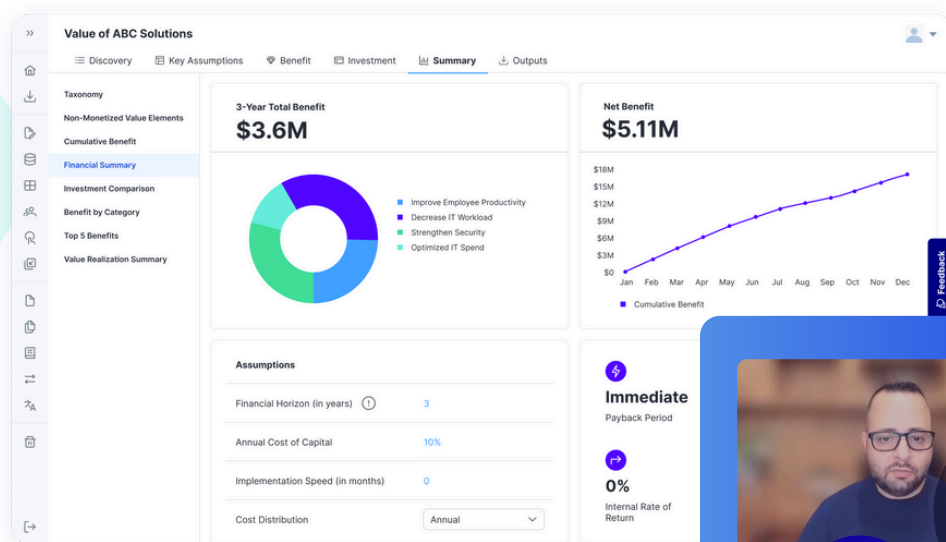
How did you drive adoption and what impact has it had?

Achieved 49% year-over-year growth in seller-generated business cases.

Ecosystems helped deliver a seller-friendly experience that drove usage.

Adoption led to greater deal coverage and seller empowerment.

Value of ABC Solutions

Discovery | Key Assumptions | Benefit | Investment | **Summary** | Outputs

Taxonomy
Non-Monetized Value Elements
Cumulative Benefit
Financial Summary
Investment Comparison
Benefit by Category
Top 5 Benefits
Value Realization Summary

3-Year Total Benefit
$3.6M

- Improve Employee Productivity
- Decrease IT Workload
- Strengthen Security
- Optimized IT Spend

Net Benefit
$5.11M

$18M
$15M
$12M
$9M
$6M
$3M
$0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- Cumulative Benefit

Assumptions

Financial Horizon (in years)	3
Annual Cost of Capital	10%
Implementation Speed (in months)	0
Cost Distribution	Annual

Immediate
Payback Period

0%
Internal Rate of Return

49%
52%

"The journey we've taken with **Ecosystems has helped us increase our adoption by 49%**—and that translates into winning a lot more deals."

— Maher Iskandar, Global Head of Business Value & Strategy, Palo Alto Networks

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What is the Value Blueprint?

The Value Blueprint is a strategic framework for building a world-class, value-based revenue operating system. Now in its third iteration, it draws on:

- **Decades of research** on buyer/seller behavior (led by Brent Adamson, co-author of *The Challenger Sale*)

- **Insights from 250+** enterprise sales transformation initiatives

- **Collaboration across 35,000+** sellers and customer success professionals in the Ecosystems platform

This practical guide helps align sales, marketing, customer success, and operations around a shared focus on customer value—driving predictable growth, improved customer experience, and stronger GTM execution.

DOWNLOAD HERE >

THE ROADMAP TO SUCCESS

Q:

How did Ecosystems' Value Blueprint help?

- Provided a clear roadmap to assess maturity and scale value selling.

- Enabled the shift from a centralized model to seller-led engagement.

- Helped align tools and capabilities to business goals at each stage.

A:

We were introduced to the Value Blueprint through several Ecosystems events, and I found it extremely insightful in helping us understand where we are today and where we want to be in the future. We've established a center of excellence and are driving standardization and centralization to further scale. We're moving into the area of democratizing value selling for the organization.

The Value Blueprint provides a best-in-class journey—helping you decide where you are, where you want to be, and what capabilities you need to mature and evolve. Initially, we used it to drive adoption of scalable capabilities, but over time, it became about empowering sellers to understand the importance of value selling—not just for the business, but for themselves—and giving them the tools to succeed independently.

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Ready to Elevate Your Value Selling?

If you're looking to drive scalable, seller-led value conversations like Palo Alto Networks, let's connect.

CONTACT OUR TEAM >

ABOUT PALO ALTO NETWORKS

Palo Alto Networks is the global cybersecurity leader, committed to making each day safer than the one before with industry-leading, AI-powered solutions in network security, cloud security and security operations. Powered by Precision AI®, our technologies deliver precise threat detection and swift response, minimizing false positives and enhancing security effectiveness. Our platformization approach integrates diverse security solutions into a unified, scalable platform, streamlining management and providing operational efficiencies with comprehensive protection. From defending network perimeters to safeguarding cloud environments and ensuring rapid incident response, Palo Alto Networks empowers businesses to achieve Zero Trust security and confidently embrace digital transformation in an ever-evolving threat landscape. This unwavering commitment to security and innovation makes us the cybersecurity partner of choice.

At Palo Alto Networks, we're committed to bringing together the very best people in service of our mission, so we're also proud to be the cybersecurity workplace of choice, recognized among Newsweek's Most Loved Workplaces (2021-2024), with a score of 100 on the Disability Equality Index (2024, 2023, 2022), and HRC Best Places for LGBTQ+ Equality (2022). For more information, visit www.paloaltonetworks.com.