Westcon | UiPath

Finding The Right Accounts

Prioritise customers where the pressure already exists.

They are organisations where rising development output or a major transformation programme is already stretching testing.

Give the account one point for every “yes”

- ☐ Is an AI coding assistant already in production?
- ☐ Has release frequency increased?
- ☐ Is regression testing delaying releases?
- ☐ Does the customer rely heavily on manual testing?
- ☐ Is maintaining existing test automation consuming significant time?
- ☐ Is an SAP, Oracle or application-modernisation programme underway?
- ☐ Is the customer using Selenium or another fragmented testing stack?
- ☐ Is the customer already using UiPath but not Test Cloud?
- ☐ Is QA capacity failing to match development demand?

Suggested nurture kit prioritisation

0 to 2 signals:	3 to 5 signals:	6 or more signals:
Build awareness	**Begin discovery**	**Prioritise for joint engagement**

These bands are suggested campaign guidance, not an official UiPath qualification model.

Download your nurture kits