



LA VISIONE DI IBM: EVOLUZIONE DEL BUSINESS CON L'AI DI watsonx

Bianca Romano

Senior Ecosystem Technical
Manager, IBM Technology
Italia



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Technology is the engine driving future business growth.

#1

Embedding new technology in the business model is currently the top priority for CEOs looking to drive growth

70%

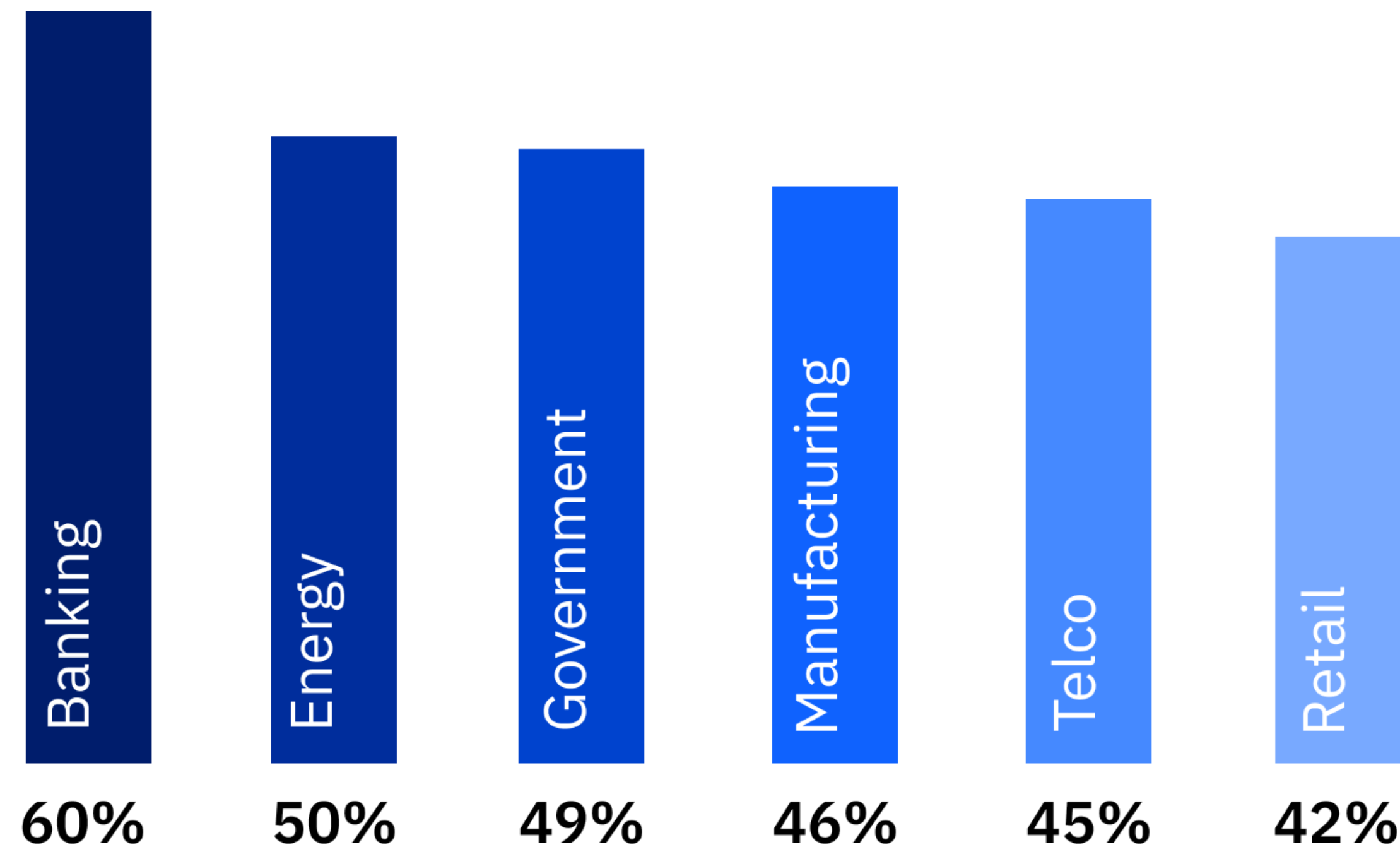
Of CEOs believe gen AI will significantly change how their company creates, delivers and captures value over the next three years

\$5.7TN

Expected global IT spending in 2025, up 9.3% from 2024

AI can be the key that turns your tech into your competitive edge.
Yet the biggest question companies are trying to answer is how to drive value...

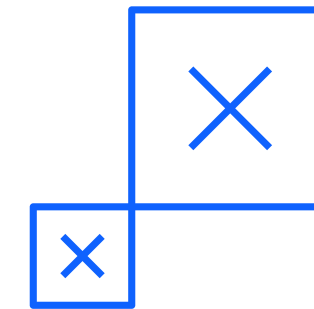
Percentage of companies in AI experimentation mode by industry



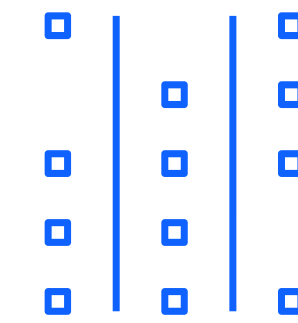
Only 23% of businesses report that AI has significantly contributed to their EBIT.

Because the successful deployment of AI is held back by...

Concerns about AI safety, accuracy, and bias



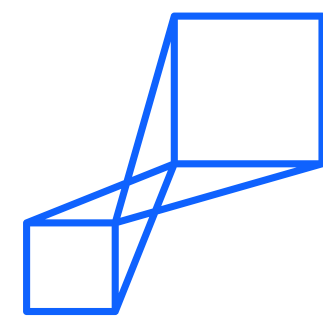
Siloed data



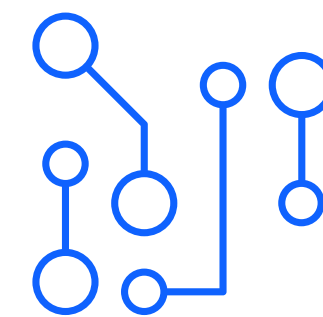
Skills



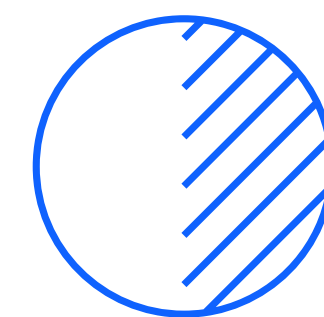
Scalability challenges

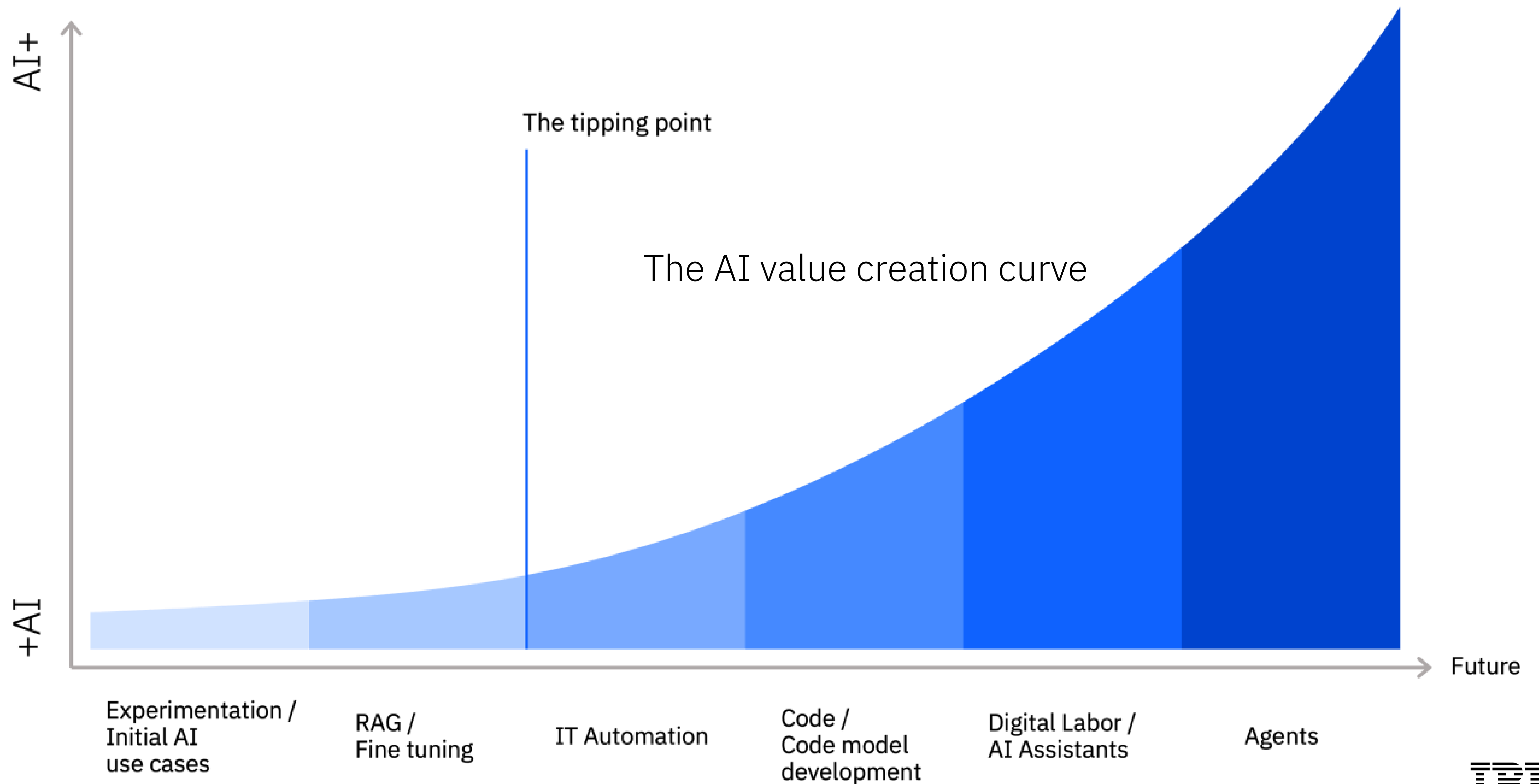


Lack of application integration



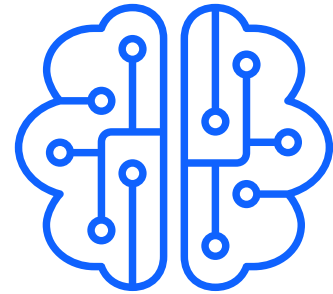
Poor visibility across environments





AI capabilities are
growing rapidly

AI that predicts



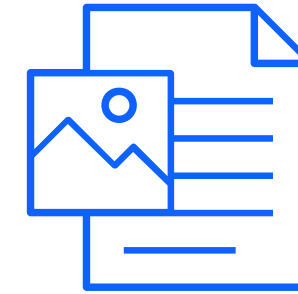
Machine learning

AI that chats



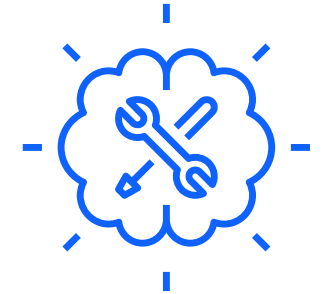
AI assistants

AI that creates



Generative AI

AI that does work

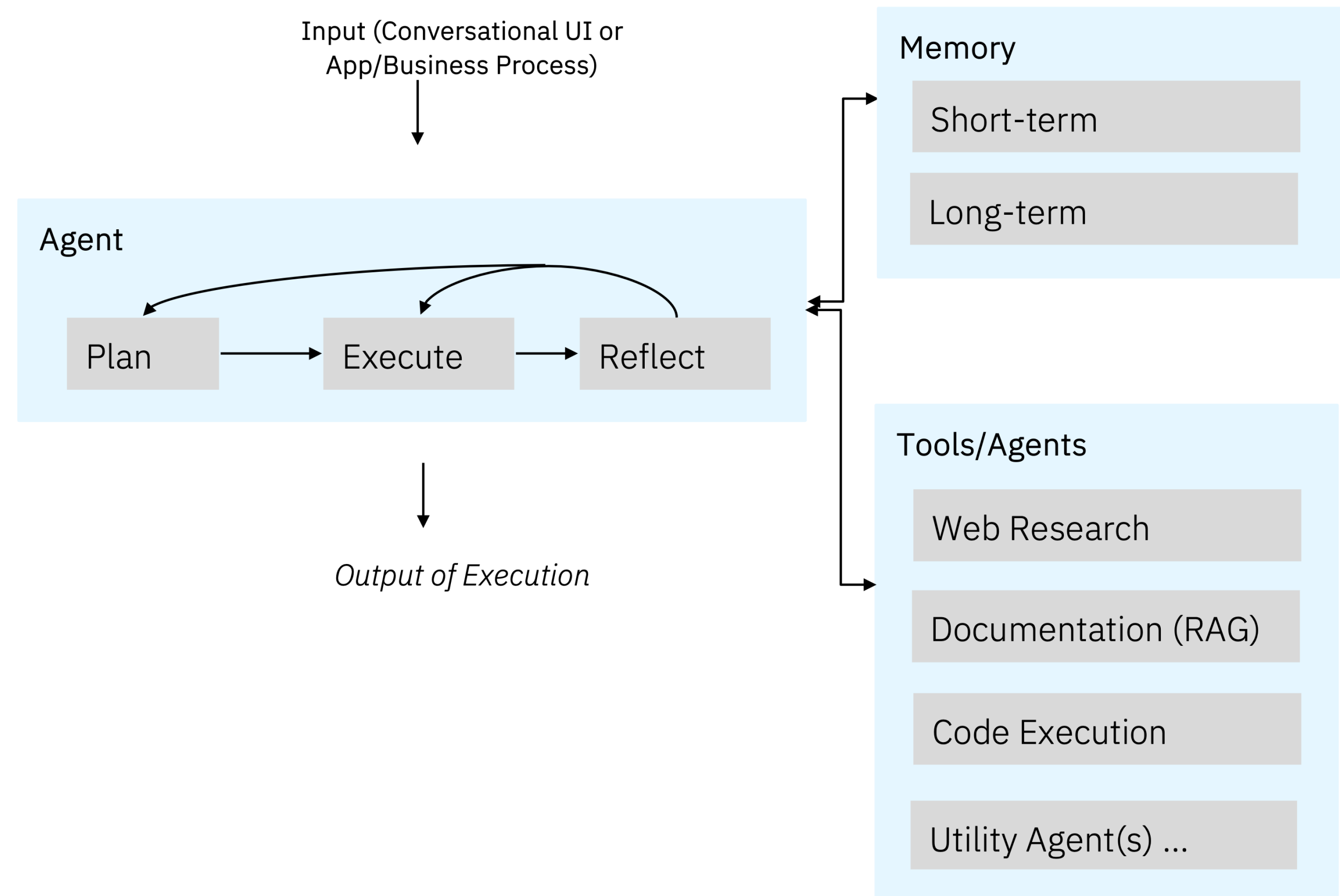


AI agents

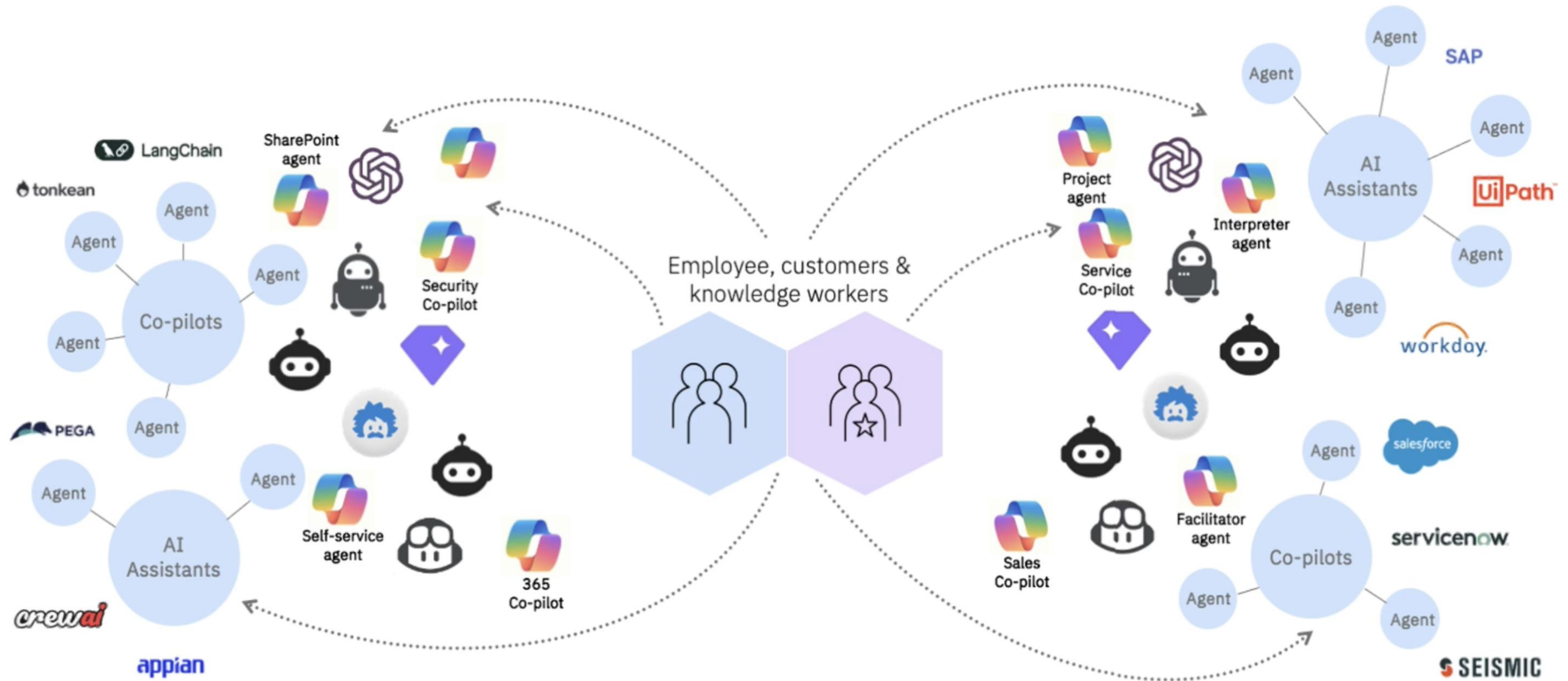
AI Agents

An AI agent is an **autonomous** system that can use **tools** and collaborate with other agents to **plan** and **act** on tasks.

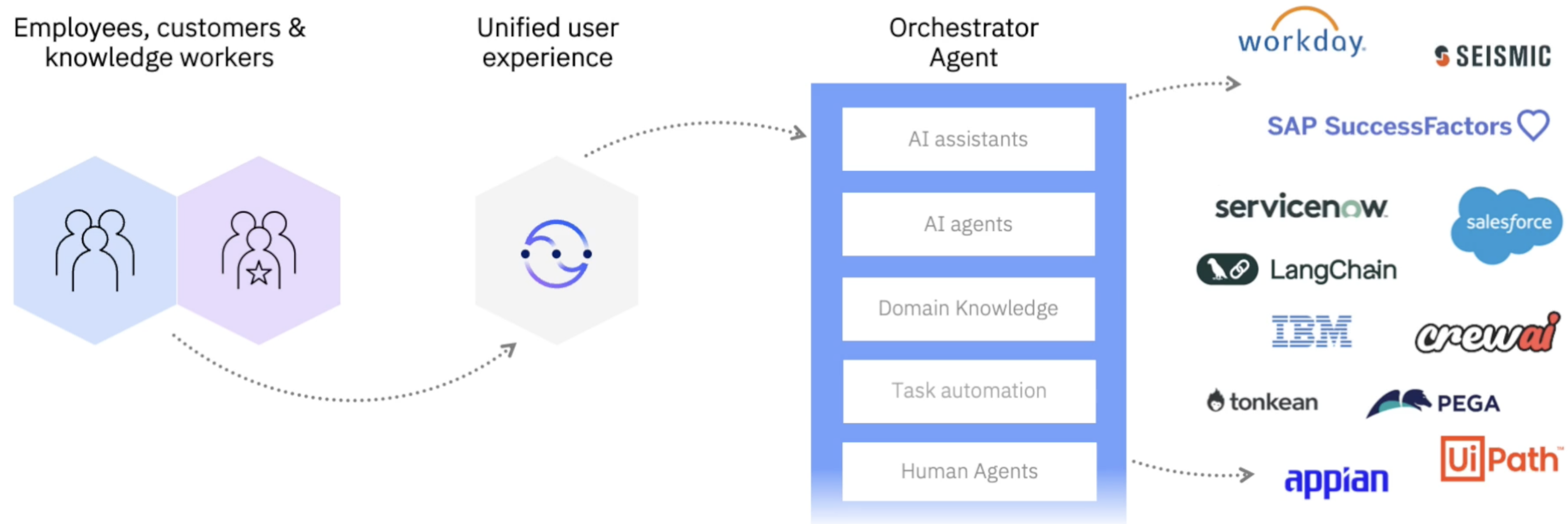
After it acts, the agent **reflects** on the results of its actions, learning iteratively and refining its approach to better align with its defined **objectives**.



Co-pilots and AI agents are going to be everywhere

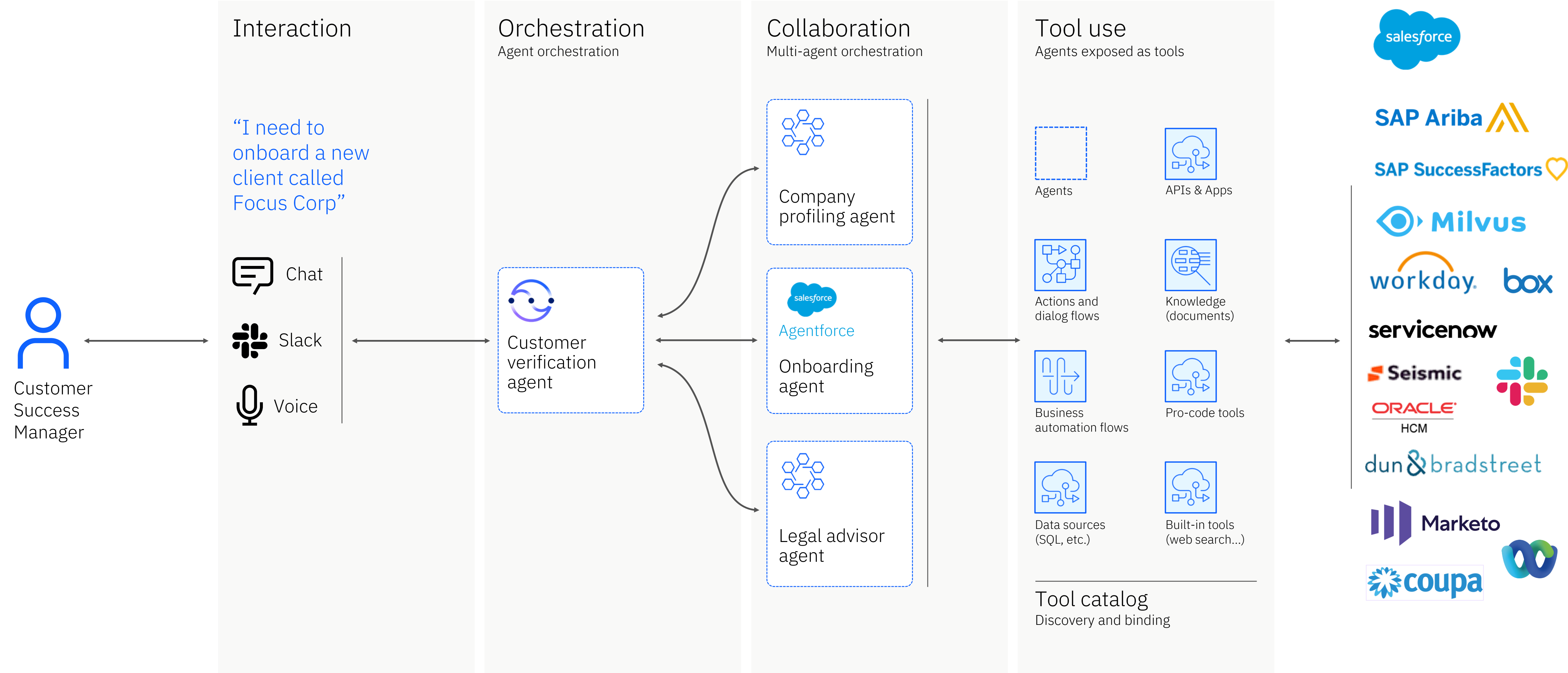


AI Assistant with AI Agents unlock the next wave of productivity gains for the enterprise



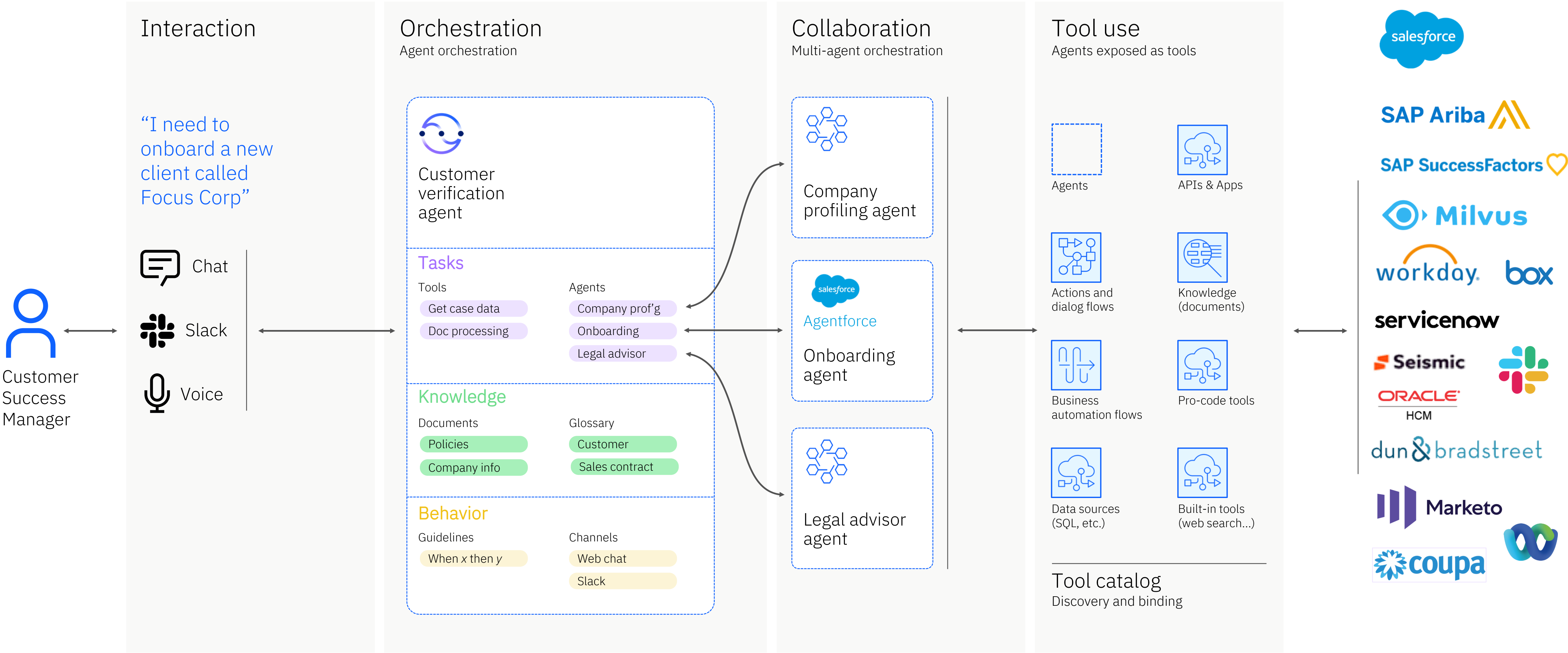
The multi-agent architecture in action

Customer verification and onboarding



The multi-agent architecture in action

Customer verification and onboarding



With agentic AI,
today's front-end
systems will become
back-end systems.

While companies are still deciding...
people are already using it!



Shadow AI is an emerging threat

38%

of workers share sensitive work information with AI tools without their employers' permission¹

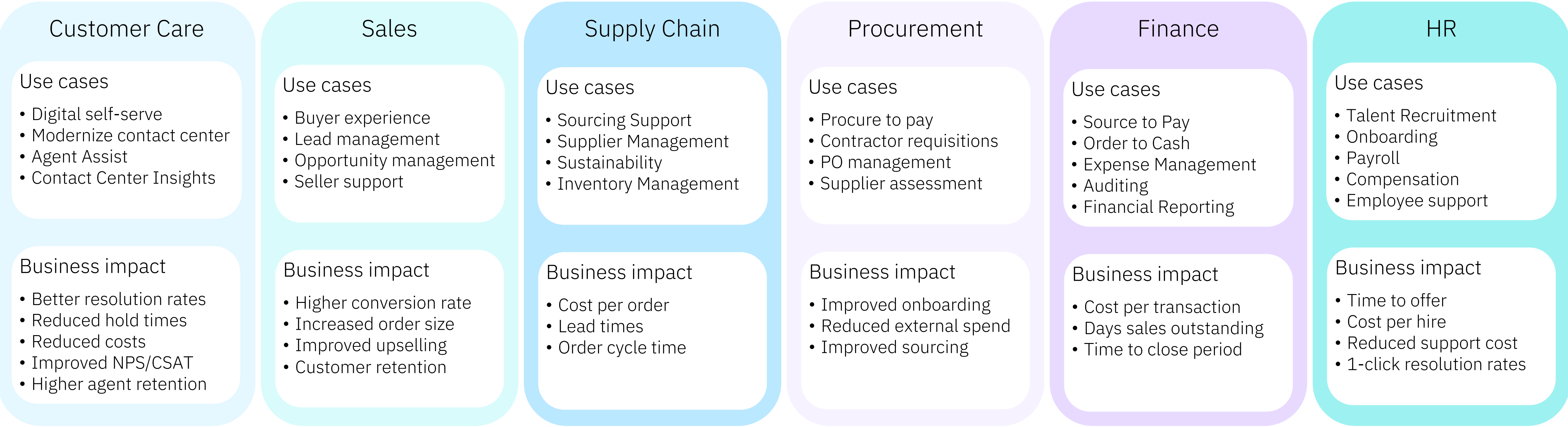
69%

of workers say they are unaware if their companies have formal strategies or plans for integrating generative AI²

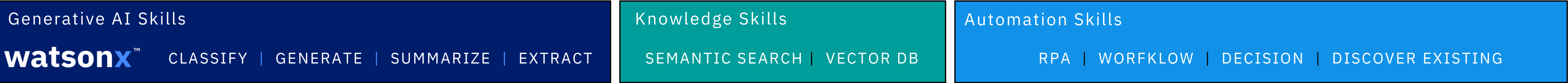
Be proactive! Provide knowledge workers with governed and secure agentic AI tools.

~~Technology led~~
User need led

AI Assistants for business



AI Assistants for Digital Labor CONVERSATIONAL | ORCHESTRATES SKILLS | CONTEXTUALIZED OMNI-CHANNEL | MULTI-CLOUD



Looking for Agentic (A)Ideas?

Start quickly with a domain-specific AI agent

Choose a domain specific AI Agent that comes packaged with prebuilt skills to accelerate the journey to launching an enterprise grade AI Agent

May 2025

watsonx Agents for HR

Transform HR functions & employee self-serve

- Employee support
- Talent acquisition
- Expense Management



June 2025

watsonx Agents for Sales

Boost sales performance & augment buyer experience

- Sales enablement
- Prospecting support
- Opportunity mgmt..



June 2025

watsonx Agents for Procurement

Augment agility via AI-driven digitization of tasks

- Supplier assessment (w/ D&B data)
- Source to pay
- Procurement insights



4Q 2025

watsonx Agents for Customer Care

Transform CX & enable customers to self-serve

- Customer self-serve
- Modernize call center
- Contact center insights
- Agent assist



How to start your journey?

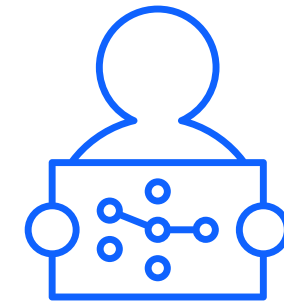
Four ways to start your AI agent journey with IBM



Free trial

Test out watsonx to build AI models, customize agents, and accessing data across your organization.

[Link →](#)

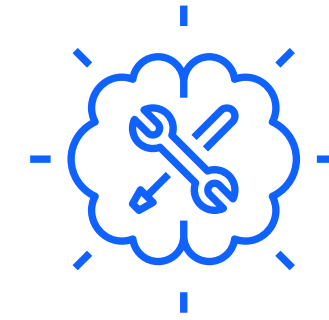


Client briefing

Discussion and custom demonstration of IBM's gen AI capabilities. Understand where gen AI can be used now for impact in your business.

2-4 hours

[Link →](#)

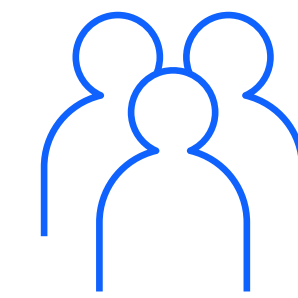


Agentic AI bootcamp

Learn top Agentic AI skills and best practices resulting in a functional prototype which addresses an enterprise use case.

1-2 days

[Link →](#)



Pilot program

Engagement with a multi-disciplinary IBM team to jointly innovate and prove the business value of generative AI solutions using watsonx.

1-4 weeks

[Success story →](#)



ESSERE LEADER NELL'ERA DELL'AI

Dal Pensiero all'azione,
innovare e crescere con l'AI

Martedì 30 settembre



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