

IBM watsonx: REFERENZE NEL MONDO

Paolo Caudana

Managing Director

IDM Consulting - IBM Business Partner



IDM

WE SIMPLIFY YOUR WORK



Gold Partner



Employee productivity is expected to be the primary driver of economic value

- There is widespread interest in applying AI across business functions.
- Customer service and IT processes consistently emerge as top priorities across research studies.

Executives are embracing generative AI and large language models to optimize and automate¹

63%

IT processes

57%

Customer service workflows

45%

Supply chain

41%

HR and talent management

40%

Sales and marketing

35%

Operations

34%

Finance

30%

Procurement

Automating quarterly promotion process @ IBM HR

Business challenge

IBM’s quarterly promotions process is critical to retaining top talent, however increasingly painful to manage. It would take 10 weeks each quarter to execute quarterly promotions. A high amount of data pulled for 15,000+ employees to support manual decisions for 3,000 managers. Managers needed a faster way of making fair promotion decisions and forming development plans for all employees.

Solution

The promotion process was reimaged using watsonx Orchestrate. The skills were developed in the HR and IT squads to build an MVP using intelligent workflows to pull data on 15,000+ employees and to support 3,000 managers in making decisions.

85%

reduction in HR support for end-to-end process

4

week reduction in time to complete quarterly process



reduced time spent manually pulling data

1826

managers completed data-driven nominations in a 2-week period

EU Retail Banking Case Studies



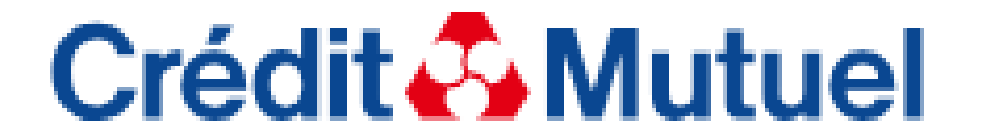
ABN AMRO Bank N.V. is the third-largest Dutch bank, with headquarters in Amsterdam. It was initially formed in 1991 by merger of the two prior Dutch banks that form its name.

ABN AMRO's virtual assistant chats with nearly 1 million ABN AMRO customers each year. In Q4 2023, it [provided answers for 90% of the 250,000 customers](#) who interacted with it, with an average NPS score > 50.



The longest-established cooperative bank in Poland, BS Brodnica was founded in 1862 in Brodnica, Poland.

To help it attract and onboard new commercial banking customers, BS Brodnica implemented a cutting-edge, AI-powered virtual assistant. Powered by IBM® watsonx™ Assistant, the new solution [answers online enquiries with 90% accuracy](#)—enabling the bank to serve existing customers effectively while freeing employees to focus on growth opportunities.



Crédit Mutuel, one of France's leading banks, has over 5,000 branches that receive more than 350,000 online inquiries a day — and volume is growing 23% a year.

Crédit Mutuel has trained Watson to help its client advisors provide customers with quick and comprehensive information on an array of offerings. Watsonx has made it possible to find [the right answers 60% faster, and it can help deflect and address 50% of the 350,000 daily emails](#) received by the bank's client advisors

Use case: HR automation & field operations

Wintershall Dea ramps up AI initiatives with IBM



Business challenge

AI promises dramatic acceleration of productivity but choosing where and how to start and gauging organizational readiness can hinder progress especially for companies that sit on a large amount of enterprise data assets, like Wintershall Dea. Following a merger, the need for AI became clear to this leading European independent gas and oil company based in Germany. Wintershall Dea needed to connect and capitalize on data from across the now larger organization.

Solution

Together with IBM, Wintershall Dea established an AI Center of Competence while progressing multiple value-generating AI use cases that support efficient energy production. Using AI to address monitoring, the team developed a use case for analyzing data from existing sensors much more intensively and accurately than was previously possible.

2,000

PDF documents,
automated data extraction
from 200+ documents

Oil & Gas



80+

use cases, identified
concepts across the
company for 80+ AI
use cases

Use case: HR/Talent

Sport Clips: Using AI to expand staff and drive employee engagement

Challenge

Sport Clips, a national hair care franchise with 13,000 stylists working across 1,900 locations in the US and Canada, is laser-focused on helping its franchisees run their stores as effectively as possible. Currently, a top goal for Sport Clips is to increase staffing levels across its franchise locations by 30% and implement new tools and processes to help franchisees improve employee productivity and engagement.



Solution

To achieve these objectives, Sport Clips has partnered with ThisWay® Global and begun implementing the [IBM® watsonx Orchestrate](#) solution. ThisWay Global provides a candidate sourcing and matching platform that sources unique talent from over 8,500 diversity-based organizations. Powered by the latest AI technology, IBM watsonx Orchestrate uses natural language processing to dynamically sequence skills from an expanding catalog of pre-built skills to execute common and complex tasks—in context, in the right order and in real time.

Using AI to expand staff and drive employee engagement

A major national franchise, Sport Clips Haircuts, adopts intelligent automation to help its franchisees thrive

30%

Sport Clips is aiming to grow staff by 30% with the help of responsible AI and intelligent automation

3 min

Reduced a 3-hour task to 3 minutes when testing a candidate outreach workflow

Use case: Digital Transformation

Asian Paints accelerates its digital transformation by automating key processes across its network of 60,000+ dealers and 20,000+ suppliers.



Business challenge

Today, the Mumbai-based company is India’s leading paint maker, and is ranked seventh among the top coatings companies in the world and second largest in Asia.

More recently, Asian Paints began a major transformation journey from paint to décor, aimed at redefining itself from a paint products and services company to a provider of more diversified home décor solutions, including bath fittings, kitchens, fabrics, wallpapers, rugs, furniture, furnishing and lighting.

Solution

Simplifying the sales process through automation

As General Manager of IT, Deepak Bhosale had overseen a series of technology-driven transformation projects, including the widespread incorporation of analytics into business decision-making.

The foundation of the approach they chose is IBM® Operational Decision Manager (ODM), an element of the IBM Cloud Pak® for Business Automation solution used to optimize rules-based business decisions.

Key points

Cutting through tax complexity

Retail



Benefit

Adaptation and agility as the key to growth

Faster Growth

Through both of these parallel transformation efforts, Asian Paints is positioning itself to grow faster and gain a growing share of India’s burgeoning home décor spending

Equatorial Energia hires IBM to add generative AI to the multichannel

Challenge

Equatorial Energia wants to offer uninterrupted, more personalized, fast and accurate service to customers. In addition, mitigating operational tasks allows employees to focus on more complex and strategic tasks.

Solution

In partnership with innovation startup Onni, we are bringing [#iagenerativa](#) to the multichannel services of one of the largest energy distribution groups in Brazil.

The electricity company implements solutions based on the new Onni platform, created with IBM's [#watsonx](#) technology to serve more than 13 million customers in seven states of the country that will bring significant benefits to the multichannel service.



Above copy is an excerpt from the translated LinkedIn post.

Use case: Customer Service

PounceLaw: Streamlining complex record reviews



Challenge

PounceLaw works tirelessly to provide its clients with outstanding legal representation, advocating for the Truly Disabled to obtain their Social Security disability benefits. A large portion of this work is manually surfacing relevant data from voluminous, complex records.

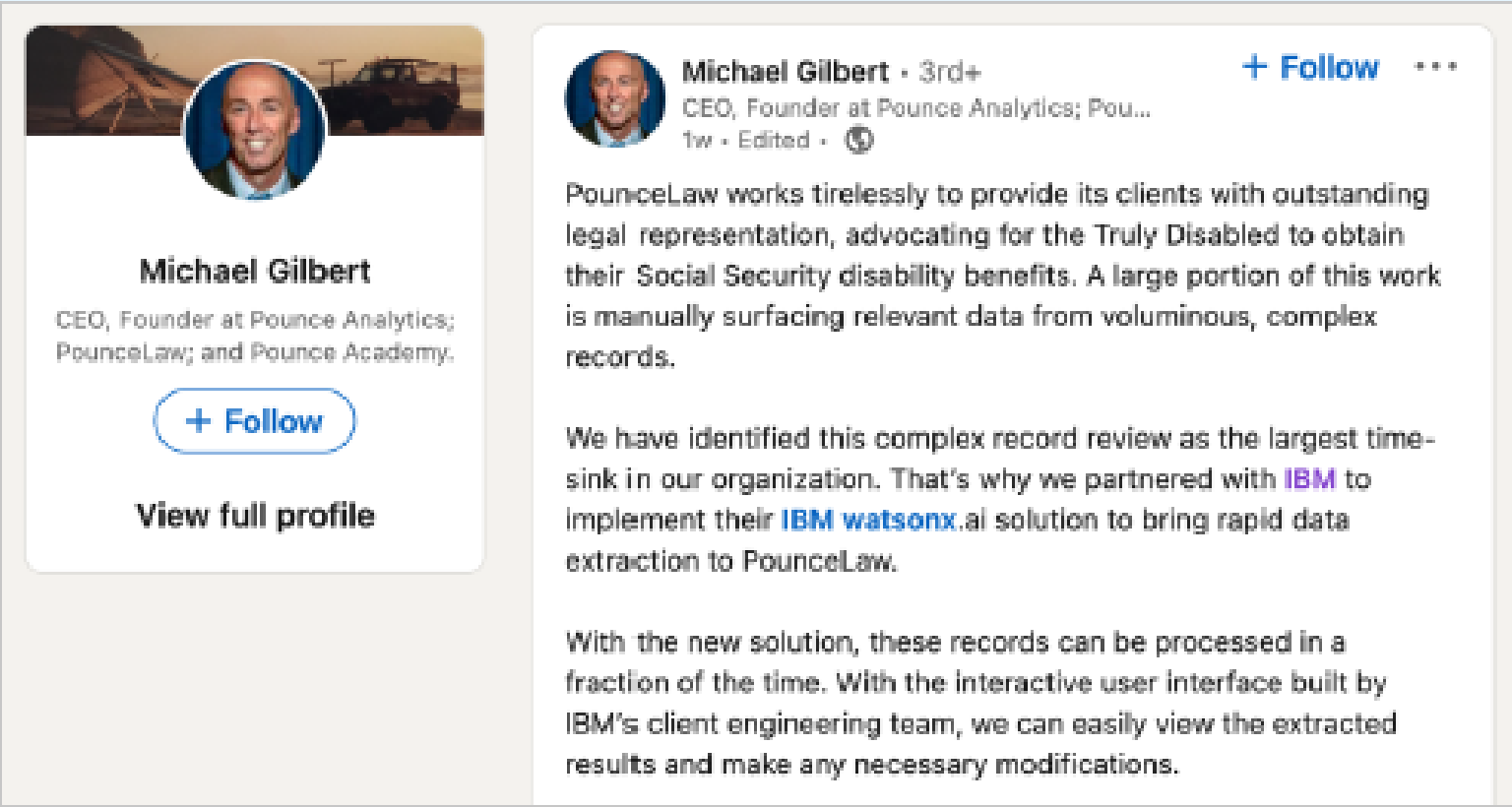
We have identified this complex record review as the largest time-sink in our organization.

Solution

That’s why we partnered with [IBM](#) to implement their [IBM watsonx.ai](#) solution to bring rapid data extraction to PounceLaw.

With the new solution, these records can be processed in a fraction of the time. With the interactive user interface built by IBM’s client engineering team, we can easily view the extracted results and make any necessary modifications.

Soon, with IBM’s help and the continuing application of our domain expertise, much of the drudgery of this legal work will be gone, leaving us more time to deeply advocate for our clients—some of the most vulnerable among us.



Above copy is an excerpt from the LinkedIn post.

Use case: App Modernization

Dun & Bradstreet and IBM collaborate to bring trustworthy business insights to fuel responsible generative AI solutions powered by watsonx

Challenge

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, seeks to build [AI](#) use cases, implement watsonx, and develop applications that help address employee productivity, enhance customer experiences, mitigate business-to-business risks, automate workflows, and optimize efficiency.



Solution

Dun & Bradstreet and IBM, have announced a strategic collaboration that will bring together Dun & Bradstreet's Data Cloud and IBM's watsonx to help organizations responsibly expand their use of generative AI. Dun & Bradstreet also intends to leverage [watsonx](#) for its workflows and solutions, supported by [IBM Consulting](#).

Dun & Bradstreet and IBM Collaborate to Bring Trustworthy Business Insights to Fuel Responsible Generative AI Solutions Powered by watsonx

Dec 13, 2023



Minutes

instead of days procurement
process using Ask Procurement

Above copy is an excerpt from
the press release and video.

Use case: Customer experience

A Partnership of Innovation
Wimbledon and IBM provide fans with AI-generated insights and world-class digital experiences



Business challenge

The fan digital experience is built upon a huge volume of data – from a variety of sources – all of which must be captured, secured, filtered, and analyzed in real time. In 2023 the team wanted to produce tennis commentary for all video highlights packages during Wimbledon. And in a first for tennis, the IBM AI Draw Analysis feature provided a new statistic to define how favorable the path to the final might be for each player in the singles draw.

Solution

IBM worked with Wimbledon to co-create an open and flexible platform of innovation that transforms massive amounts of tennis data into insights, automates key business processes and secures Wimbledon's digital operations. The Wimbledon digital team can quickly produce content; from pre-match insights to post-match highlights reels. IBM Match Insights analyzes scores, statistics, and expert opinion, producing predictions of each player’s likelihood to win, and their IBM Power Index.

19 million

unique users across Wimbledon digital platforms

800,000

total visitors to the new AI Draw Analysis

2 million

AI Commentary plays

Use case: Customer care

Wind Tre relies on IBM watsonx AI for customer service optimization



Business challenge

Italy's leading telecommunications company knows how important it is to resolve customer complaints quickly and with care. Working with IBM watsonx AI solutions, Wind Tre is optimizing how complaints are handled to reduce the repetitive activities of its service desk and to accelerate customer results.

Solution

IBM helped to design, develop, and manage an AI solution which understands human language, reason, and can propose an interpretative hypothesis from its learning. A dedicated dashboard continuously shares performance, volumes, and expected benefits which has improved the effectiveness and efficacy of claims management and has evolved Wind Tre's operational mindset.

Telecommunications



120,000+

reports optimized and automated, greatly reducing repetitive service desk activities, creating effectiveness and efficacy in claims management

10x

increase in response speed