

La visione di IBM: evoluzione del Business con L'AI di watsonx

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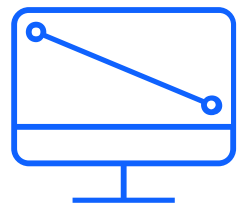
Data & AI Specialist,
IBM Technology

IBM as Client Zero

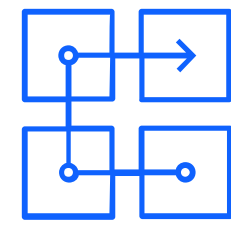
Unleashing a new era of
productivity and growth
with AI and Automation



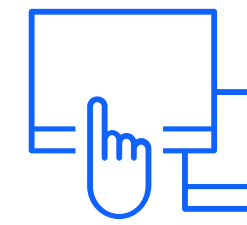
Unleashing productivity to fuel innovation and growth



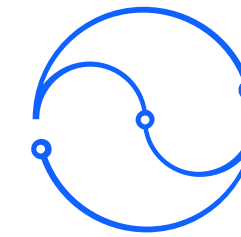
Eliminating
operating
complexity



Simplifying our
end-to-end
workflows



Automating
manual tasks



Deploying AI
across all
operations

Delivering world-class client, partner and employee experiences

We've created a culture that fosters growth and performance

1

Speed

Empowering teams to accelerate innovation and delivery of solutions

2

Risk tolerance

Fostering a culture of accountability and working with clients to take shared, calculated risks

3

Talent

Strengthening recruiting and retention with revamped incentives and emphasis on technical skills

Standard approaches to boosting productivity with agents



Domain-specific
solutions



Cloud provider
built solutions



Traditional business
automation platforms

Pros

Works well as overlay
within single platform

Good if you're
standardized on a single
cloud environment

Proven for mature
workflows

Cons

Disconnected mini-agents
don't collaborate

Lock-in limits flexibility

Not designed for dynamic
work

AskIBM:

A central, unified interface for all IBMers

IBM AskHR	IBM AskIT	IBM AskSales	IBM Procurement	IBM AskIncentives
10M Annual HR interactions fully resolved by AI	80% Inquiries resolved via AskIT	180K Hours per week saved in gathering account information and insights	85% Orders processed via ‘touchless procurement’	96% Sales related inquiries contained within AI Assistant
Avid Solutions cut costly project errors by 10%, streamlining execution and driving precision at scale. 	Dun & Bradstreet reduced procurement task time by up to 20% with AI-powered supplier risk evaluation. 			

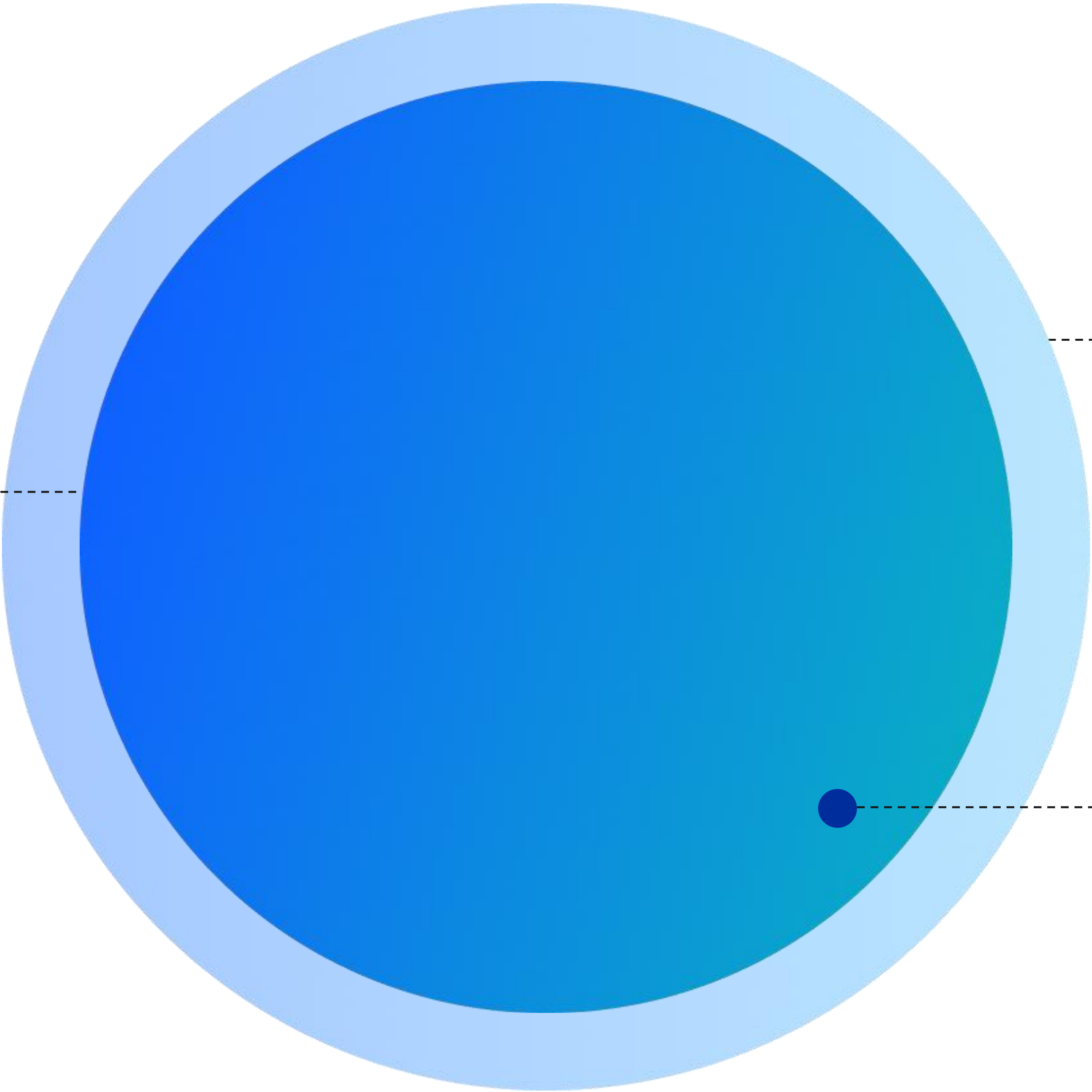


Data

Deliver accurate,
trusted data for better
price and performance

Enterprise data:
Mostly unstructured
and underutilized

90%
of enterprise
data is
unstructured



10%
of data is structured

1%
of enterprise
data is currently being
leveraged by gen AI

Three key challenges to building trust

Manual and brittle
data pipelines

1

Low
accuracy

2

Inconsistent
governance

3

IBM watsonx.data

The only hybrid,
open data lakehouse
for enterprise AI
and analytics



Access data and deploy
across hybrid cloud—
interoperable with all
your data investments.



Optimize price performance
with multiple, fit-for-
purpose engines
and integrated data
governance.



Scale and automate
AI-ready unstructured
data preparation and
retrieval for accurate,
powerful gen AI.

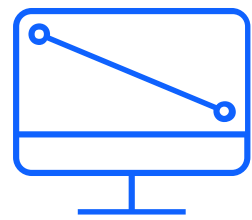
Leading the way in digital transformation, powered by AskHR

Outcomes

11.5M
Yearly interactions

40%
Reduction in Operating Budget

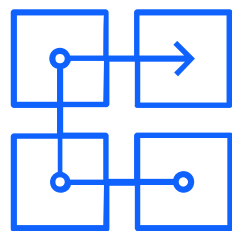
2 Bands
Average increase in HR support “level”



Eliminate

operating complexity

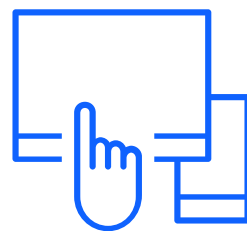
- Operational efficiency through a centralized delivery model
- Eliminated 75% of disparate applications



Simplify

end-to-end support

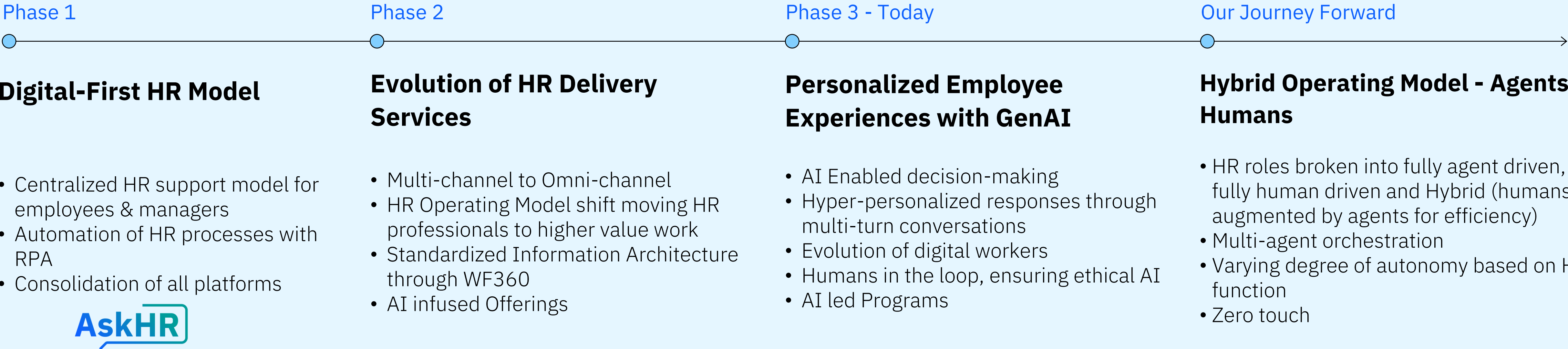
- Single engagement layer to HR
- 94% inquiries solved through AskHR
- Two tier support model
- Digital channel to immediately connect to a HR Partner or SME



Automate

manual tasks

- 1.1M transactions executed across ~100 HR task automations
- 100% manager adoption
- 75% reduction in HR tickets



Using an AI First data driven approach, we reimagined IBM Procurement

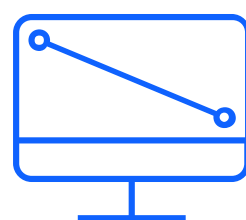
Outcomes

~20%

Labor Cost Reduction YoY

~\$2B

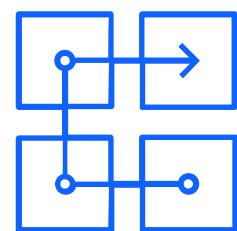
Vendor Spend Reduction



Eliminate

operating complexity

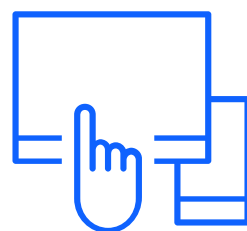
- 40+ systems to 1 business data view
- Right sized roles and activities



Simplify

end-to-end workflows

- Reducing redundant handoffs
- Self service for all stakeholders



Automate

manual tasks

- Automating manual reporting and reducing multiple hand offs

Phase 1



Phase 2



Phase 3 - Today



Our Journey Forward



Consolidate, standardize

- Operating model consolidation into strategic centers
- Process standardization

Source-to-Pay Integration

- Strategic tool implementation
- Automate touchless low dollar transactions and high-volume tasks
- Codify and automate invoice insights

Data and AI foundations

- Eliminate reporting churn via data availability Enterprise-Wide
- Automate complex insight generation
- Eliminate handoffs and “knowledge islands” via assistants
- Right-size & simplify risk activities

Intelligent Procurement

- Low/no code AI/Automation
- Org wide productivity insights
- E2E Contractor management tool
- Enterprise Contract Lifecycle Management and AI
- S2P Tool Completion

Digital IT Support transformation powered by AskIT

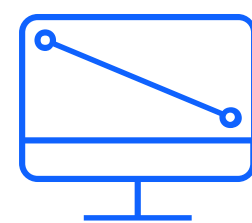
Outcomes (2023 to 2024)

~79%

- IT Support labor reduced
- IT Support Advisor to employee ratio increased from 1:891 to 1:4248

~\$18M

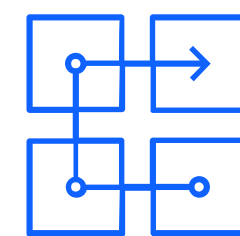
- IT Support cost reduced



Eliminate

top support call drivers

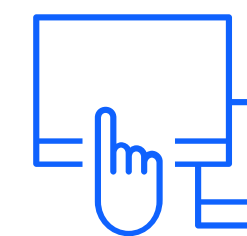
- 815 intents now in AskIT
- IT Support tickets down 56% from 2023-2024
- 74% reduction in calls & chats since launch



Simplify

end-to-end support

- AskIT triage and resolution
- Phone lines no longer needed
- Human chat support 24 x 7 for complex issues



Automate

manual tasks

- Mac Recovery Key automated for end user
- Device compliance check
- Device upgrade eligibility
- Support ticket creation

Phase 1 *Better than benchmark*



Consolidate, Standardize

- Support content silos consolidated into w3 IT Support
- ServiceNow migration for strategic content and ticketing

Phase 2



AskIT IT Support Front Door

- Strategic tool implementation
- Automate top call drivers preventing help desk contacts
- Sunset phone lines to drive AskIT front end with 24 x 7 human chat support as back-up
- Executive IT Support reimagined

Phase 3 - Today



80% Automation for Support

- Eliminated 80% of support queries being handled through to the Help Desk
- Automate further with Watsonx Orchestrate conversations
- Eliminate simple tasks like password resets and certificate simplify resolution steps like Mac recovery Key

CSAT - 90%
Chat Quality - 96%

Our Journey Forward



Enhancements & Reimagined ThinkDesk

- Guided resolution beyond keyword intents
- Device telemetry for proactive support
- IT Support data for more productivity insights
- Reimagined ThinkDesk experience powered by AskIT to triage and offer on site appointment if IT Advisor needed (piloting at selected sites)
- Emergency device loaner via on site lockers & emergency IT peripherals at pilot sites

To accelerate innovation, we reimagined AI governance

Outcomes

58%

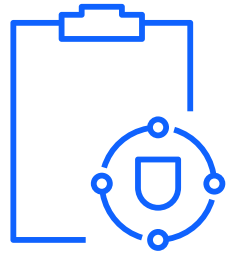
Reduction in data clearance processing time for third-party data

62%

Reduction in data clearance processing time for IBM-owned data

>1,000

Data sets and models approved and cataloged for potential re-use



Automate

manual compliance tasks

- Baseline standards that harmonize key legal requirements enable efficient deployment of scoping questions and impact assessments
- Assign, track and review remediation actions from a single dashboard



Integrate

data, privacy, and AI governance workflows

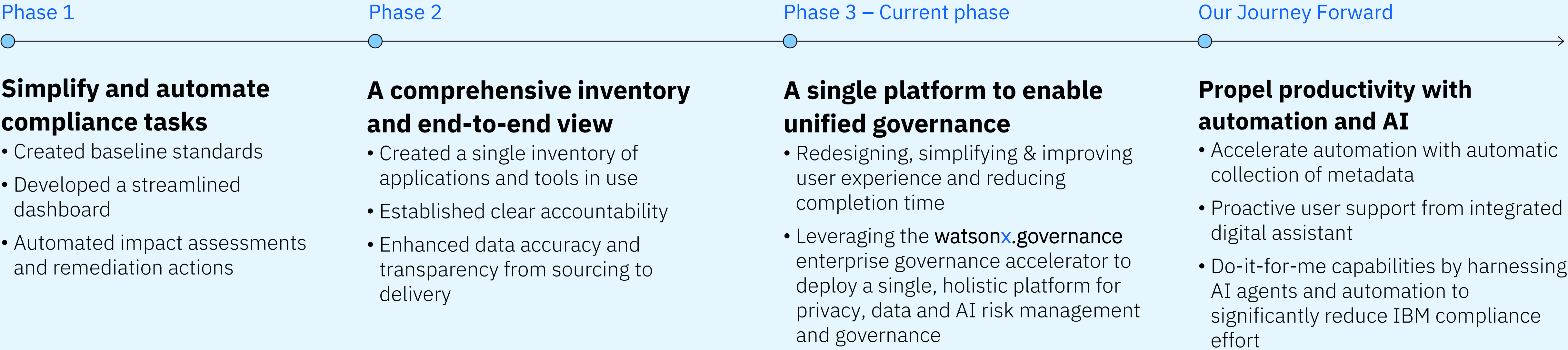
- A comprehensive organizational inventory of 5,500+ applications and tools enables:
- Tracking and managing AI models throughout their lifecycle
 - Proactively identifying and mitigating risks
 - Informed decision-making



Enable

responsible AI at scale

- Developers empowered to build AI with speed *and* trust using data sets and models approved for re-use
- This flexible approach to governance can adapt to address current technologies and emerging ones, like agentic AI



Creating the world's first Agentic M&A Workflow.

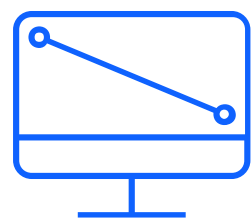
Expected Outcomes

10k Hours

Saved in Due Diligence

10x

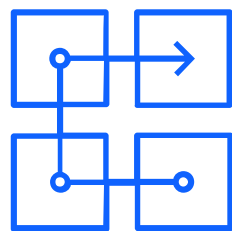
of Documents Reviewed in Diligence, Reducing Risk



Eliminate

Manual Processes & Risk

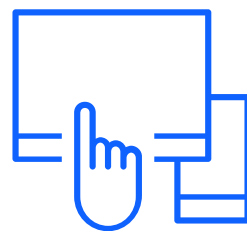
- Review Hundreds of Diligence Documents in **hours vs. weeks**
- Reduce risks by analyzing **100% of target docs** vs. **<10%**
- **30 days** from assessment to integration by leveraging AI for speed



Simplify

Search, Evaluation, & Integration

- Transforming an entirely **manual, decentralized** M&A Process to **3 strategic platforms** orchestrated by watsonx Agents
- **Dozens of data sources** consolidated into a **single M&A Data Lakehouse** as the source of truth enabling an agentic workflow



Automate

Manual tasks

- **Over 10,000** hours per year manually reviewing diligence documents
- ID & Evaluation of **>80,000 potential targets** to be first to the table for premier targets
- Steps to get to the best valuation fastest

Phase 1



Phase 2



Phase 3 - Today



Our Journey Forward



Digitized

Centralized tools across M&A functions for standardization

- Target opportunity management
- Deal Financials & Valuation
- Integration Task Management
- On-the glass Reporting
- Analytics powered by ML

Data-enabled

Enhanced decision making through data and analytics

- watsonx.data Lakehouse
- Lessons Learned Database
- Financials Database
- Supplemental IBM Databases
- Key Third-Party Data Sources

AI-enabled

AI and Automation driving speed and certainty in the M&A process

- watsonx for Due Diligence
- watsonx for Integration
- watsonx for Sourcing
- watsonx for Valuation
- watsonx for Assessment

Agentic E2E Workflow

Agentic, connected enterprise workflow across all tools and tasks

- Agents delivering intelligence
- Orchestration between tools & tasks
- Insights integrated to strategic tools

Use cases: Customer Experience



Transforming customer support with **watsonx** Assistant

+25pts

Increase in NPS

\$191M

Annualized
Operational Savings

70%

Of inquiries solved with
watsonx Assistant

26%

Improvement in time
to resolution



Transforming employee IT support with **watsonx** Orchestrate

100

Days to build and deploy
AskIT from scratch

280K

IBMers served

86%

Of issues addressed
by AskIT

74%

YoY reduction in
call/chat volumes
since launch of AskIT



Using **watsonx** to deliver a digital-first employee experience



Challenge

The IBM Chief Information Office (CIO) supports over 280,000 employees and with a broad range of IT queries. The team receives around 785,000 IT support tickets each year and was looking for new ways to increase their productivity.

The company does not want individuals distracted from transformational initiatives and client interactions because they are waiting for the resolution of a routine IT issue, like a password reset. Nor does it want IT support professionals bogged down in repetitive tasks that could be handled with automation and AI.

Solution

As a result, IBM CIO launched AskIT which uses the AI and natural language processing (NLP) capabilities of watsonx Orchestrate to surface resolutions to address critical support topics. It is trained on 80% of the IT issues the company faces most frequently and covers more than 200 common support topics in more than 40 languages.

Since AskIT’s release, over 280,,000 IBM employees used the tool at least once. AskIT has allowed IT support staff to shift their focus to providing high touch support, handling more complex and critical issues. In addition, the global, 24x7 availability of the new assistant has enabled IBM employees all over the world can get their questions answered quickly.

100

days to build and deploy AskIT from scratch

86%

of AskIT sessions require no human assistance

1.6M

AskIT sessions since launch

74%

YoY reduction in call/chat volumes since launch of AskIT

Solution includes: **watsonx.ai**
watsonx Orchestrate

[Blog](#)

Transforming sales incentives with **watsonx** Assistant

19K

Sellers supported

27%

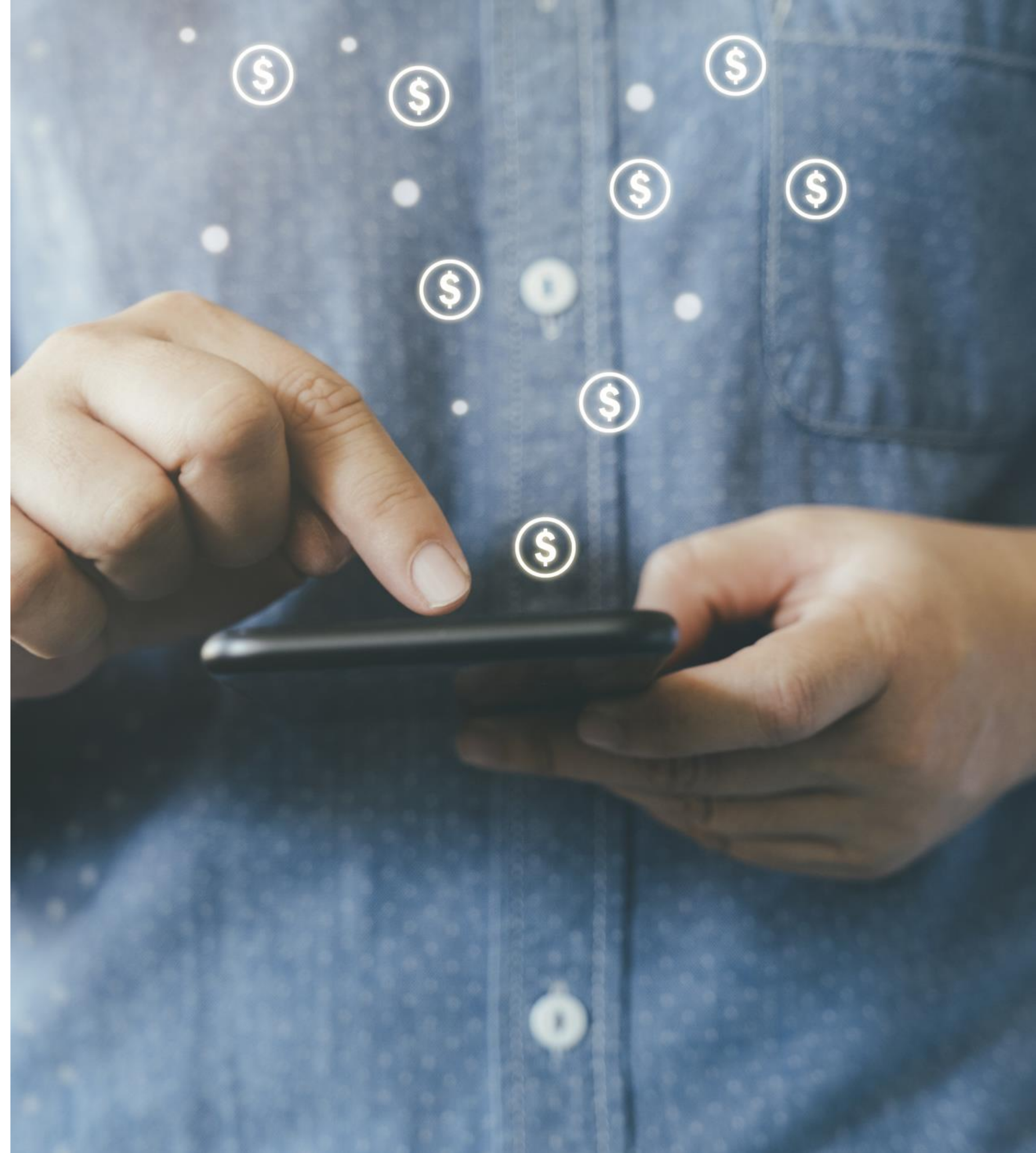
Increase in speed of
quota deployment
YoY

98%

Of inquiries and tasks
completed with
watsonx – YTD 2025

83%

Increase in speed for
executing MBO/MBS
payments by sales
managers



IBM AskHR

An HR AI Agent driving a seamless experience for employees and empowering HR professionals to focus on higher-value tasks

11.5M Yearly interactions across 77 countries

1.1M Successful transactions across 88 automations

40% Reduction in HR Operating Budget

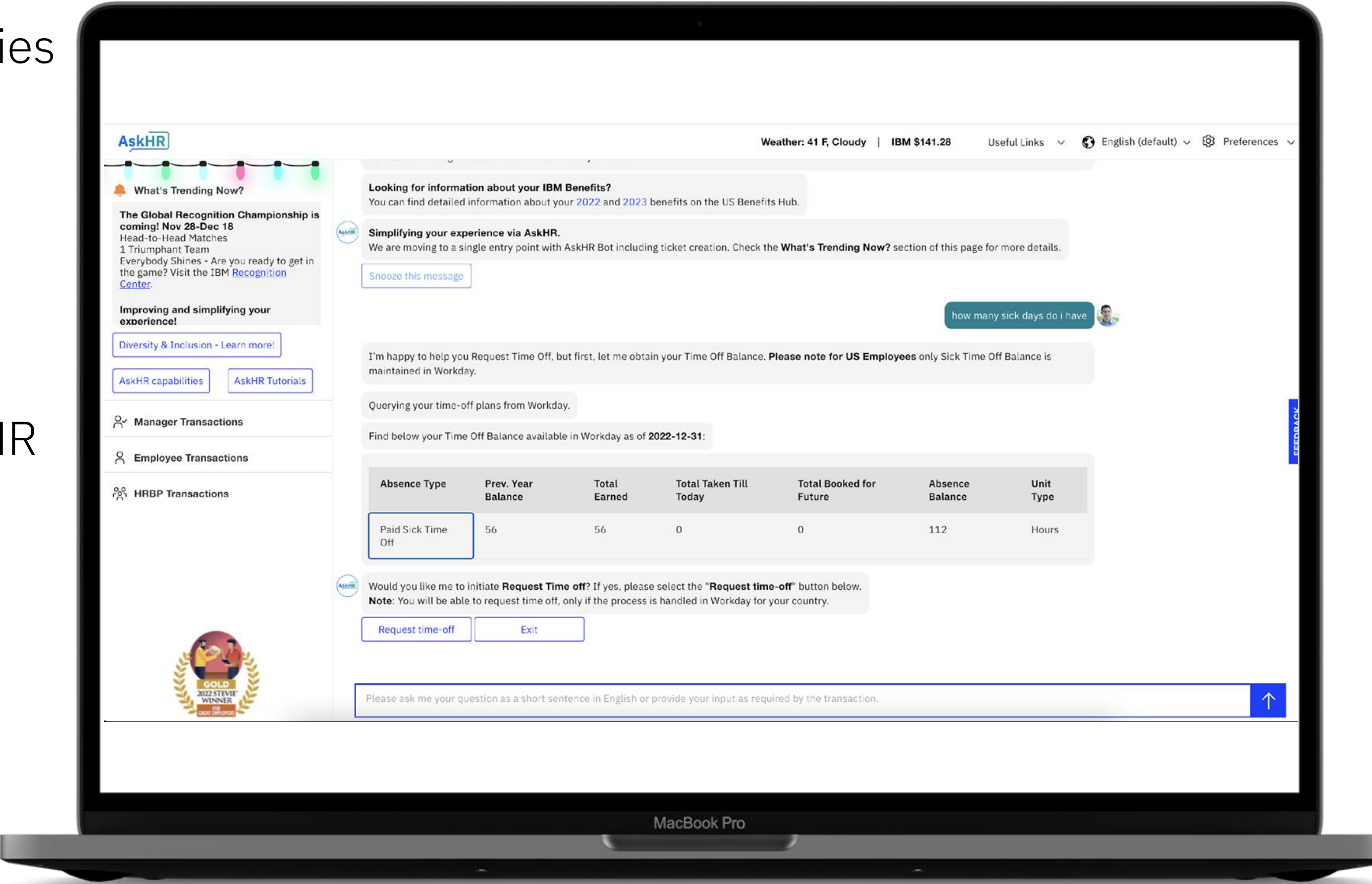
94% Employee inquiries handled by AskHR

+55 Improvement of HR NPS score from +19 - +74

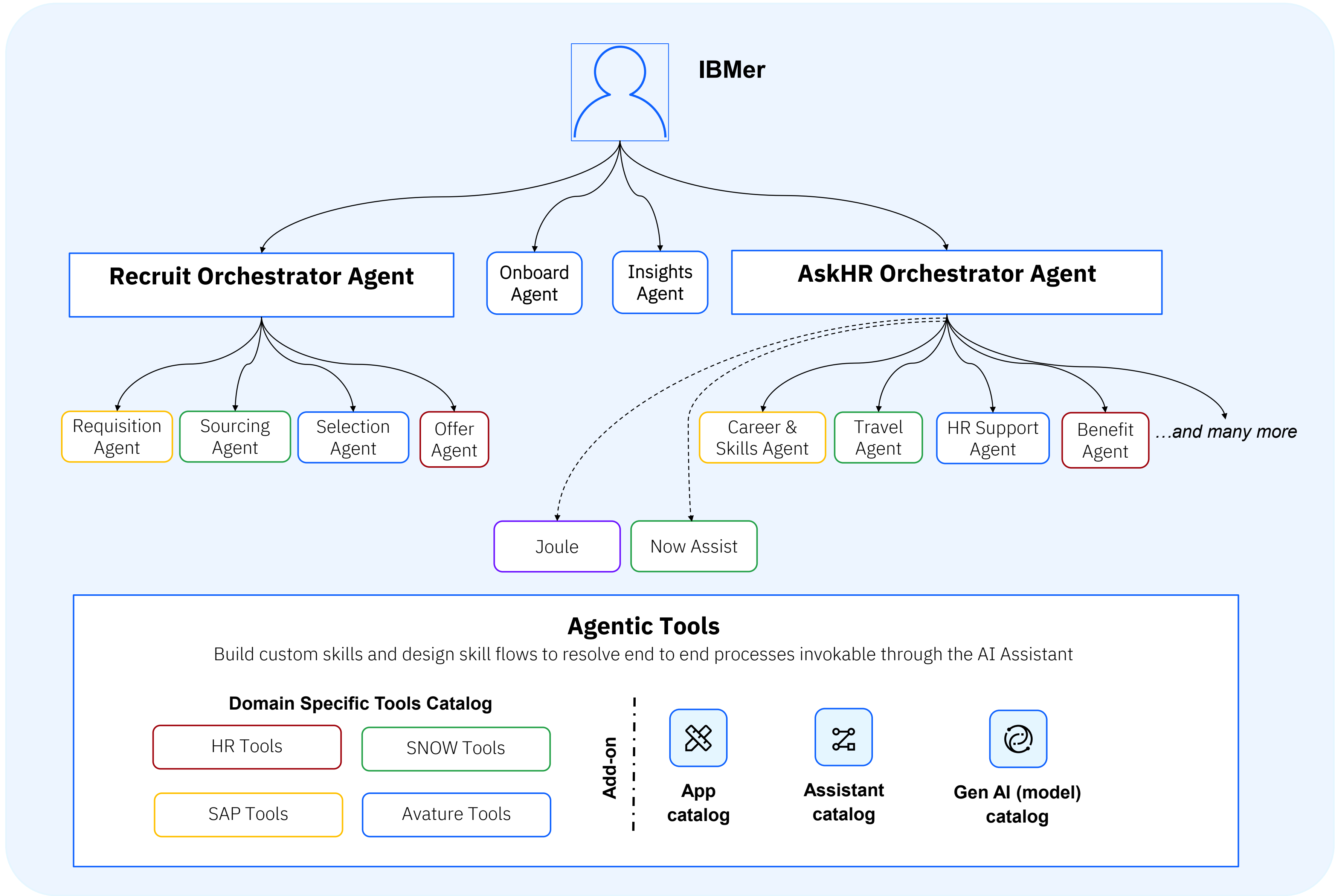
100% Manager adoption

99% Executive adoption

2 Bands Average increase in HR ‘level’



HR AI Agents for Business



Orchestrator Agents – LLM-Based AI Agents with reasoning & routing

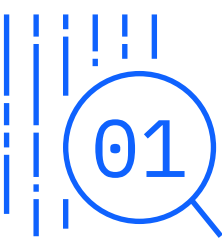
Domain Agents – LLM-Enabled AI Agents focused on specific outcomes

3rd-Party Agents – Software-specific Agents aligned to single platform

Agentic Tools – Single-use tools catalogue to enable actions

HR AI Agents

Example use cases *2025 2H and beyond*



Insights Agent

Pro-actively shares analytics insights e.g. People Scorecard. Allows interrogation via chat
Future evolution includes insights and actions



HR Support Agent

Engagement layer for Employee, Manager, Executive:

- FAQ's
- Policy Insights
- Task Automation
- Auto-Ticket creation
- Triage Bot



Recruiting Agent

Engagement layer for Candidates, Hiring Managers, Recruiters:

- FAQ's
- Task Automation
- Job Req's
- Auto Assessment Assignment
- Interview Scheduling
- Offer Letters



Benefits Agent

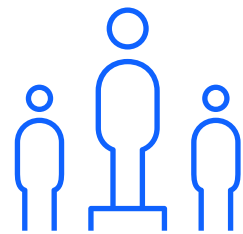
Pro-active employee engagement to maximize benefit package value based on life events changing



Career Agent

Pro-active employee engagement:

- Career advice
- Skills inference, scarcity, matching to roles
- Personalized learning plans



Onboarding Agent

Engagement layer for on-boarder and their manager:

- FAQ's
- Onboarding task management and pro-active alerts



Travel Agent

- Flights, Hotel, Trains, etc.
- Personal reward plans
- Travel History
- Policy adherence

