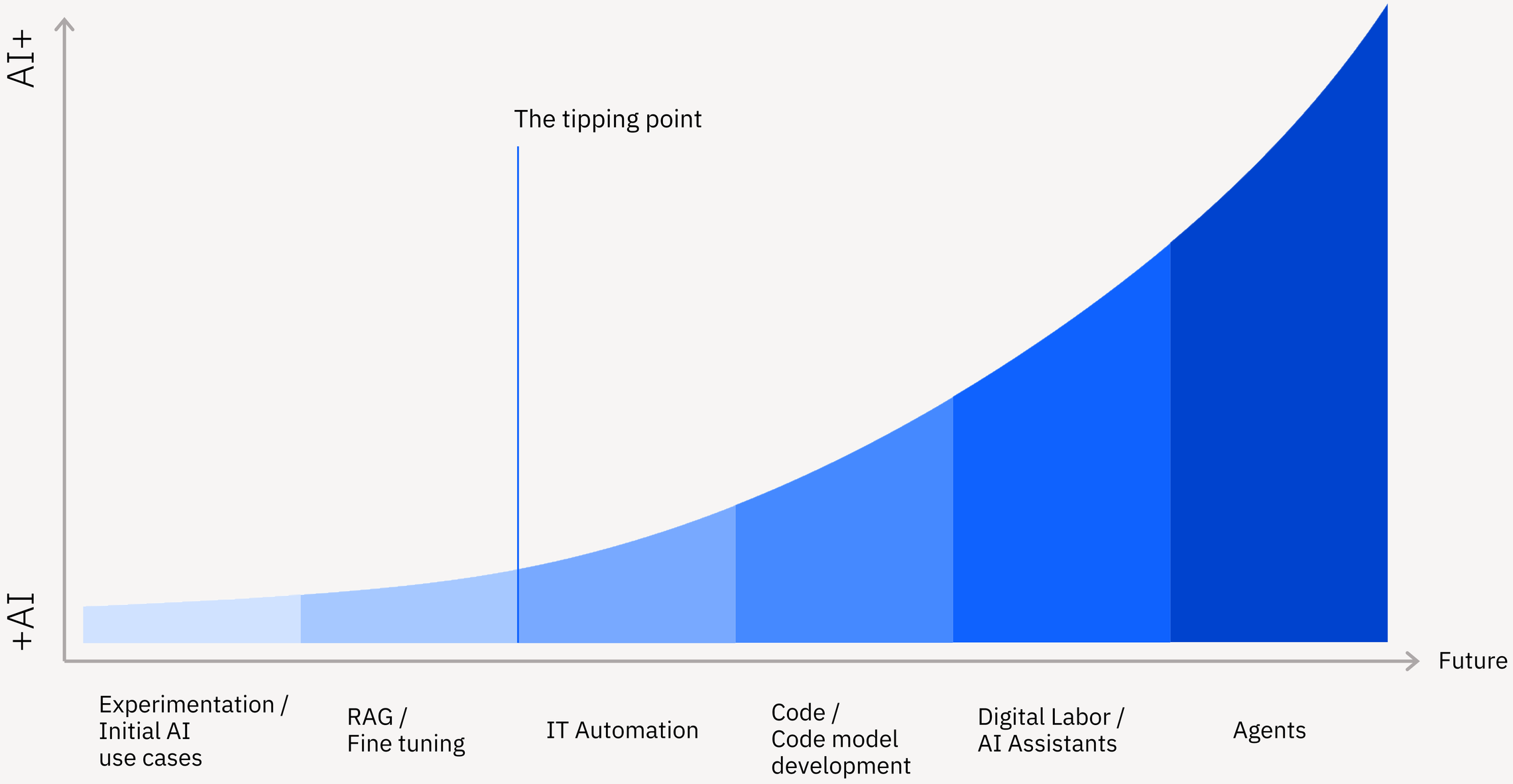
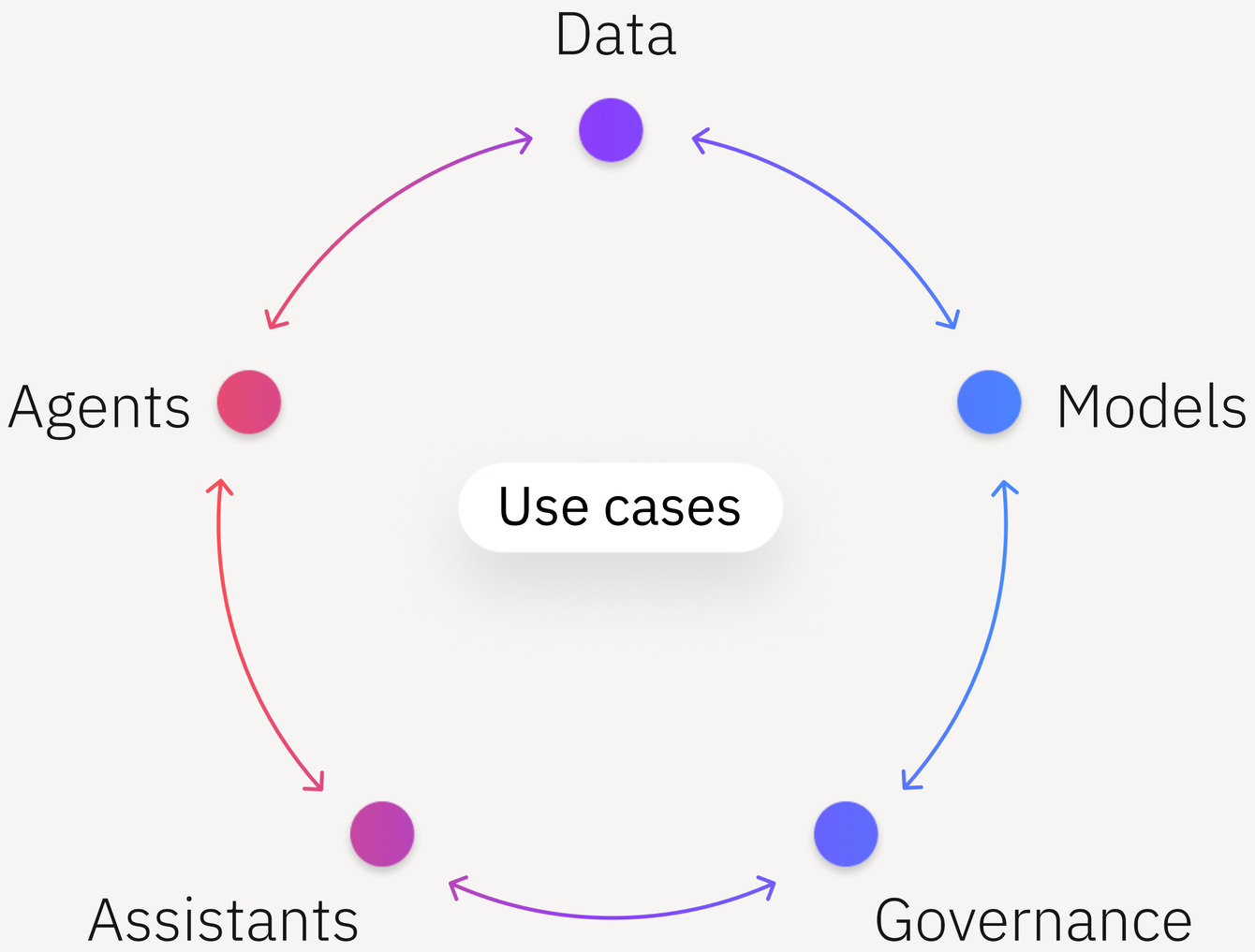
Monetising Data: Turning Insights into Tangible Outcomes

Brendan Buckingham
Business Development - Data and AI, IBM UK

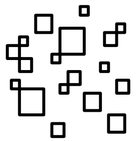
AI Value Creation Curve



AI building blocks to the future



Four pillars support our AI-driven transformation

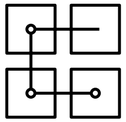


Data

Govern, secure, and integrate enterprise data

OUTCOME

$Bs in AI-driven business value

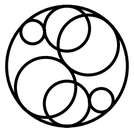


Workflows

Shift from isolated silos to integrated workflows

OUTCOME

50% elimination of handoffs



Technology

Enable AI-driven experiences

OUTCOME

10M hours of work automated

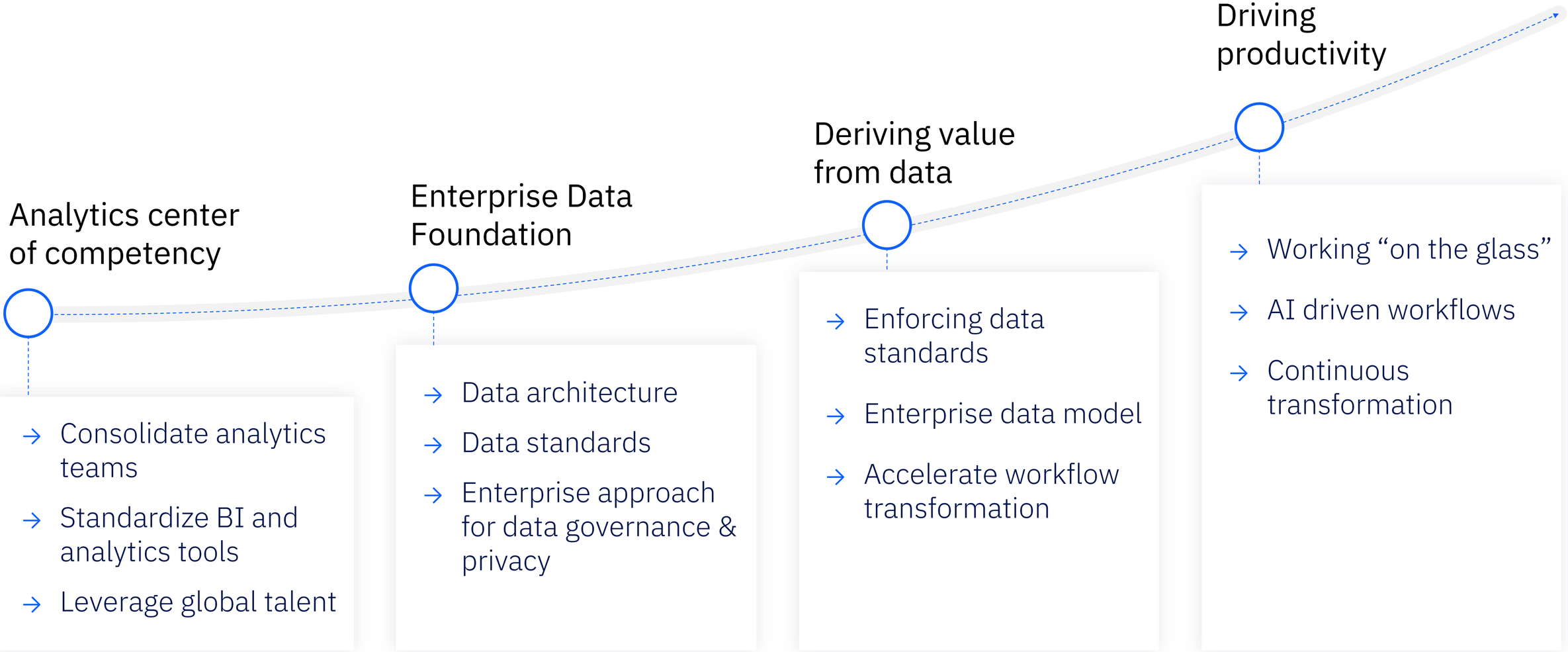
People

Continuous skills reinvention, agile ways of working, growth mindsets

OUTCOME

+20 points of engagement

Data driven transformation journey



Use cases

The path to $3B (and counting)

AskEPM

100% of questions answered

watsonx.ai

Support case summarization

USD 1.1 million annual operational savings

watsonx

AI sales assistant

50-70% of repetitive tasks automated

watsonx Orchestrate

IT Operations

70% of Ansible Playbook content generated 6x faster

watsonx code assistant

Supply Chain

USD 150 million reduction in supply chain costs

watsonx

Marketing

67% content creation efficiency gain for supported asset types

watsonx.ai

HR

94% inquiries resolved by AskHR

watsonx assistant

Finance

95% benchmark accuracy of touchless forecasting

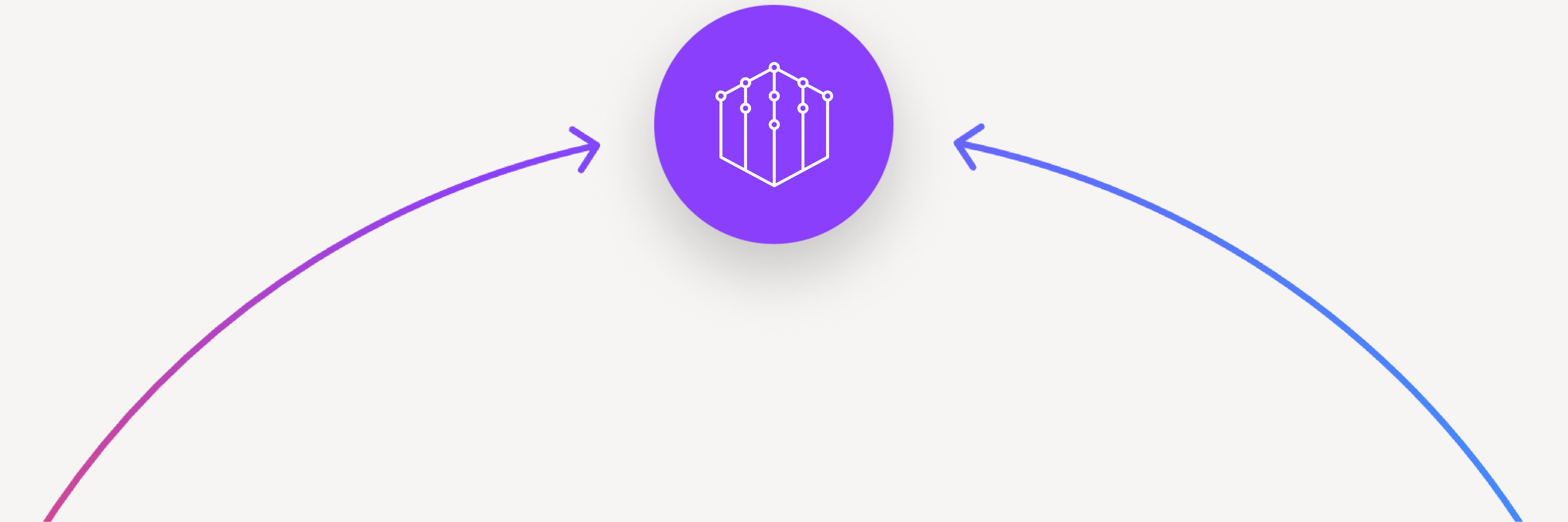
watsonx

IT Support

90%+ reduction in time to solve blocked invoices

watsonx.ai
Watsonx Orchestrate

Data



However, accessing trusted data and data complexity remain top barriers to AI implementation

Accessing Trusted Data

<1/3

of tech leaders believe their enterprise data meets the **accessibility**, **quality** and **security** standards that support the efficient scaling of generative AI

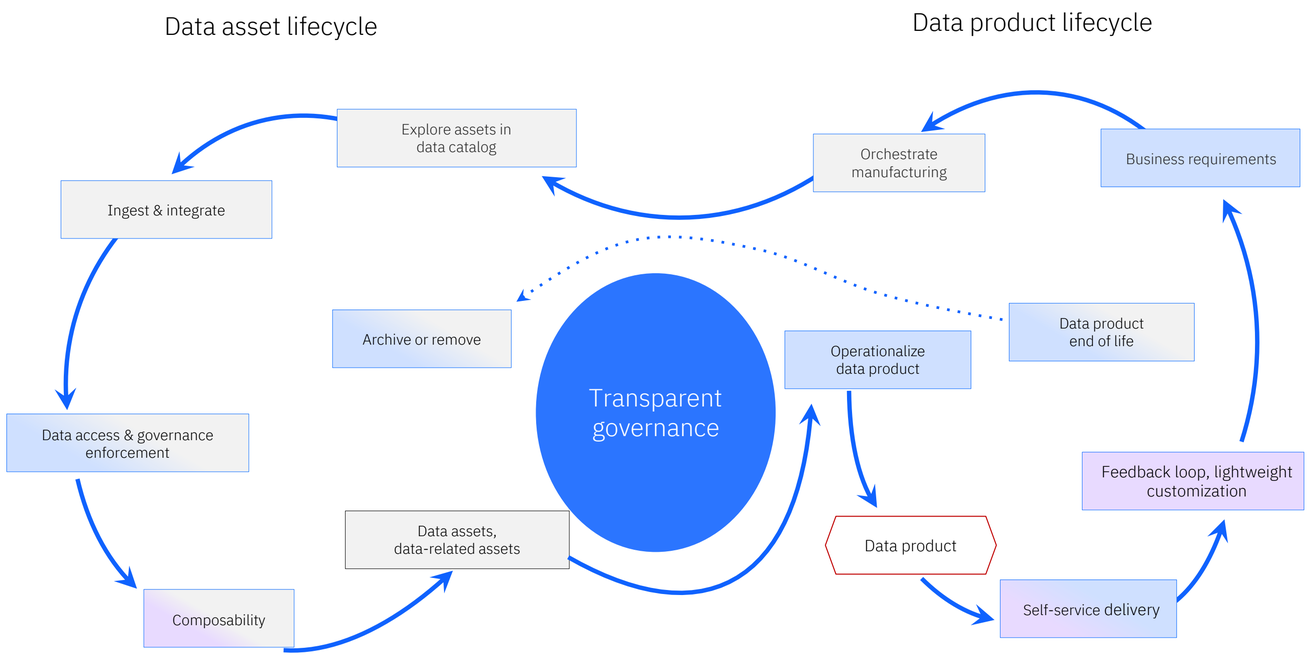
Growing Data Complexity

90%

of all enterprise-generated data is **unstructured** growing at **3x** the rate of structured data

Source: IBV *The 2024 CxO Study. 6 blind spots tech leaders must reveal: How to drive growth in the generative AI era.*, IDC, UNTAPPED VALUE: What Every Executive Needs to Know About Unstructured Data, Aug 2023

A reimagined data strategy is imperative to meet the demands of generative AI

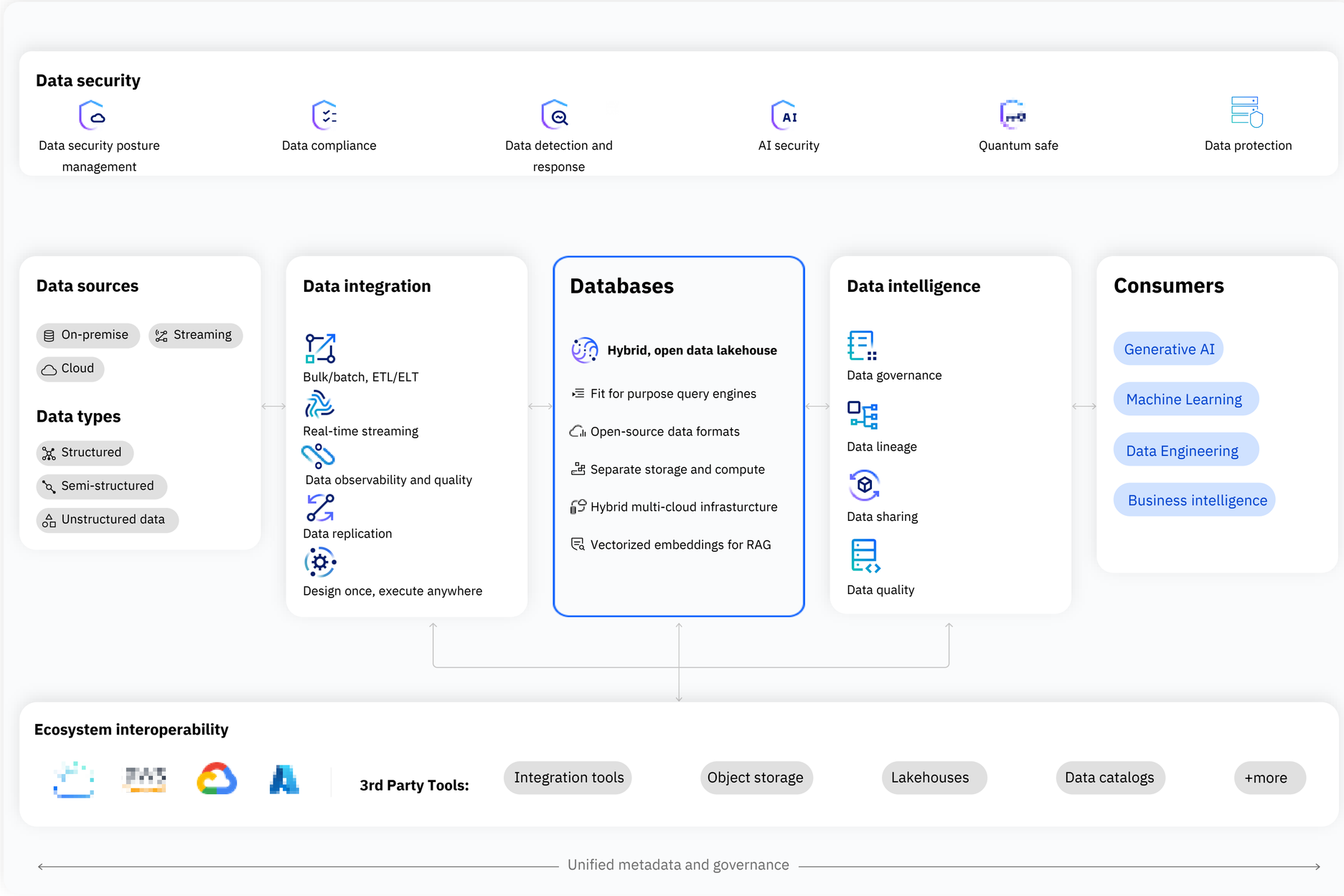


Focus on shared objectives by finding a common language with the business based on enhancing the customer experience and delivering outcomes

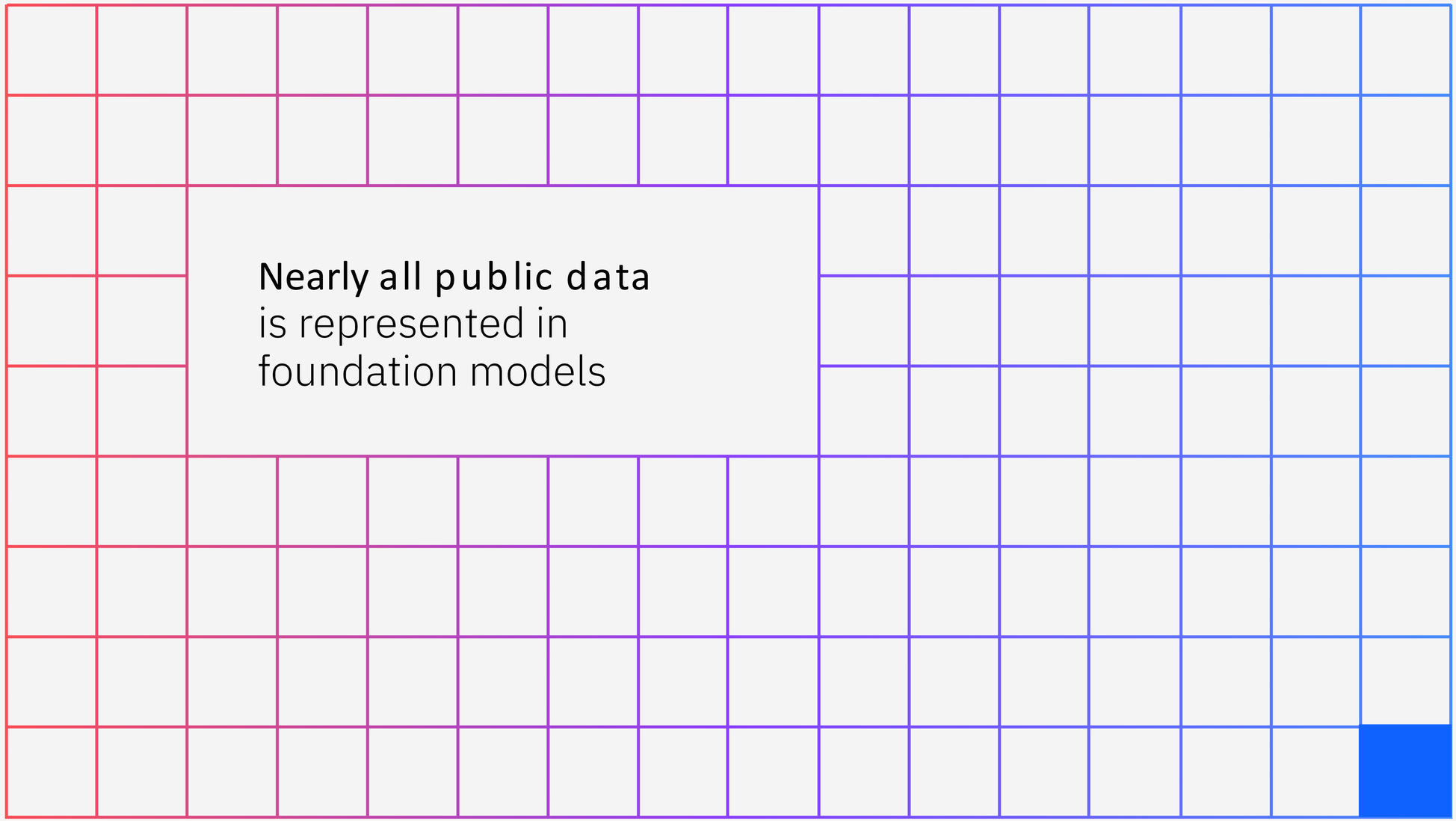
Pivot from collecting more data to curating the most important data, starting with a clear vision and strategy for data curation, aligned with business objectives.

Shape and Scale

Integrate, access, govern, and secure all data types with an open and hybrid data architecture



Data is the fuel for an effective AI strategy

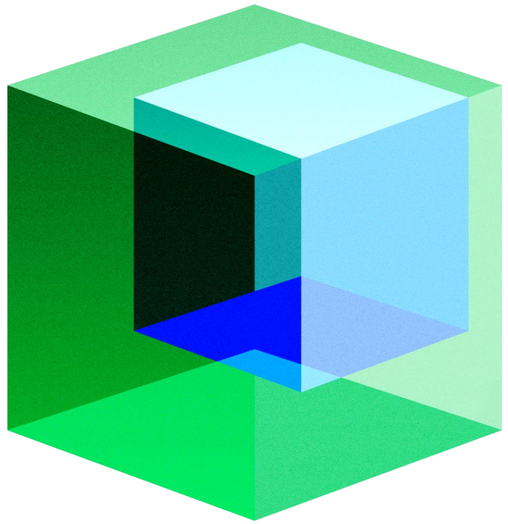


enterprise data
represents
less than 1%.

Models

IBM Granite

A family of open, performant and trusted AI models to accelerate enterprise AI adoption



Open

- Open sourced under Apache 2.0
- Transparency of data, training methods
- Customize with your data

Performant

- Diverse range of fit-for-purpose models
- Designed for scalability

Trusted

- IP indemnification
- Responsible and safe AI
- Guardrails to secure data and mitigate risks

Granite family of models

Large Language Models (LLMs) for enterprise

Granite-3.0-8B-Instruct
Granite-3.0-2B-Instruct

Inference-efficient Mixture of Experts (MoE)

Granite-3.0-3B-A800M
Granite-3.0-1B-A400M

Guardrail models

Granite-Guardian-3.0-8B
Granite-Guardian-3.0-2B

Speculative decoding models

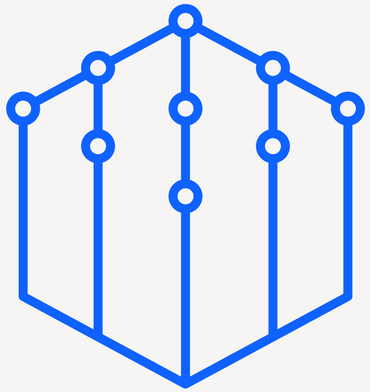
Granite-3.0-8B-Instruct-Accelerator

Time-series models

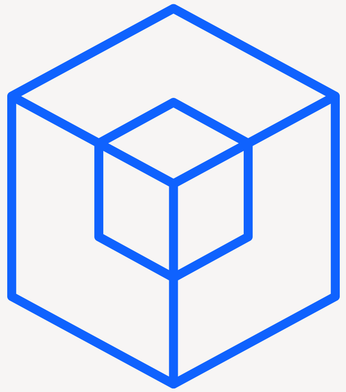
Geospatial models

The IBM approach: fit-for-purpose models

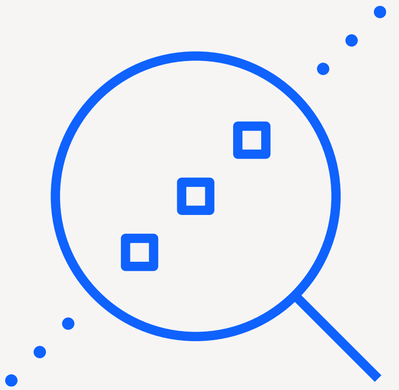
Up to 42x lower inferencing costs



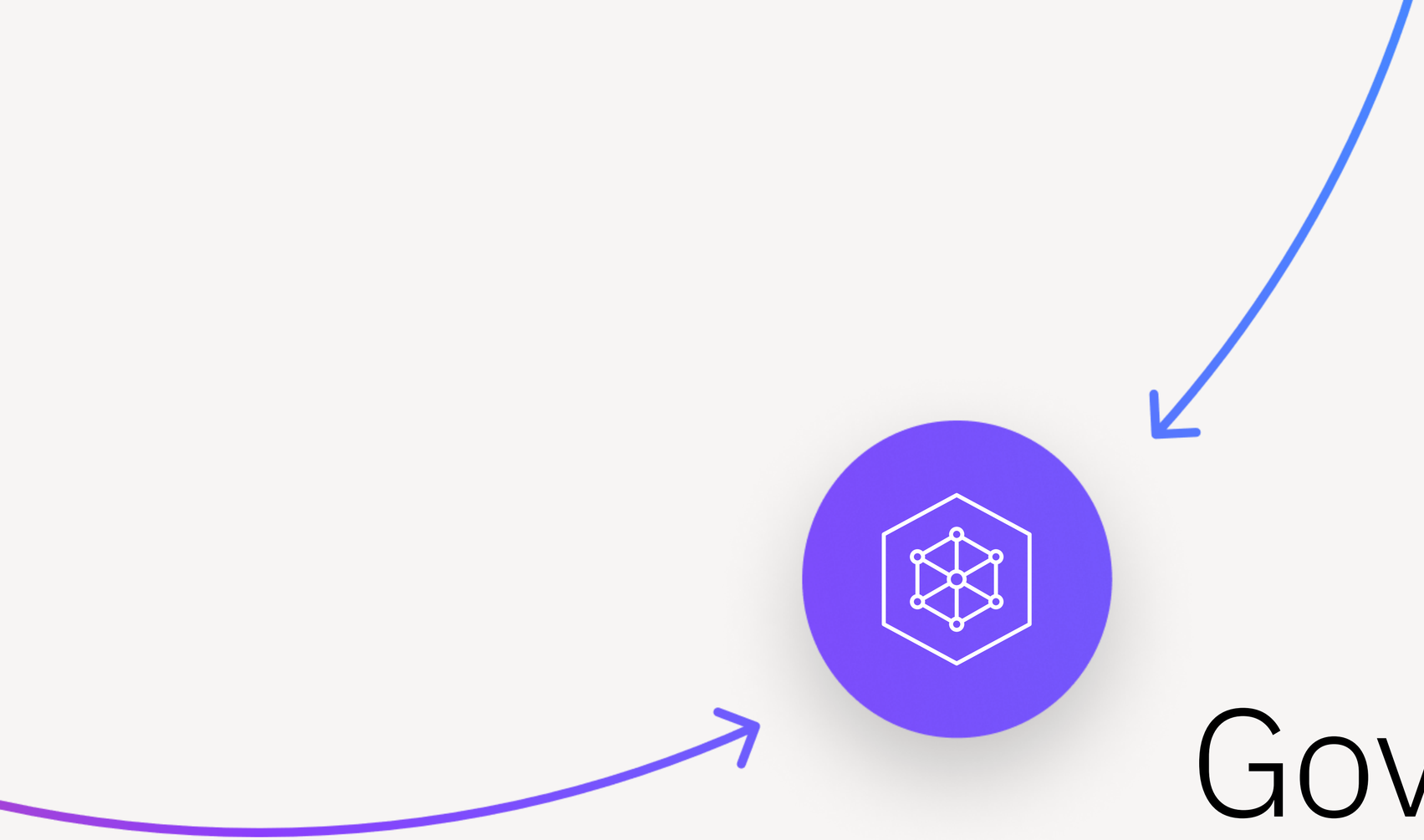
Your data



The right model



Targeted use case fine tuning



Governance

Pain points for scaling AI

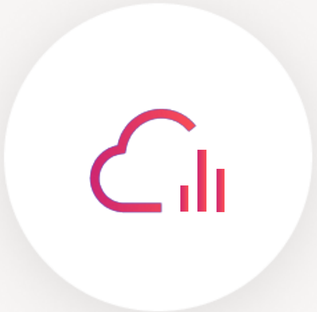
Changing regulations

Multiple stakeholders

Inaccurate documentation

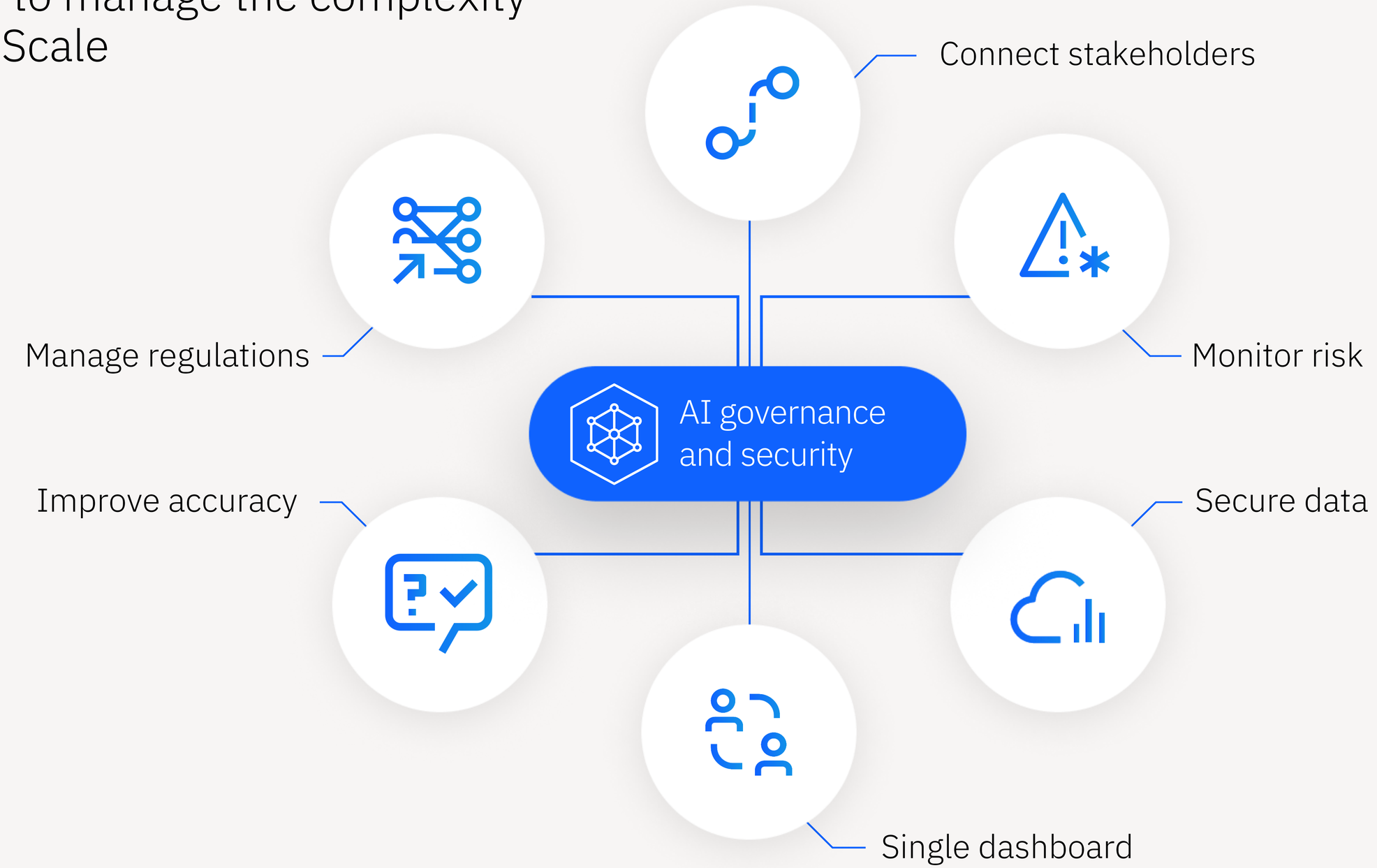
Increased risk

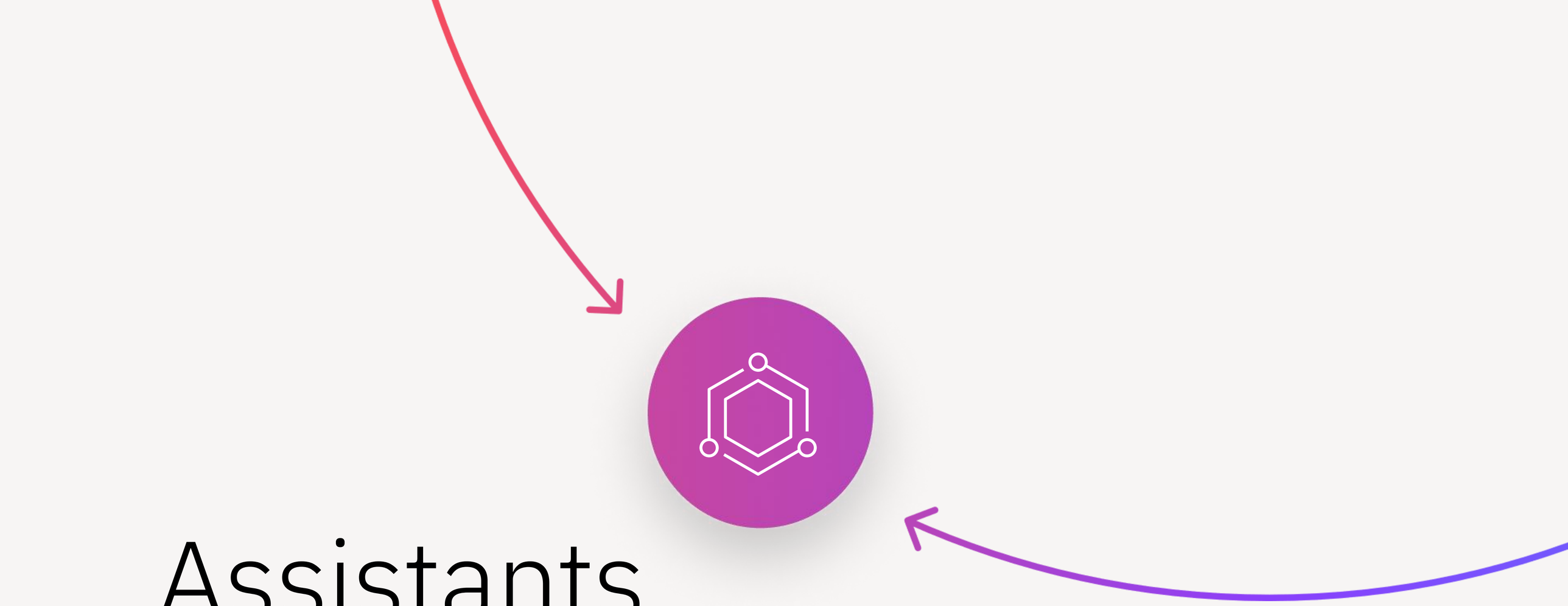
Disparate tools
and data



Vulnerable data

How to manage the complexity And Scale



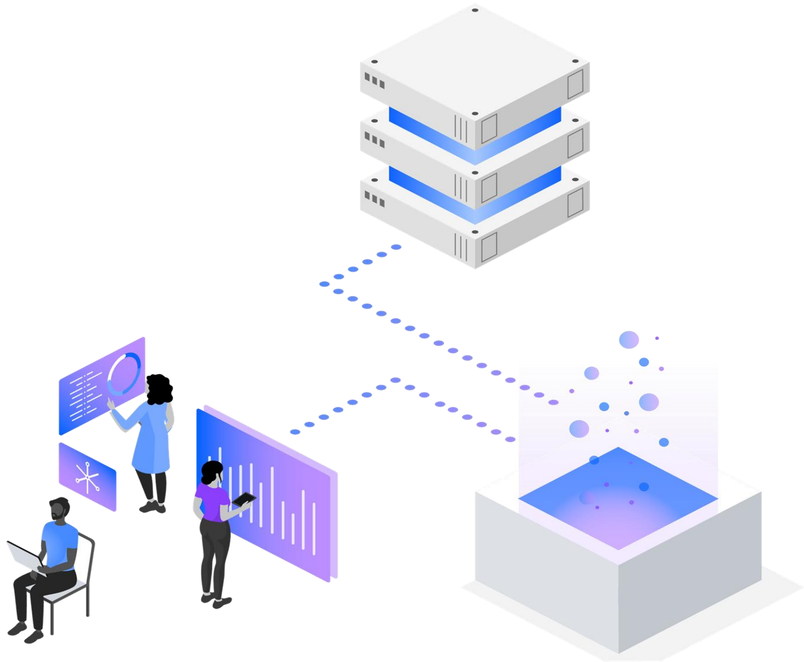


Assistants

Prioritise a people-centric approach to technology

Redefine the roles and skills needed in tomorrow's enterprise.

- Lead your organization to explore what the fusion of talent and tech can do that is net new and creates fresh sources of growth and transformation.
- Reject the automation of bad processes. Use process mining to analyze how work is done and where bottlenecks or inefficiencies exist.
- Redesign job roles to reflect new ways of working that amplify the strengths of people and machines collaborating.



Deliver irresistible employee experiences.

- Develop a comprehensive employee experience strategy that includes technology, culture, and processes.
- Let your workforce define how they use AI to help them work better and faster.
- Turn reskilling and upskilling into advancement opportunities. Establish AI academies or centers of excellence to build proficiency.

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AI Assistants and Agents for different business domains

Customer Care

Use cases

- Digital self-serve
- Modernize contact center
- Case management
- Agent Assist
- Contact Center Insights

Business impact

- Better resolution times
- Reduced costs
- Improved NPS/CSAT
- Higher agent retention

Sales

Use cases

- Buyer experience
- Lead management
- Opportunity management
- Seller support

Business impact

- Higher conversion rate
- Increased order size
- Improved upselling
- Customer retention

Supply Chain

Use cases

- Sourcing Support
- Supplier Management
- Sustainability
- Inventory Management

Business impact

- Cost per order
- Lead times
- Order cycle time

Procurement

Use cases

- Procure to pay
- Contractor requisitions
- PO management
- Supplier assessment

Business impact

- Improved onboarding
- Reduced external spend
- Improved sourcing

Finance

Use cases

- Source to Pay
- Order to Cash
- Expense Management
- Auditing
- Financial Reporting

Business impact

- Cost per transaction
- Days sales outstanding
- Time to close period

HR

Use cases

- Talent Recruitment
- Onboarding
- Payroll
- Compensation
- Employee support

Business impact

- Time to offer
- Cost per hire
- Reduced support cost
- 1-click resolution rates

AI Assistants for Digital Labor

CONVERSATIONAL | ORCHESTRATES SKILLS | CONTEXTUALIZED
OMNI-CHANNEL | MULTI-CLOUD

INTEGRATIONS

GENESYS, NICE CXone, Marketo An Adobe Company, twilio, salesforce, Microsoft, Salesloft., coupa, servicenow, box, elastic, dun & bradstreet, SAP Ariba, IBM Planning Analytics, ORACLE, thisway, SAP SuccessFactors, SAP

Generative AI Skills

watsonx™ CLASSIFY | GENERATE | SUMMARIZE | EXTRACT

Knowledge Skills

SEMANTIC SEARCH | VECTOR DB

Automation Skills

RPA | WORFKLOW | DECISION | GENAI | DISCOVER EXISTING

How IBM is using AI

Customer experience

125,000

hours saved per quarter

watsonx Assistant

Digital labor

50-70%

of some repetitive tasks automated

watsonx Orchestrate

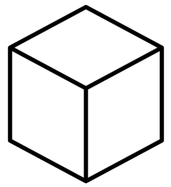
IT operations

70%

of Ansible Playbook content generated 6x faster

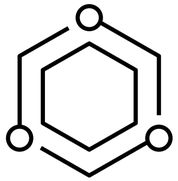
watsonx Code Assistant

Agents



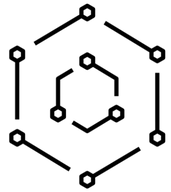
Models

Problem-solving
Logical thinking
Pattern matching



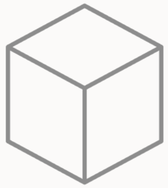
Assistants

Information retrieval
Prescriptive tasks
Single-step processes



Agents

Multi-step processes
Autonomous action-taking
Self-correcting



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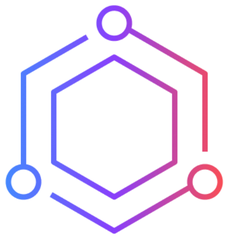

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Agents

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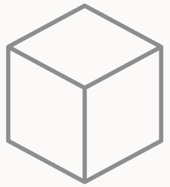
IBM



Models

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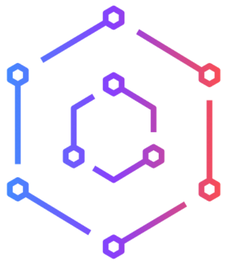
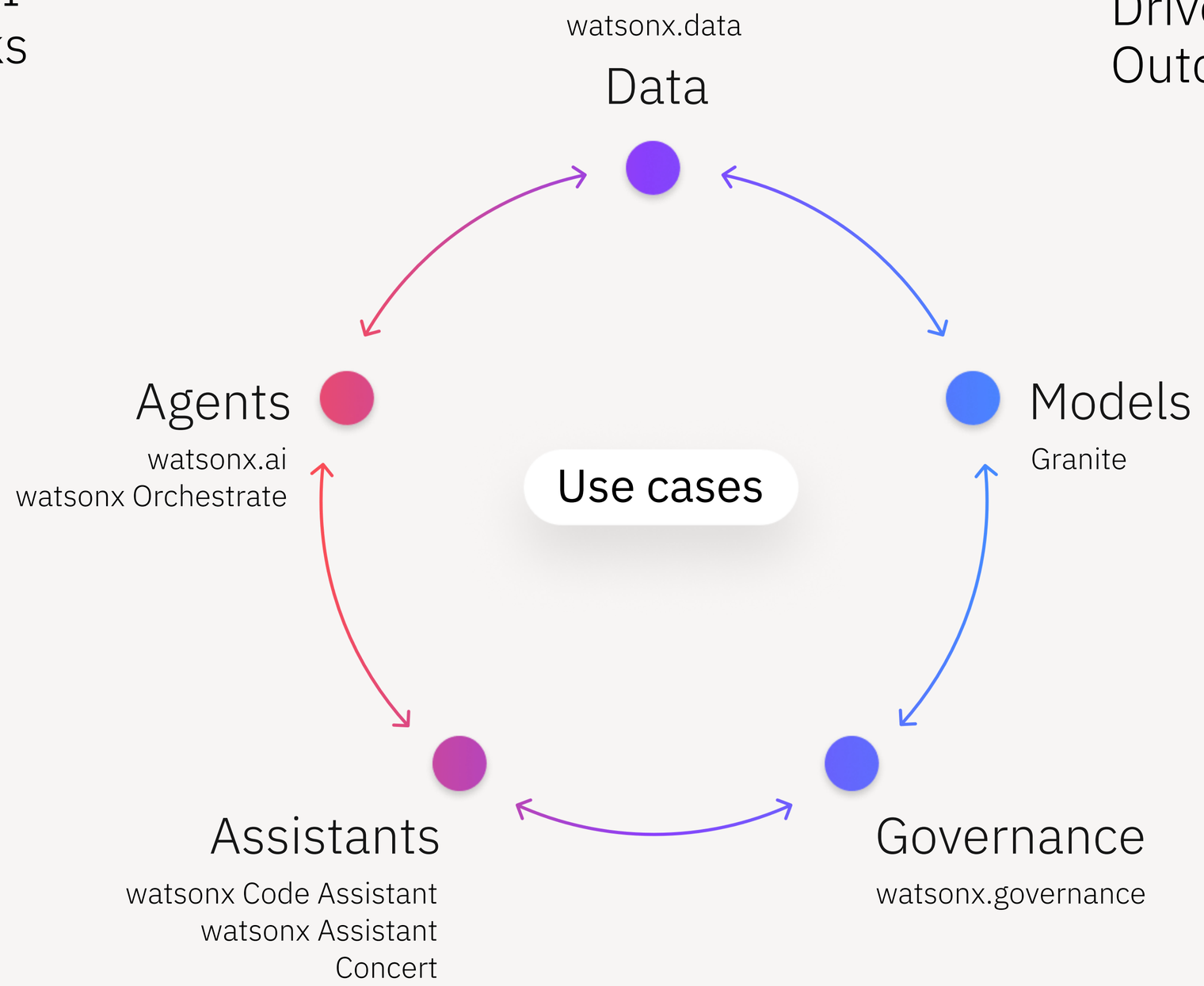


Agents

Multi-step processes
Autonomous action-taking
Self-correcting

Activate the AI building blocks

Drive Business Outcomes



IBM

Access trusted and secure data to drive AI productivity

AI Productivity

Reinvent how work is done with AI agents/assistants

AI Assistants

watsonx Code Assistant™

watsonx Orchestrate™

Planning Analytics

AI/ML Ops

Work with AI models, tools and governance that's built for business—engineered to ensure trust and scalability in applications

AI Models

Granite™

Meta Llama

Mistral

AI Tools

watsonx.ai™

AI Governance

watsonx. governance™

Data Fabric

Bring all your business data together and optimize how it moves through your systems to scale analytics and AI in your applications while protecting it

Databases

watsonx.data™

Data Intelligence

Data Product Hub

Knowledge Catalog

Manta Data Lineage

Data Integration

DataStage®

Databand®

Streamsets

Data Security

Guardium® Data Security Center

Data Storage

Store data across edge, core and clouds

Software-defined Storage

Storage Ceph®

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