The modern workplace presents businesses with a unique challenge. On average, employees juggle 13 different apps per day.\(^1\) Meanwhile, the volume of stored data is projected to increase by 300% by 2025.\(^2\) Compounding the issue, companies are facing a shortage of skilled workers, leaving many jobs unfilled. To overcome these challenges, companies must focus on maximizing the potential of their existing workforce by embracing digital solutions to improve productivity and deliver new experiences. Changing how work gets done allows companies to achieve faster, better business outcomes.

IBM® watson\(^\text{x}\)™ Orchestrate is here to help by bringing AI to every employee. Orchestrate is personalized with the skills to support the work of your teams, using the tools they already use. With an expanding catalog of capabilities, known as skills, the watson\(^\text{x}\) Orchestrate solution can handle common and complex tasks, such as creating a job description, pulling a report in Salesforce or SAP SuccessFactors, sourcing candidates and more. Using natural language, employees can quickly offload time-consuming work to tackle more of the work only they can do.
IBM watson Orchestrate, a unified platform that process access to information and automation, driven through an easy to use conversational experience

Work, reimagined: unlock new levels of productivity with AI and automation

**Key benefits**
- Gain better business results.
- Empower employees.
- Enhance customer care.

**Use cases**
- **Human resources**: Talent acquisition, onboarding, employee promotion cycle.
- **Procurement**: Sourcing and staffing, vendor contracts, purchase requests.
- **Sales**: New deal and renewal proposals, customer relationship management (CRM), conversations with clients and prospects.

**Features**
- **Skill builder**: Users can find the app available in the catalog, connect it using their credentials to the corresponding back-end system they want to work with, add the skills they want to use and then start talking to Orchestrate to get things done.
- **Automation builder**: Custom skills use a variety of technologies like robotic process automation (RPA), APIs and app integration alongside tools like IBM Operational Decision Manager (ODM) and IBM Business Automation Workflow to automate work across the systems already in place.
- **Integrations**: IBM AppConnect is embedded in IBM watson Orchestrate, bringing together hundreds of integrations like Salesforce, Workday, Microsoft Outlook and Gmail—all in a simple, no-code interface. Additionally, watson Orchestrate can consume automation from UI Path, Boomi, Mulesoft, Dell, and many others. Customize them using our software development kit (SDK) to make the most out of the connection.
Take a look at the following case studies

**Sports Clips Haircuts case study:** Sports Clips Haircuts enhanced its workforce and engagement by using AI-powered IBM watsonx Orchestrate, which has reduced candidate outreach workflow testing time from three hours to just three minutes.

Learn more →

**FloCareer case study:** FloCareer partnered with ThisWay Global and implemented IBM watsonx Orchestrate in order to expand its pipeline of potential interviewers, take steps toward removing unconscious bias from its hiring processes, improve the efficiency of its candidate communications and scheduling while improving productivity and delivering positive candidate experience.

Learn more →

**IBM HR case study:** The IBM HR department empowered human staff to devote more time to high-value tasks by using IBM watsonx Orchestrate digital workers to automate data gathering. IBM Consulting™ in North America saved 12,000 hours in one quarter and, with the technology, completed work that normally took 10 weeks in only 5 weeks.

Learn more →

**Conclusion**
IBM watsonx Orchestrate can help you get the most out of your investment with our training experience. Easily import existing automations from IBM like ODM, Business Automation Workflow or third-party vendors with an open API or RPA into watsonx Orchestrate and quickly deploy to end users with a consistent UI for better adoption. Use it to create utterances in minutes and generate endless uses in multiple workflows.

- **Save time and frustration:** IBM watsonx Orchestrate works across your most-used collaboration and productivity tools, like Salesforce, Workday, email and more, to accomplish tasks so your employees don’t have to jump from tool to tool.
- **Accelerate productivity with trust and accuracy:** IBM watsonx Orchestrate adheres to industry privacy and security standards so you can rest assured that what happens behind the scenes or behind a firewall stays there.
- **AI-driven experience:** IBM watsonx Orchestrate provides an easy-to-use conversational AI-driven experience, making it easier than ever to train, use and manage digital employees, which helps you build a more resilient workforce.
Why IBM?
As a trusted brand, IBM has a track record in helping clients through digital transformation, focusing on areas that will yield the biggest impact on their business and positively influence their corporate culture with technology.

IBM POV: Four core principles to tailor generative AI for enterprise.

1. Open
   • Based on the best AI and cloud technologies available
   • Giving access to the innovation of the open community and multiple models

2. Targeted
   • Designed for targeted business use cases, that unlock new value
   • Including curated models that can be tuned to proprietary data and company guidelines

3. Trusted
   • Offering security and data protection
   • Built with governance, transparency, and ethics that support increasing regulatory compliance demands

4. Empowering
   • On a platform to bring your own data and AI models that you tune, train, deploy, and govern
   • Running anywhere, designed for scale and widespread adoption to truly create enterprise value

Extensive automation products and expertise: We offer expertise in building and managing automation solutions spanning decades. Automation capabilities complementary to IBM watsonx Orchestrate, such as RPA, process mining, workflow, ODM and intelligent document processing, can be used to build IBM automation solutions when organizations need to expand.

Award-winning software: IBM watsonx Orchestrate is a 2022 CES Innovation Award Honoree, featuring groundbreaking technology designed to free you up to pursue more on your want-to-do list.

For more information
To learn more about IBM watsonx Orchestrate, contact your IBM representative or IBM Business Partner, or visit ibm.com/watsonx-orchestrate.

To find more about the solution, take an interactive tour and book a live demo with one of our experts.