

# IBM Consulting Advantage

Accelerating value creation at scale through a  
new way of delivering expertise



## Highlights

Unlock value faster, at scale  
with industry and domain  
specific AI assets

Action deeper insights from  
experts supercharged with  
industry and domain AI  
assistants and agents

Accelerate innovation through  
enhanced ecosystem  
integration

The promise of AI is huge, but unrealized. According to a recent study, 72% of top performing CEOs agree that competitive advantage depends on who has the most advanced generative AI. But only 38% say their organization has the in-house expertise to adopt gen AI for innovation, signaling a gap in appetite and ability.<sup>1</sup> Realizing ROI from AI requires expertise and an approach to overcome blockers of this desired ability, including overcoming skills and resource constraints, effectively accelerating past pilot phases, reducing high development and maintenance costs, among others.

IBM Consulting Advantage is a first of its kind AI-powered delivery platform leveraging IBM and partner technologies. It is designed to supercharge our consulting expertise with leading-edge software assets and methods that include assistants, agents and applications to deliver solutions at scale and realize faster time to value. This ensures we can meet you where you are but scale the change you need quickly. We do this through vetted work methods, honed as one of the world's largest technology integrators and innovators. IBM Consulting Advantage enables the outcomes, speed and improved experience required to maximize ROI from AI-led transformation by marrying human experts with AI-powered technology and a streamlined way to deliver it all.

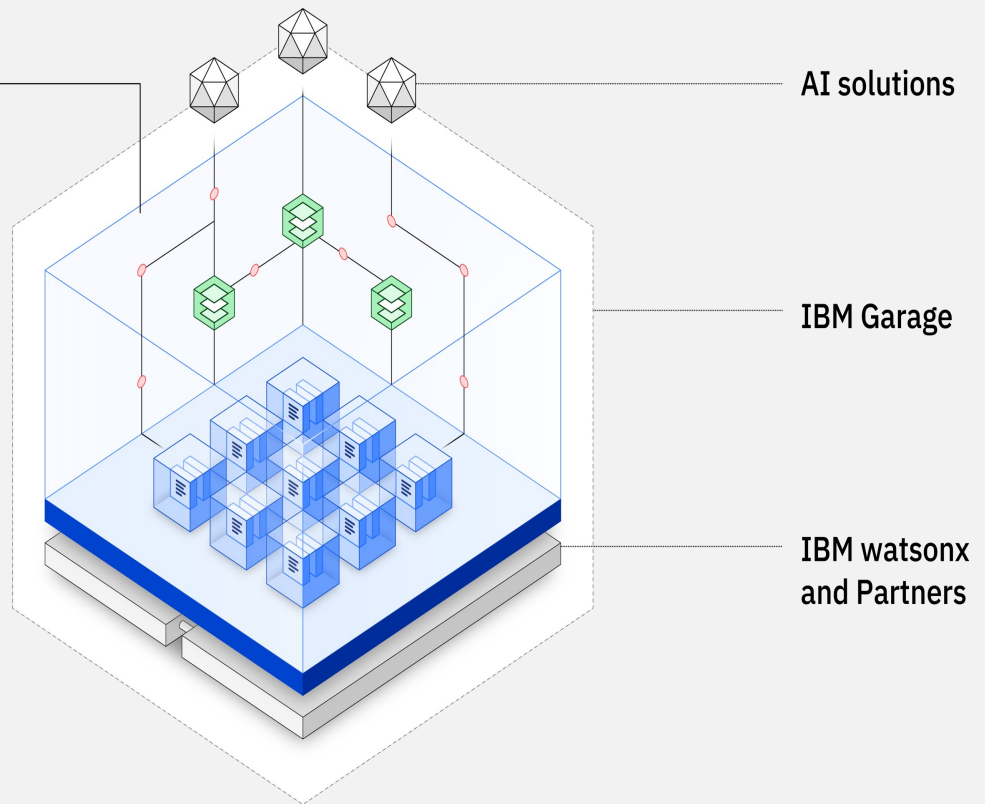
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Assistants and Agents

Applications

Methods



### Unlock value faster and at scale with AI-powered assets that can transform your most critical business functions

IBM Consulting Advantage brings together ready to deploy industry and domain specific technology assets to build and deliver complex solutions faster and at global scale. Our catalog of AI-powered assets and assistants support each stage of transformation from strategy and experience design, to technology implementation and continued operations (managed or client-owned). For example, in strategy, an AI asset for Component Based Modeling (CBM) compiles benchmarking sourced from millions of data points across thousands of enterprises to provide a more accurate assessment of the value opportunity in your business and the related ROI projections.

Assets also accelerate the creation of critical business functions, including:

- Finance: Whether in operations we manage for clients or transforming processes you maintain, IBM Consulting Advantage includes assets that help improve cash flow and reduce cost by gaining more insight or accelerating critical financial processes, including source-to-pay and collections.
- IT: From optimizing ticket analysis, triage, and resolution, to migrating legacy platforms faster, to modernizing applications and processes, the catalog of code assets enable our experts to speed time to value across the entire IT landscape.



- **Data Transformation:** Specialized modern data accelerators get your data ready for AI faster by streamlining the migration of complex analytical systems from legacy to modern platforms. We use these tools to quickly address the complex challenges of data discovery, code conversion automation, and intelligent assistance throughout the whole data migration process so you can realize the value of AI across your enterprise.
- **Marketing:** Create hyper-personalized content in your brand voice and tone and cut down mundane work to free up creative teams to do more of what they love. AI assistants are even trained to work with partners systems, like Adobe Experience Manager, including recommending SEO metadata, automating content authoring, and streamlining testing and deployment processes.
- **Cybersecurity:** AI tools help us build a more secure environment with you, including managing the threat detection capabilities in complex hybrid multi- cloud environments by analyzing logic in SIEM, EDR and firewalls to make improvement recommendations.
- **Hybrid Cloud:** A faster, more cost-efficient hybrid cloud journey from experts enabled with a purpose-built cloud acceleration tool set of AI-enabled software, assistants, automation tooling, and industry starter kits supporting advisory, migration, modernization, and the creation of new applications.

From optimizing ticket analysis, triage, and resolution to faster-migrating legacy platforms and modernizing applications and processes, the catalog of code assets enables our experts to speed time to value across the entire IT landscape.

#### **Action deeper insights from experts supercharged with industry and domain AI assistants and agents**

IBM Consulting Advantage includes role and domain-specific based assistants and agents to augment our experts, putting the knowledge of IBM and the larger industry to their fingertips. Multi-agent, multi-modal, and multi-model assistants support everything from everyday project and communication tasks like creating personas and industry benchmarking, to accelerating and improving the speed and quality of the entire software development lifecycle, including user story creation, code generation and testing. These assistants are accessed through an intuitive conversational interface powered by IBM watsonx™ where consultants can choose from multiple IBM and third-party generative AI models based on your needs or current licenses and investments.

Assistants and agents in IBM Consulting Advantage can be configured with private instances of generative AI models that don't send data back to third party models for training. Unlike model fine-tuning, which requires modifying the AI model's parameters, assistants just require a collection of directions or pre-prompts that shape the AI model's behavior by supplying examples and guidance. Assistants also alert consultants if personally identifiable information (PII) appears in prompts and have integrated guardrails that check for output bias in real time and help enable auditable use. IBM Consulting Advantage is clear about data usage, management, protection and application. It uses transparent practices that enhance trust and minimize risk including creating private spaces for specific project teams with managed stringent authorization and access management.

“IBM has an offering this side of the horizon with IBM Consulting Advantage that is the first of its kind.”<sup>2</sup>

**Cathy Huang**

Research Director  
IDC

**Maximize value and innovation through robust ecosystem integration**

IBM Consulting Advantage empowers our teams with business function-specific assistants, agents and applications designed to maximize the value of leading-edge technologies and models from IBM and strategic partners. As one of the world’s largest integrators for SAP, AWS, Microsoft Azure, Salesforce, Adobe and other leading technology providers, we look at how processes and partner solutions are affecting one another and use these assets to quickly optimize solutions for a more agile future state, even in the most complicated landscapes.

For example, leveraging Adobe’s technology and foundation model in IBM Consulting Advantage, AI assistants are trained to work with Adobe Experience Manager and Adobe Firefly to improve the efficiency and personalization of content creation for a marketing team. As the amount of content increases, a client may need additional storage. If the client chooses Microsoft Azure or AWS Cloud, we have the assets to build solutions that can improve cost efficiency and provide visibility into how these environments are utilized and maintained.

**Looking forward**

The future relies on the innovations and risks we take today. The opportunity to reimagine and create businesses that provide new levels of value to customers is more crucial today than ever. So, don’t delay. You’re ready for this moment. And with IBM Consulting Advantage, so are we.

IBM Consulting helps accelerate business transformation for clients using hybrid cloud and AI technologies and our extensive partner network. With deep industry expertise spanning strategy, user experience design, technology and operations, we have become the trusted partner to many of the world’s most innovative and valuable companies. Our 160,000+ consultants embrace an open way of working and apply the proven, collaborative engagement model, IBM Garage, to scale ideas into outcomes.

**For more information**

To learn more about IBM Consulting Advantage, [contact](#) your IBM representative or IBM Business Partner or visit the [web page](#).

To start scaling value from AI in your enterprise, register for an [AI briefing session](#) with our experts.

1. IBM Institute for Business Value, "[6 Hard Truths CEOs Must Face, IBM Institute for Business Value, 2024](#)," May 2024.
2. IDC, "[IBM Consulting Advantage — The GenAI-Powered Platform to Turbocharge IBM Consulting Services](#)," 22 July 2024.

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