

Enterprise service transformation with IBM Omni powered by agentic AI

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Executive summary

Industries are moving from experimenting and piloting agentic AI to orchestrating multi-agent solutions for intelligent business operations. Enterprises that operationalize agentic AI at scale are poised for significant transformation. We have observed tremendous value realization across functional areas, such as HR, Finance, Procurement, Customer Service, Sales, and Marketing. These benefits include revenue expansion, increased productivity through intelligent self-service, touchless process execution, hyper-personalized employee and customer engagement – and many more.

Executives and business leaders understand the tremendous impact AI agents will have on their businesses – now and in the future. IBM recently conducted a global survey of 750 functional business leaders to understand how agentic AI is shaping business operations. We identified insights into how business leaders are thinking about deploying agentic AI within their enterprise.

The scope of this paper focuses on IBM's point of view on driving intelligent business operations and enterprise service transformation at scale, provides an overview of our IBM Consulting Agentic AI asset called "IBM Omni," which is built upon Watsonx Orchestrate and enables the use of pre-built and creation of personalized AI agents to automate and accelerate business productivity at scale, and highlights both our "Client Zero" and consulting client success stories.

AI agents elevate employees

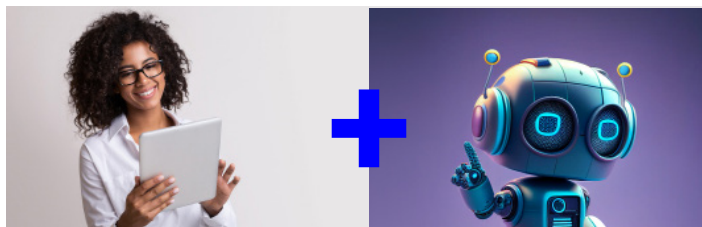
90% of executive say that by 2027, AI agents will enable business operations professionals to move beyond simple reporting to perform insightful analytics for real-time optimization.

75% of executive say AI agents will execute transactional processes and workflows autonomously within two years for 24x7 availability.

81% of executives recognize that to seize competitive advantage, they need the right people in the right positions with the right incentives.

What is IBM Omni?

Human



AI Collaboration =
Enhancing the Experience of the Employees

Today, many organizations struggle to realize the productivity potential for their workforce due to the proliferation of application specific co-pilot and AI agent offerings. Through IBM Omni, we address the following challenges:

- **Proliferation** of individual co-pilots / AI agents everywhere, increasing complexity.
- **Fragmentation** of these co-pilots / AI agents, leading to challenges for autonomous agents to collaborate and work together across enterprise systems.
- **Complexity and Total Cost of Ownership** to develop and maintain these agents across the enterprise.
- **Subpar user experiences** that are disconnected – impacting productivity realization and engagement.

IBM Omni is an IBM consulting asset built upon Watsonx Orchestrate - our industry-leading Agentic AI business solution. The asset enables enterprises to eliminate, simplify, and automate enterprise service workflows while delivering unparalleled digital experiences for employees and/or customers - answering questions, executing tasks, and transacting seamlessly across enterprise systems.

The asset accelerates time to value with pre-built assistants, agents, integrations, and skills across many standard enterprise applications and tools and domain areas (e.g., HR, Procurement, Sales, Finance, etc.), and allows for use of any LLMs with AI Governance capabilities and integration across domains.

IBM Omni can be enabled on any preferred Cloud environment (Microsoft Azure, AWS, Google Cloud Platform, IBM Cloud) and can integrate with major enterprise systems.

Example Use Cases Supported

In an Agentic AI operating model, agents and people work in tandem, using inputs in a continuous flow of interaction, reaction, decision, and action to enhance business operations.

We deliver Orchestrator Agents with a collection of Process Agents (Governance, Operational), Task Agents, and Service Agents connected with Models (LLMs/AI), Data Services, and Systems to execute operational activities aligned to driving value for the enterprise.

IBM Omni supports orchestration across domains with pre-built agents, skills, and integrations

Example Pre-Built Agents:

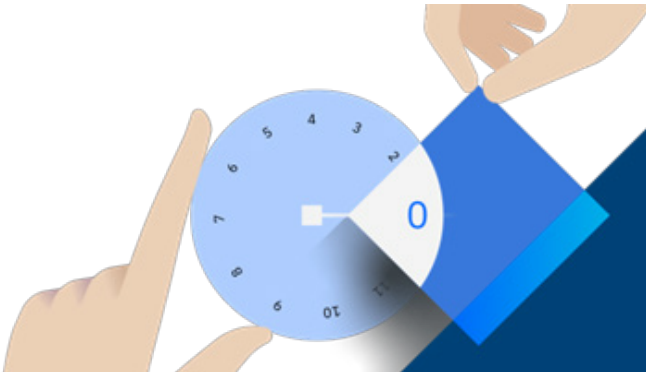
- **HR Agents:** Compensation, Disability Status, Employee Passport and Visa, Employee Personal Details, Employee Contact Information, Leave management, Manage Leave Requests, Direct Report Requests, Termination, Internal Mobility.
- **IT Agents:** Asset management, Department management, Incident management, Knowledge article management, Ticket management, User management.
- **Productivity Agents:** File/Folder management, email management, site management, channel/team management
- **Procurement Agents:** Supplier Risk Insights, Supplier Management, Catalog Management, Purchase Requisition and Approval, Purchase Order
- **Sales Agents:** Client Search, Sales Research, Product Enablement, CRM Management, Client Outreach

Example Enterprise Systems:



IBM “Client Zero” Success Story

Handling 94% of company-wide HR requests



In 2017, IBM HR set out to become an AI-first enterprise, addressing complex compliance and evolving employee expectations. IBM developed AskHR – an AI HR Agent that drives seamless experiences for employees and empowers HR professionals to focus on higher value tasks. Today, IBMers can just go to AskHR instead of multiple platforms for search and transactions.

Employees and Managers can:

- Have a chat about careers
- Onboard a new employee
- View, promote, schedule, and manage learning classes
- Get help with the quarterly promotion process

This agentic capability evolved into a platform handling over 11.5 million interactions and transactions and allows IBMers to unlock new levels of productivity, efficiency and employee experience worldwide.

94%

of employee queries handled by AskHR

↑ 75%

Productivity gain

↓ 40%

Reduction in HR costs

Life Sciences Client Success Story

Delivering robust employee digital experiences at Large Pharmaceutical Company



Client executed 10M+ annual employee interactions across their landscape with 40%+ of their employees work time spent on unproductive or administrative tasks. Their landscape was fragmented and disconnected, which led to difficulty finding pertinent information in a timely and intuitive manner. Employees were unable to consistently execute simple transactions in a self-service manner.

The client embarked on a strategy to simplify, elevate, and enrich their employees’ digital experience with a Gen AI powered digital assistant with the goal of creating a unified entry point for their employees.

IBM executed an agentic AI pilot within 4 weeks to deliver high value use case patterns, such as self-service Q&A and transaction service capabilities while integrating workflows across multiple enterprise platforms, including ServiceNow, Workday, and Box.

60%

of targeted in-year roadmap delivered in 4-week pilot

100k+

Estimated annual productivity hours savings

Concluding Summary

IBM stands at the forefront of applying multi-agent workflows with agentic AI to re-imagine business processes and deliver intelligent business operations.

The IBM Omni Agentic AI asset from IBM Consulting has been proven to transform enterprise services across several domain areas, including HR, Finance, Procurement, Sales, Marketing, and many more - enabling end-to-end intelligent business operations and driving concrete business benefits, such as:

- **Creating** competitive advantage for our clients.
- **Delivering** a unified, end-to-end employee experience.
- **Eliminating, simplifying, transforming, and automating** enterprise service workflows.
- **Reducing** complexity and total cost of ownership.
- **Driving** significant productivity gains and reduction in operational costs.

The time for action is now. By harnessing the power of IBM Omni and agentic AI, we can deliver a new level of employee experience, productivity, and competitive differentiation.

For more information how IBM can help, please reach out to us directly for more information.

↑ 75%
Productivity gain

↑ 60 pts
Improvement in employee engagement

↓ 40%
Operational costs

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Brian is an experienced and dynamic executive and innovator focused on transforming healthcare through digital innovation and Agentic AI. He focuses on leading IBM's AI, GenAI, and Agentic AI initiatives within Life Sciences to address the world's most pressing health challenges through data, AI, and automation.

Brian's expertise is in seamlessly integrating cutting-edge AI technologies to optimize operational efficiency, enhance decision-making processes, and foster innovation across organizations and the industry. He is an innovative thinker and catalyst to organizations seeking to transform, grow and improve business performance – leveraging data & AI across the Life Sciences value chain from R&D through commercial sales and marketing.

Brian is recognized as a thought leader in the industry, contributing to numerous white papers, publications, speaking engagements, and industry forums. He also serves on several academic initiatives and committees where he focuses on providing real-world perspectives on the Life Sciences and Healthcare industry.



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Deiva is a Partner at IBM Consulting, leading the Generative AI Automation practice for the Life Sciences and Healthcare sectors. With more than 20 years of experience, he has driven large-scale, transformational programs using cutting-edge AI solutions for global bio-pharma, medical device, and healthcare companies.

Deiva's expertise extends across the Life Sciences value chain, from clinical trials to regulatory submissions, marketing automation, and patient-centric digital health products. He is a recognized thought leader, contributing to GenAI papers and speaking at global conferences, shaping the future of AI and automation in healthcare. Deiva's team has pioneered innovations such as AI-driven population health solutions and the integration of Generative AI for enhanced medical imaging and intelligent workflows.

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