

# What Can You Learn from The Story of IBM's "Client Zero" AI Business Transformation

After COVID a new pandemic is taking the world by storm – that of Generative Artificial Intelligence, and Chat GPT was the first variant.

Even though AI research and development has been going on for decades, and IBM being one of the leading pioneers in the field, and more traditional AI systems have been in use already, generative AI is now capable of

- removing repetitive labor,
- automating tedious labor (large volumes) and
- increase rate of solving complex problems.

By automating routine and tedious tasks, it allows users to spend more time on creative and innovative work, and businesses to unleash new potential and create new value.

This session is designed to share the story of IBM's business transformation – how as “Client Zero” we are using our own Generative AI and Cloud technologies, and those of our partners, to deliver \$3 billion in productivity by the end of 2024

IBM is an essential voice in AI. We also have a long-standing partnership in middleware and business automation with our customers' organizations. Our customers' AI journey is our mission.

IBM is not only the pioneer and market leader in developing AI, but also in AI adoption; to make sure we can infuse intelligence in our clients' business processes with legal, ethical, and regulatory considerations, IBM is Client 0 of our own AI portfolio of products.

Our strategy is informed by these key factors:

**IBM Research innovation** – a key driver to lead and remain competitive.

**Customer insights** – gathered in direct and indirect avenues (feedback on roadmap reviews and client briefings, discovery sessions and Ideas Portal, PoC and PoTs, and IBM Customer Success Managers across the world.

**Market trends** – surveys from IBM's Institute of Business Values, Competitive landscape review, market analyst surveys, etc.

**The 2024 IBMer watsonx Challenge** was an inspiration with 178,000 IBMers coming together to find new ways to put AI to work. It demonstrated IBM's commitment to watsonx by using it internally as client zero, showcasing our ability to streamline business processes and find better ways to enhance the client experience.

•**Objective:** Discussion and custom demonstration of IBM's generative AI point-of-view (PoV) and watsonx capabilities. Understand where IBM is using its own generative AI capabilities as "client zero" and how the resulting experience and capabilities can be leveraged now for impact in your business.

•**Attendees:** LOB, IT, and IBM: generative AI expert, Designer

•**Outcome:** Based on the emerging patterns we've observed in the market, and our own internal AI transformation, we aim to offer the participants a practical approach to embark on watsonx AI use cases that will allow them to determine if generative AI can be leveraged now within their organization and help them implement AI solutions that overcome their business challenges.

**Structure:** the workshop will be structured as a combination of presentations, demos, and panel discussions

**Duration:** half day

**Key words:** AI, artificial intelligence, generative AI, business transformation, watsonx, IBM