

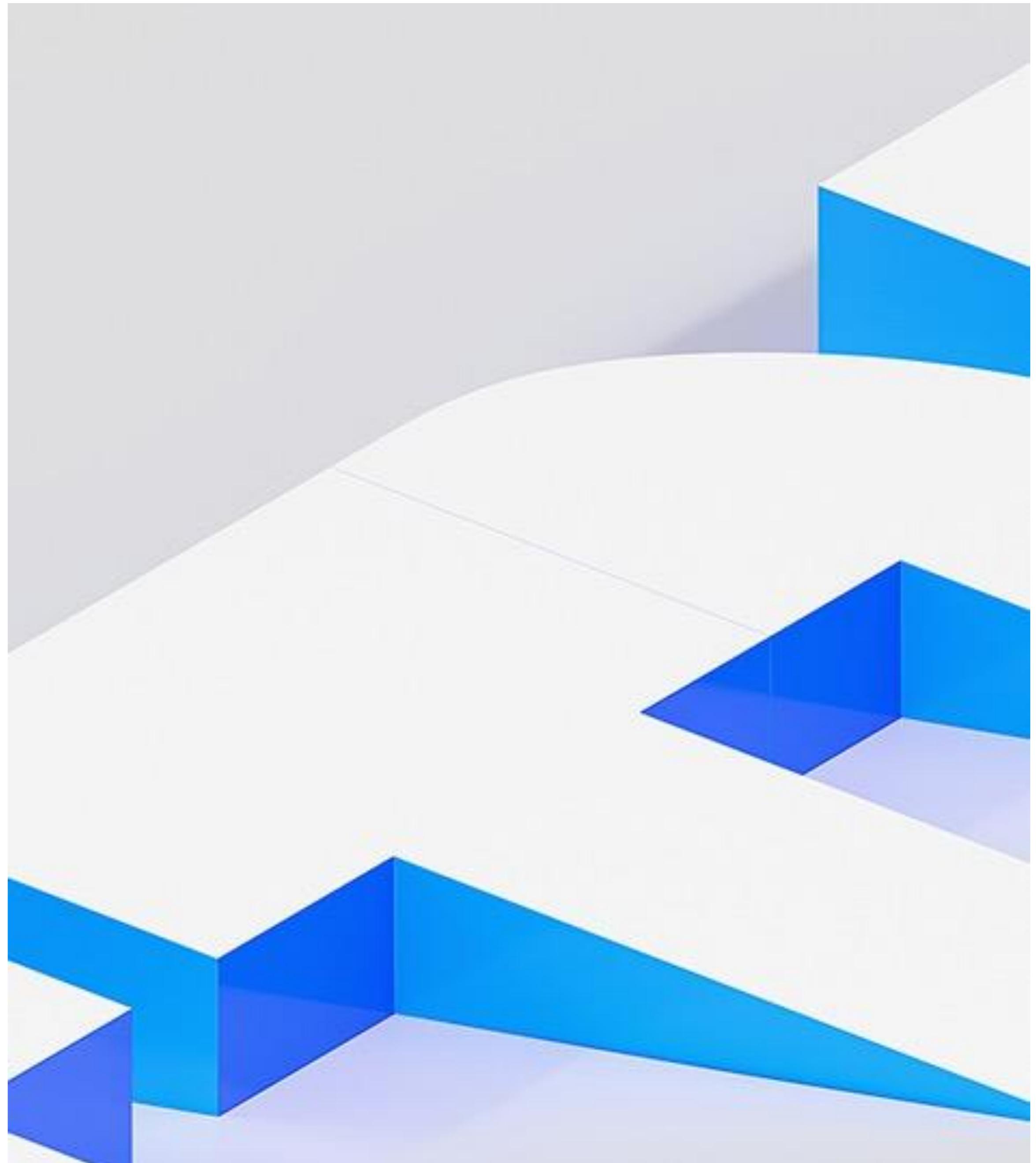
Seller Enablement

watsonx Orchestrate

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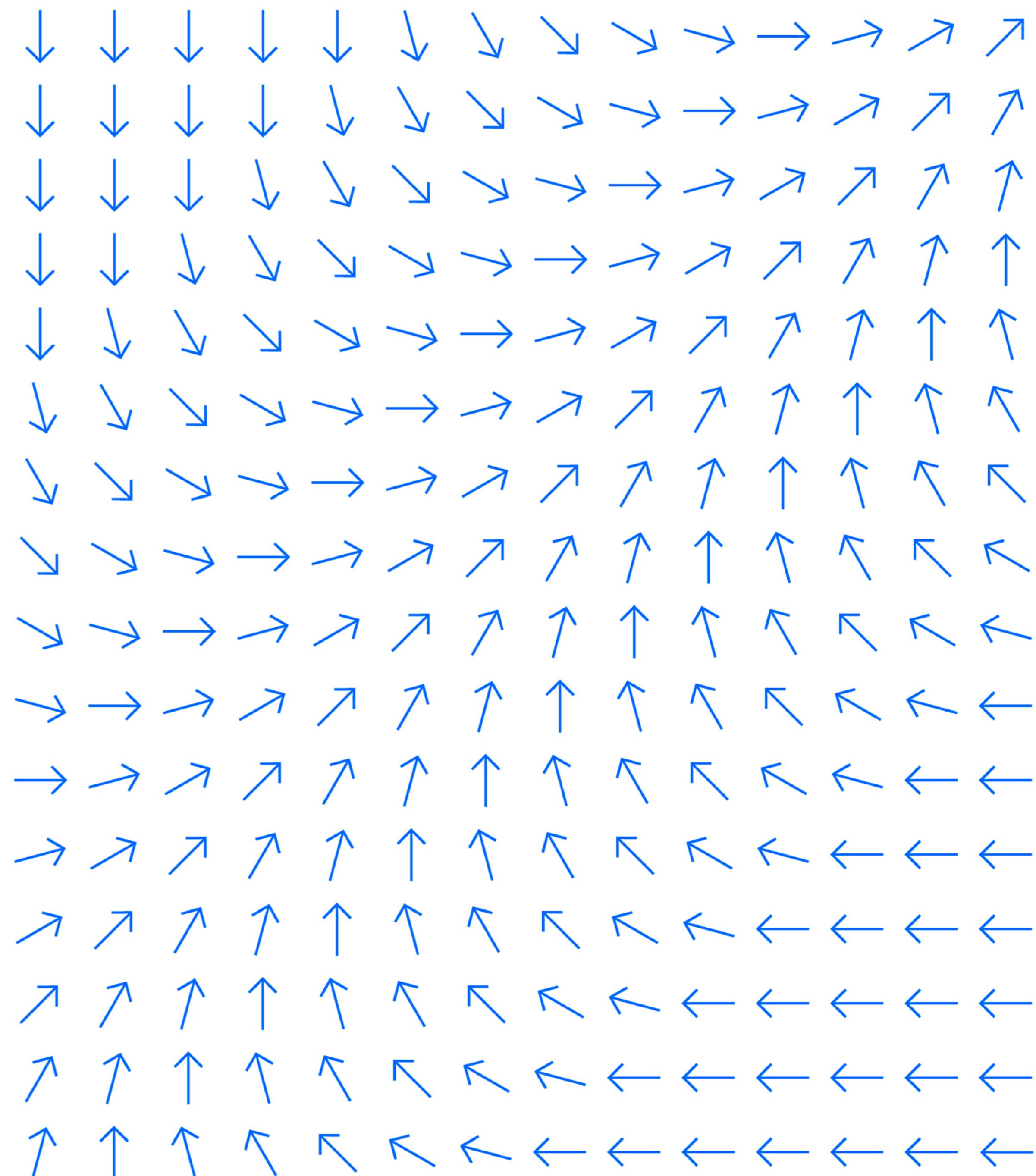
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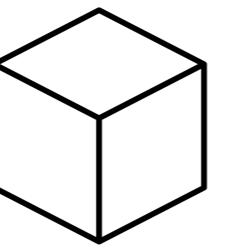
Agenda:

1. The market opportunity
2. Use cases
3. Product capabilities
 - Agent orchestration
 - Agent catalog
 - Agent building tools
 - AgentOps
4. Case studies & references
5. Prospecting & progressing guidance
6. Competitive differentiation
7. Pricing & packaging basics
8. Seller Resources



A fundamental shift
is underway for AI

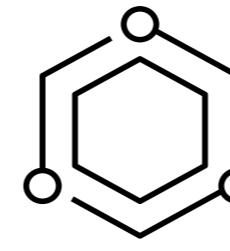
AI that can
generate for you



Models

- Next-token prediction
- Text generation
- Pattern matching

AI that can
chat for you

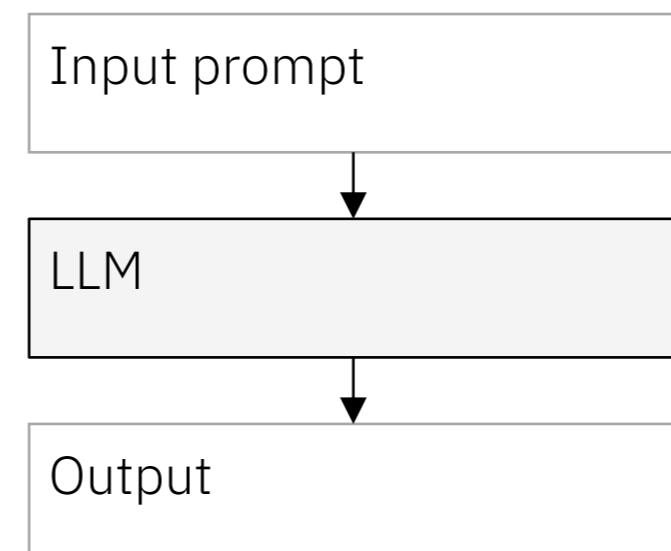


Assistants

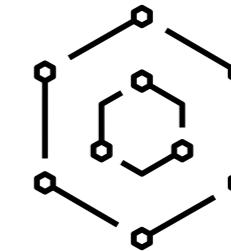
Powered by single customized LLM & large training data

Inflexible & brittle at run-time

Feed-forward systems



AI that can
do for you

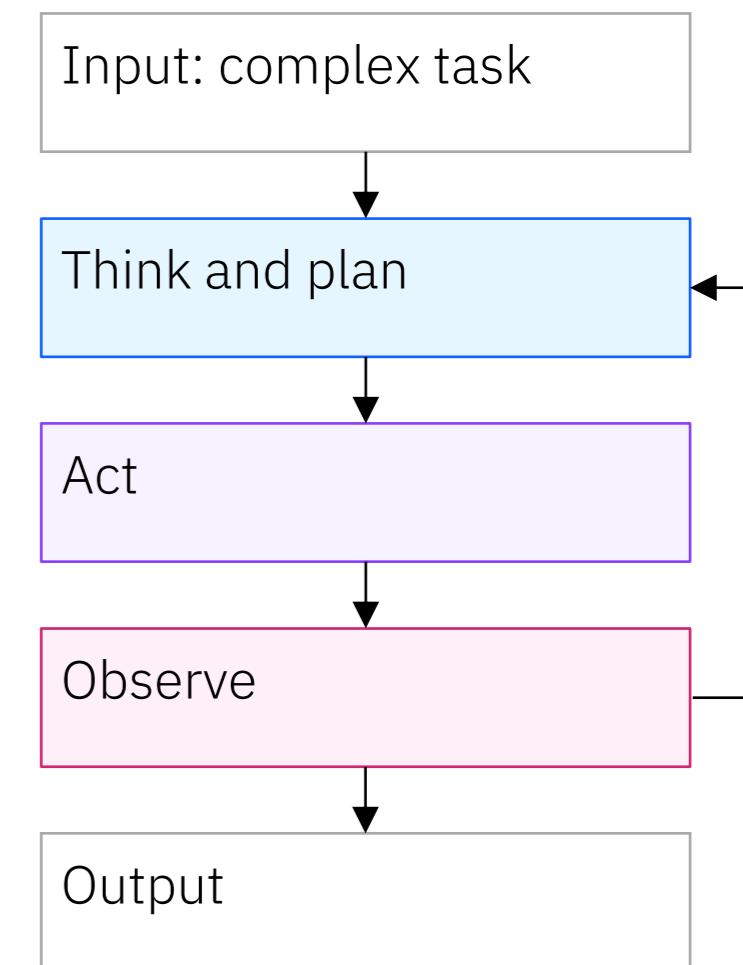


Agents

Powered by the [think-act-observe loop](#)

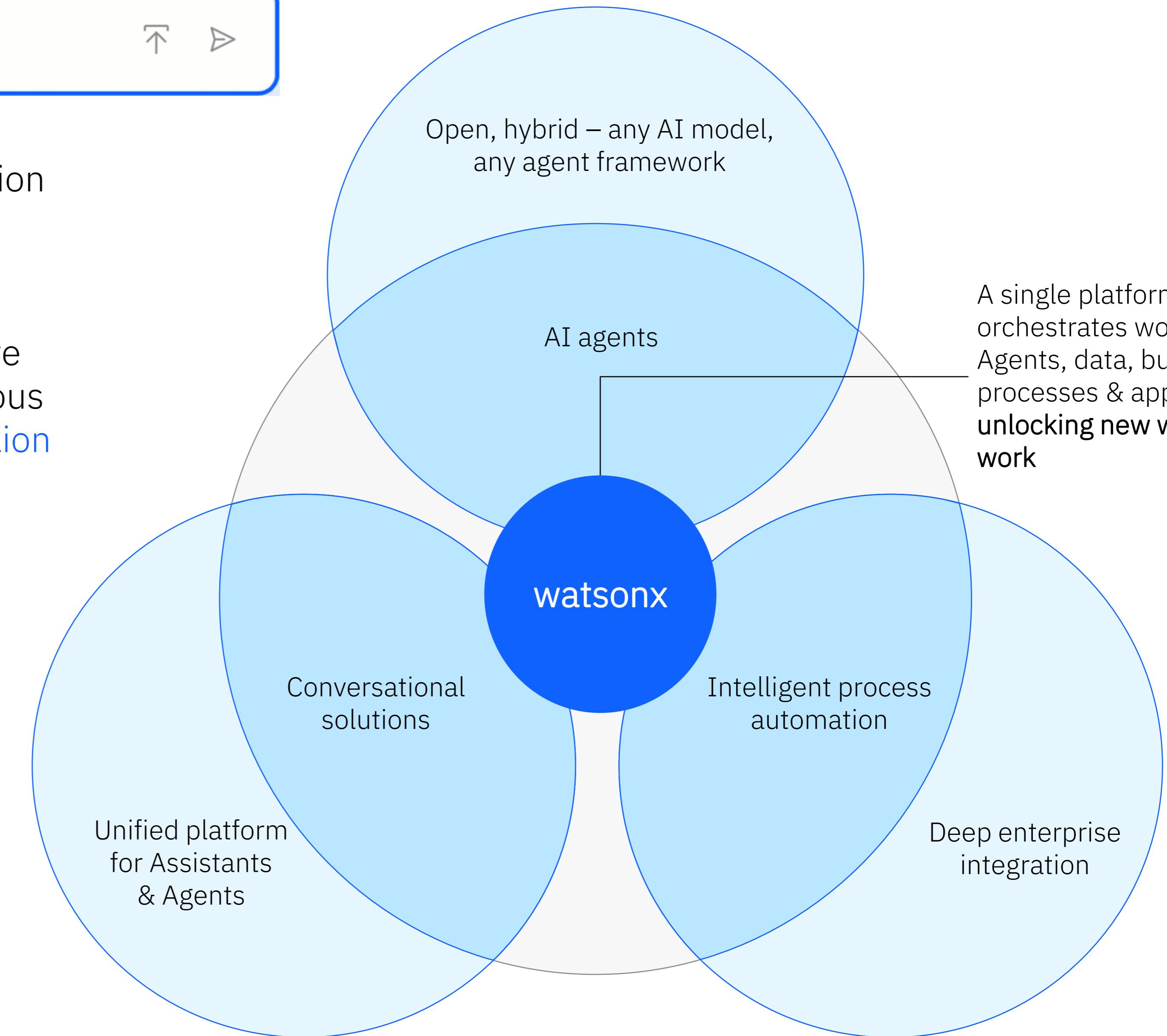
Flexible & adapts to real-time data

Feedback systems



Integrating AI agents with existing AI & automation investments ushers [a new opportunity to unlock](#) enterprise productivity:

By 2028, [one-third of interactions](#) with generative AI services will use action models and autonomous agents for task completion¹, creating a [\\$47.1 billion white space](#) for enterprise productivity.²

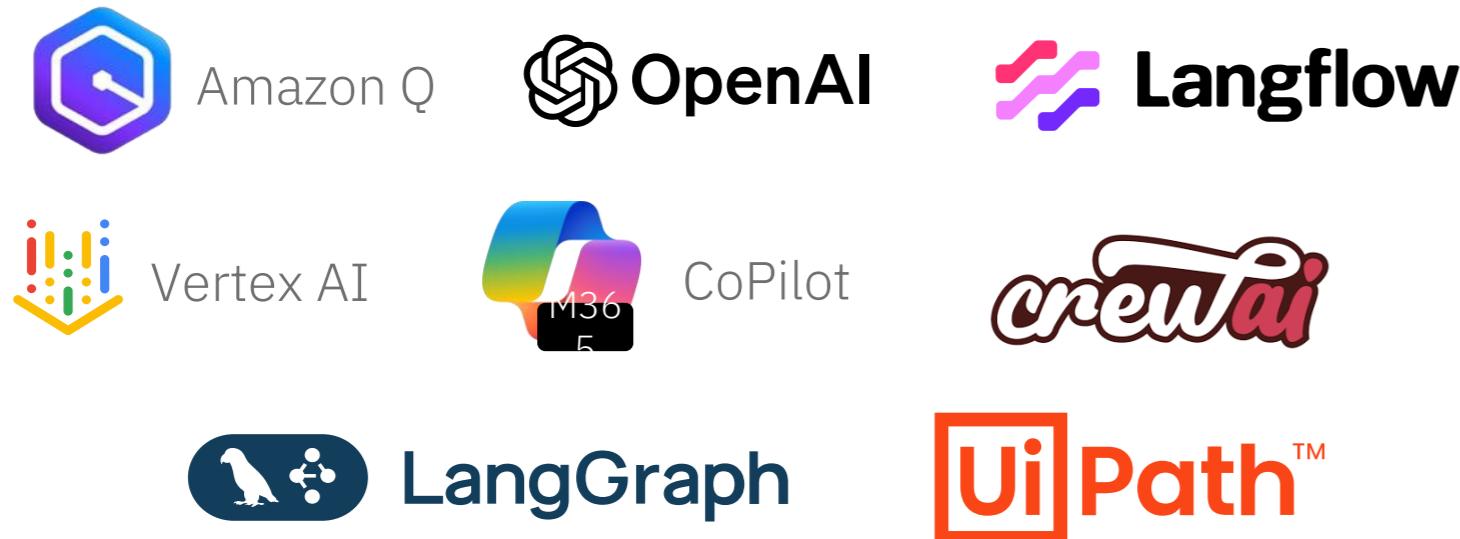


The hype: Building agents is easy

Apps



AI Frameworks and Vendors



Reality: Doing it at scale is not

75%

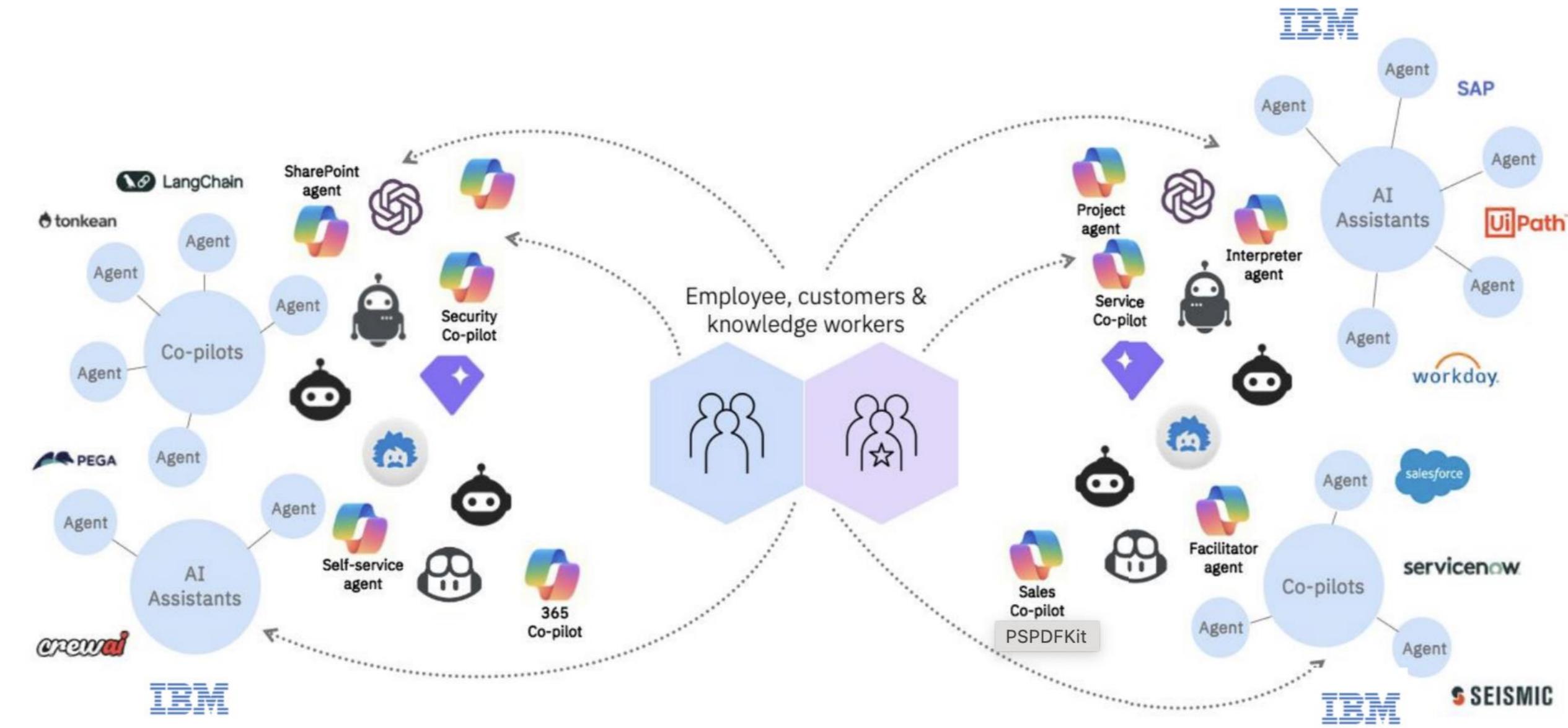
of executives rank AI as
a top-three priority¹

25%

but only are realizing
ROI from their AI¹

Breaking the productivity ceiling with AI agents

How can enterprises securely access, monitor, and coordinate agents—at scale?



Security

- Role-based access
- SSO integration
- Connection management

Observability

- Telemetry (Langfuse, OTEL)
- Performance dashboards

Governance

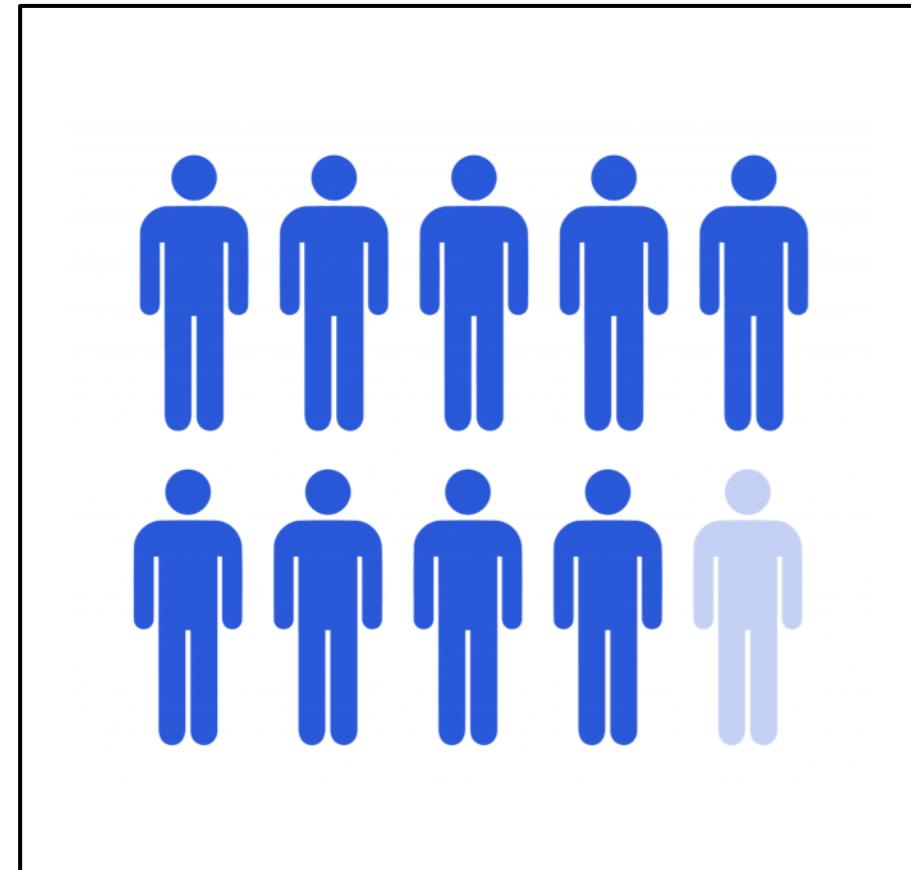
- Action traceability
- Evaluation, auditability, and compliance

Agent ecosystem management

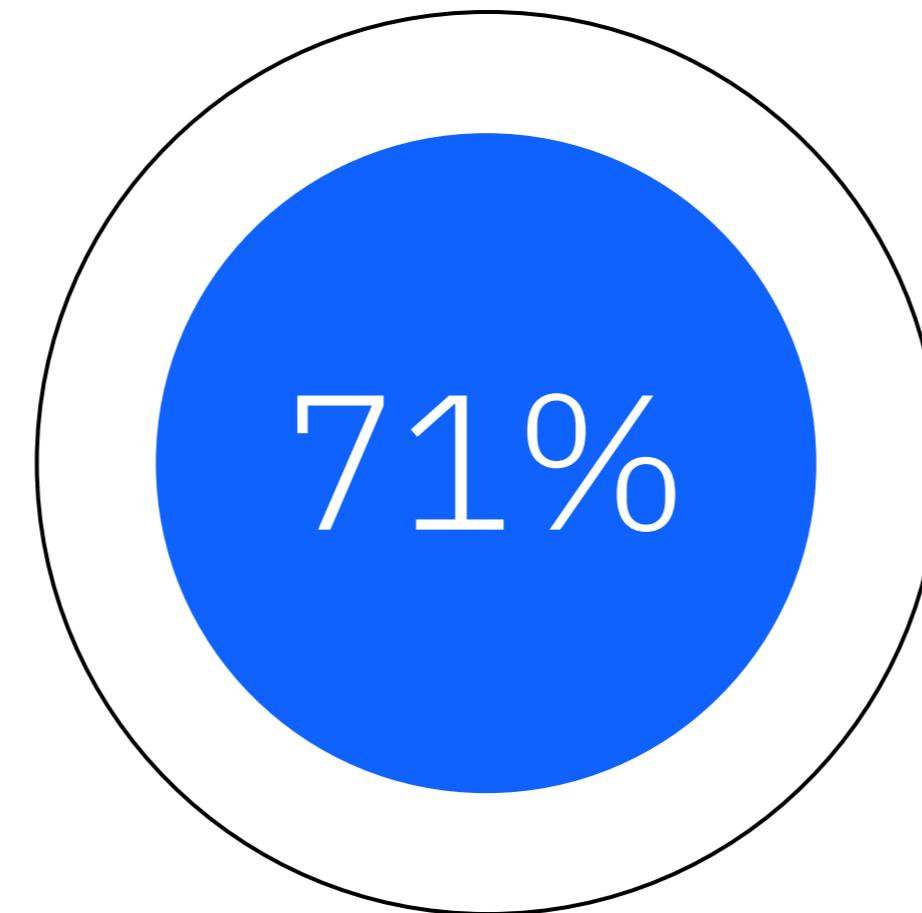
- Pre-built agents
- 3rd party agents
- Custom agents

[Watch the 2025 THINK Keynote →](#)

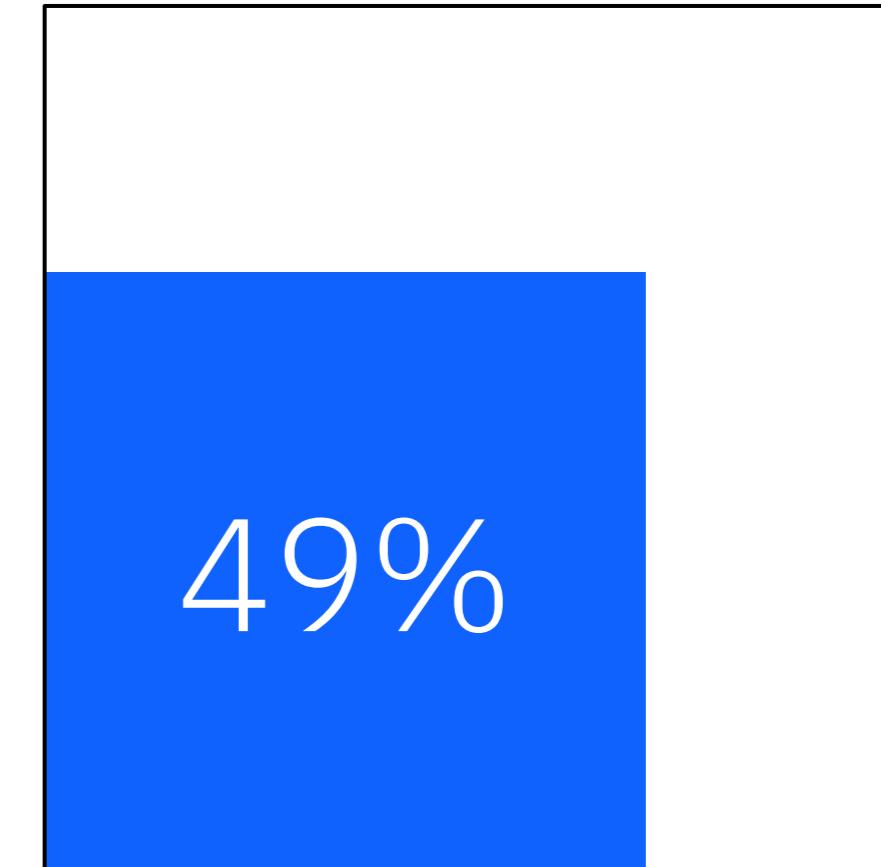
Agentic AI buyer trends: From exploration to impact



9 out of 10 senior decision-makers are shifting their Gen AI investments to projects that will improve business performance.¹



71% of gen AI spending will go to HR, finance, customer service, sales & marketing, where investments are expected to drive quick ROI.²



of AI development cost is labor. Each AI model comes with its own set of labor costs, so buyers are leaning towards embedded generative AI capabilities.³

watsonx Orchestrate: Positioned to lead in AI assistants, automation, and agents

3 million

tool runs in 2H 2024

3x

clients in production

The future of work is being reshaped right now, and **watsonx Orchestrate** is built to lead it.

watsonx Orchestrate's new market readiness in 2025



Clear & simple packaging & pricing

Simplified pricing, consumption
and sizing

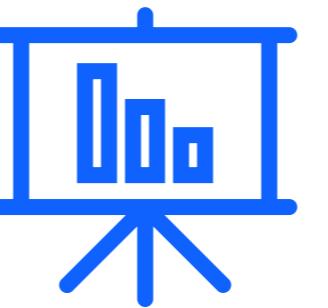
More MAUs & Tool runs per month

All automation is counted as
a single tool run

Lower entry pricing for Essentials

MAU reduced to 10 cents each

Free trial on IBM Cloud



Enterprise features & compliance

Agentic Orchestration

Voice on IBM Cloud

Data Isolation

Compliance:

- ISO 27001
- SOC2 (2Q 2025)
- HIPAA (2Q 2025)

On-premises:

- Agentic orchestration
- Multi-tenancy



Data centers Where you need to sell

Rapidly expanding geo footprint for
IBM Cloud & AWS data centers
means you can sell anywhere:

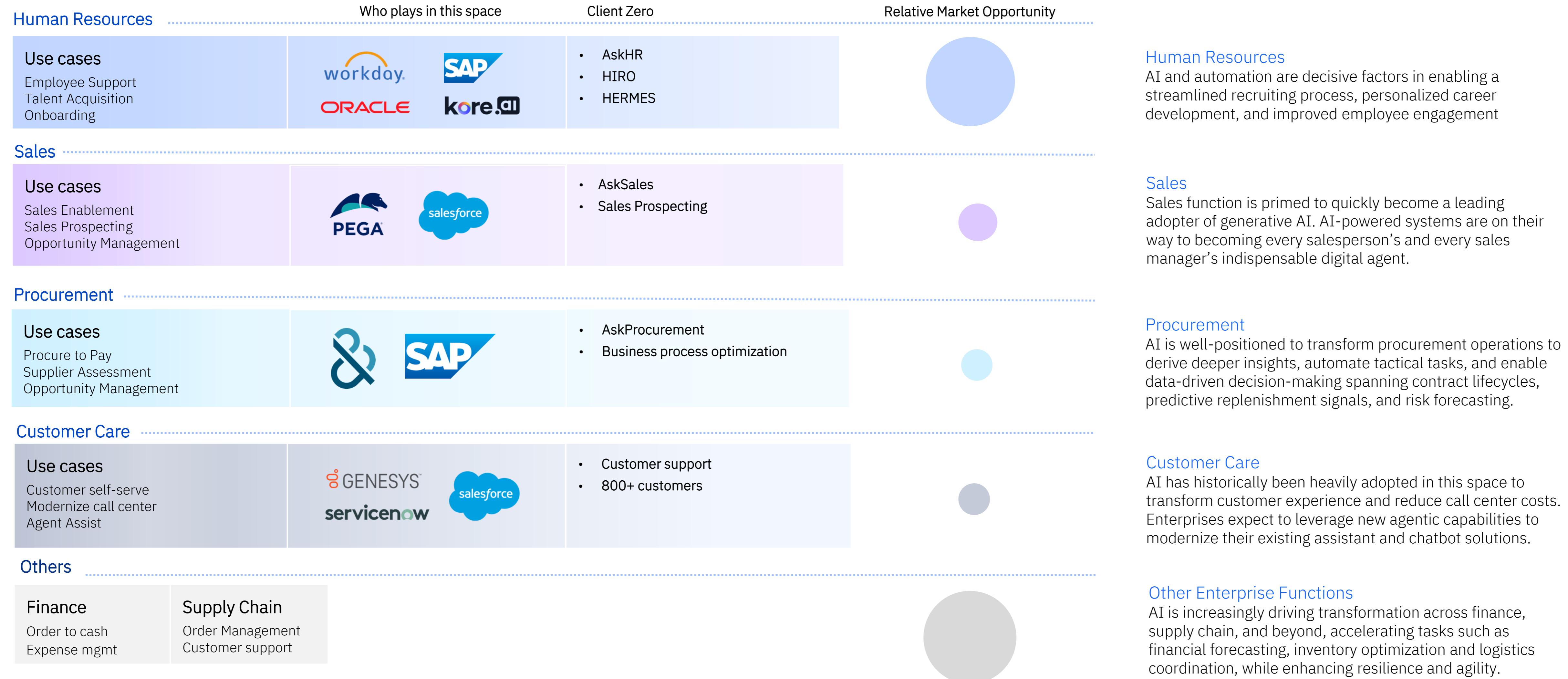
- Dallas
- Toronto
- London
- Frankfurt
- Washington, D.C.
- Tokyo
- Sydney
- Singapore

watsonx Orchestrate

use cases

Driving value in high-impact domains

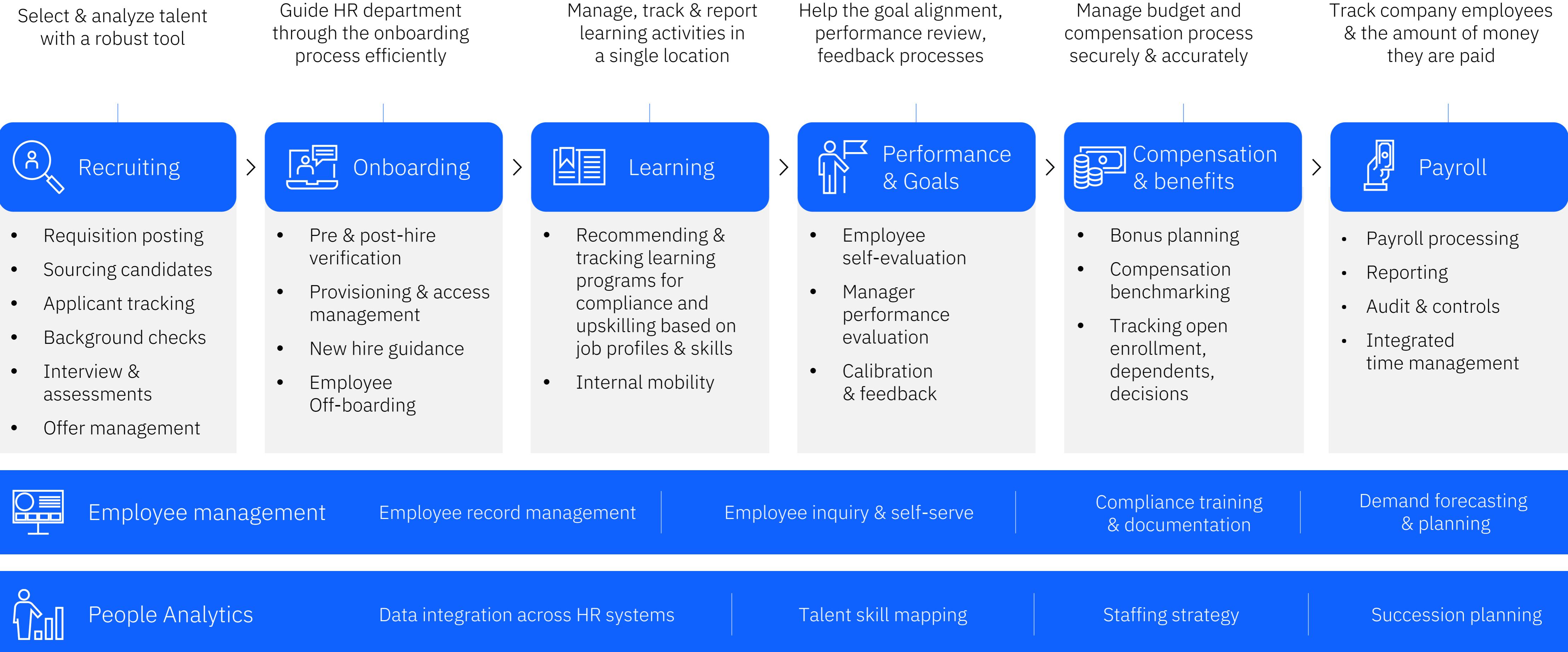
IBM has demonstrated value through its own implementations of **watsonx Orchestrate** to transform business operations. Explore the use cases and outcomes on the [Client Zero Seismic page →](#)



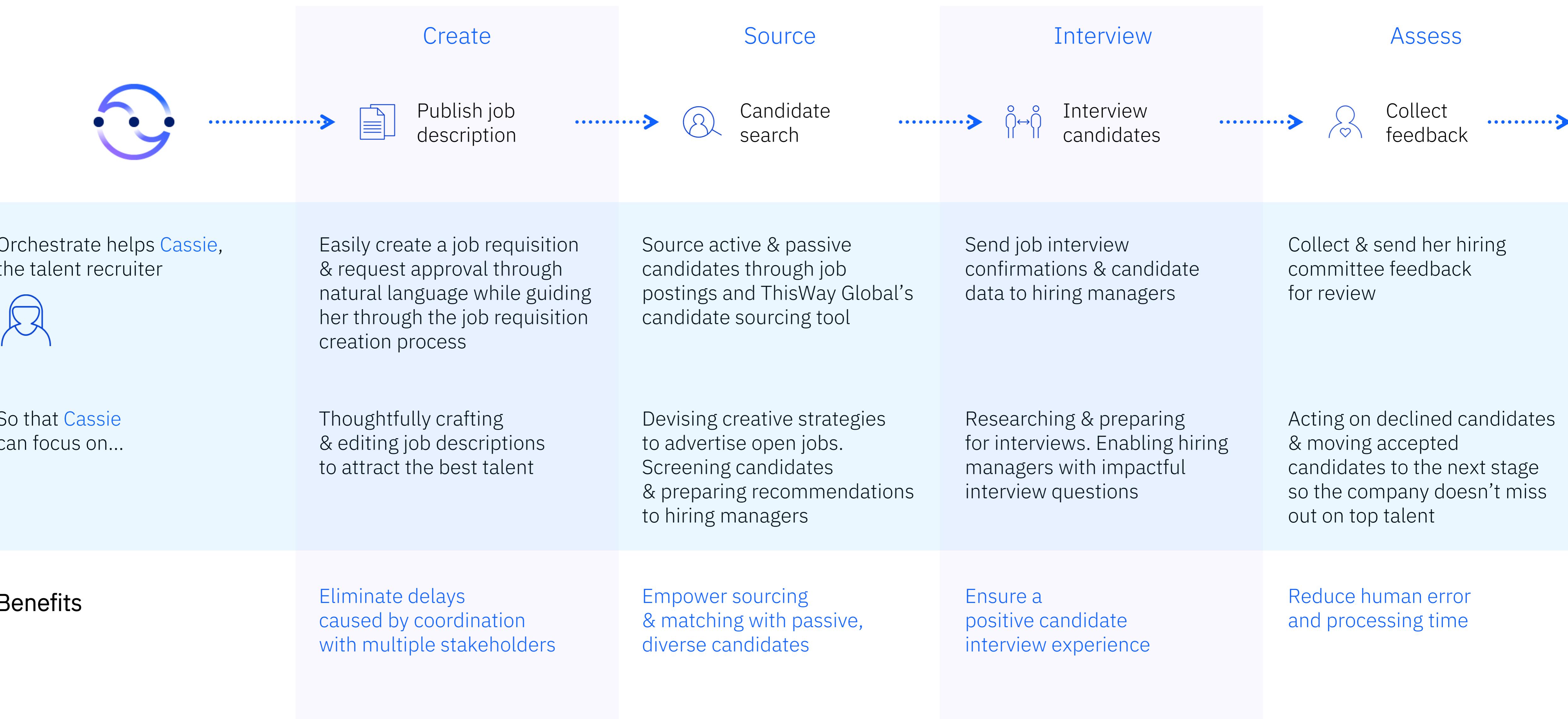
Let's start with HR



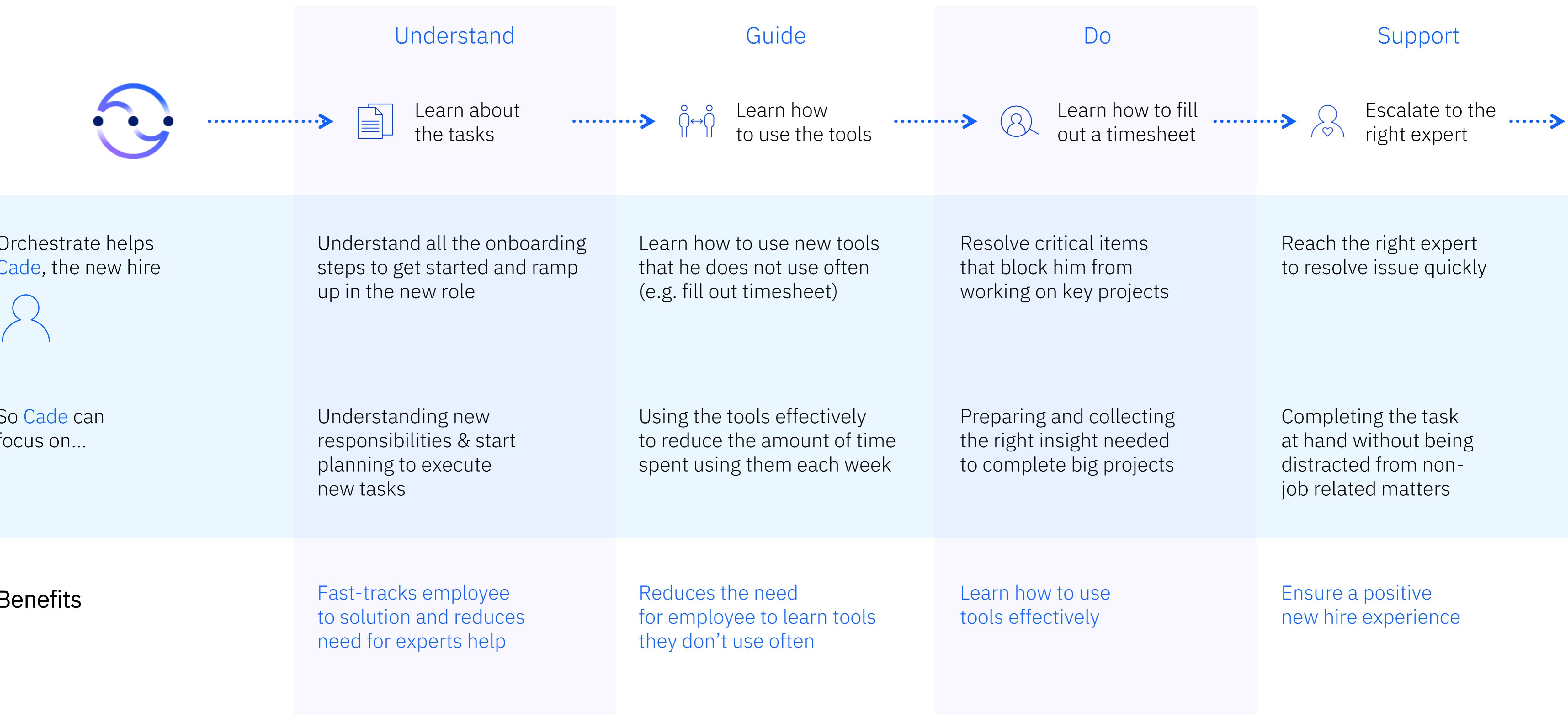
HR orgs have many functions with few resources— all of which are ready for digitization



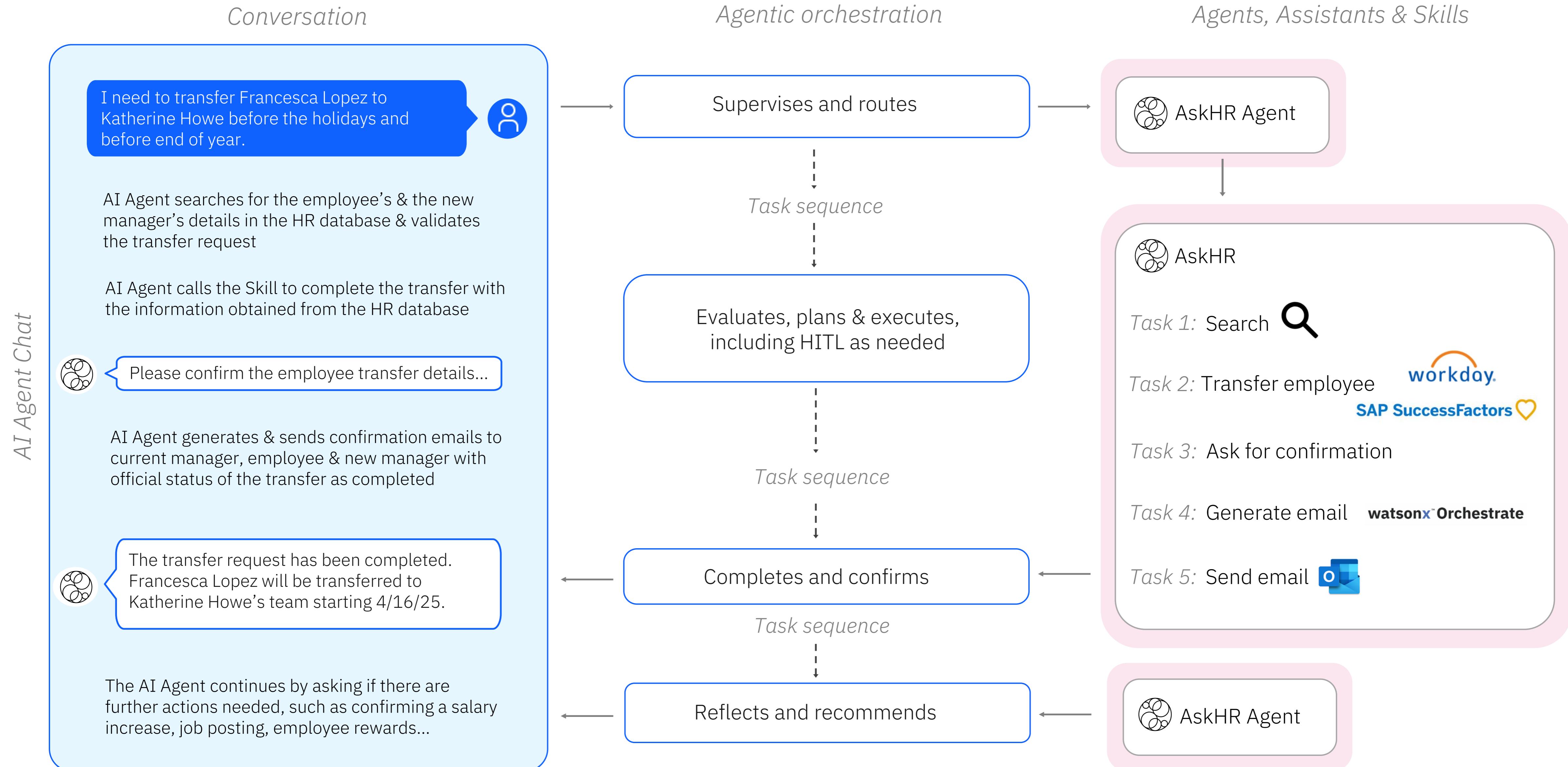
How watsonx Orchestrate [helps HR:](#) Cassie, the talent recruiter



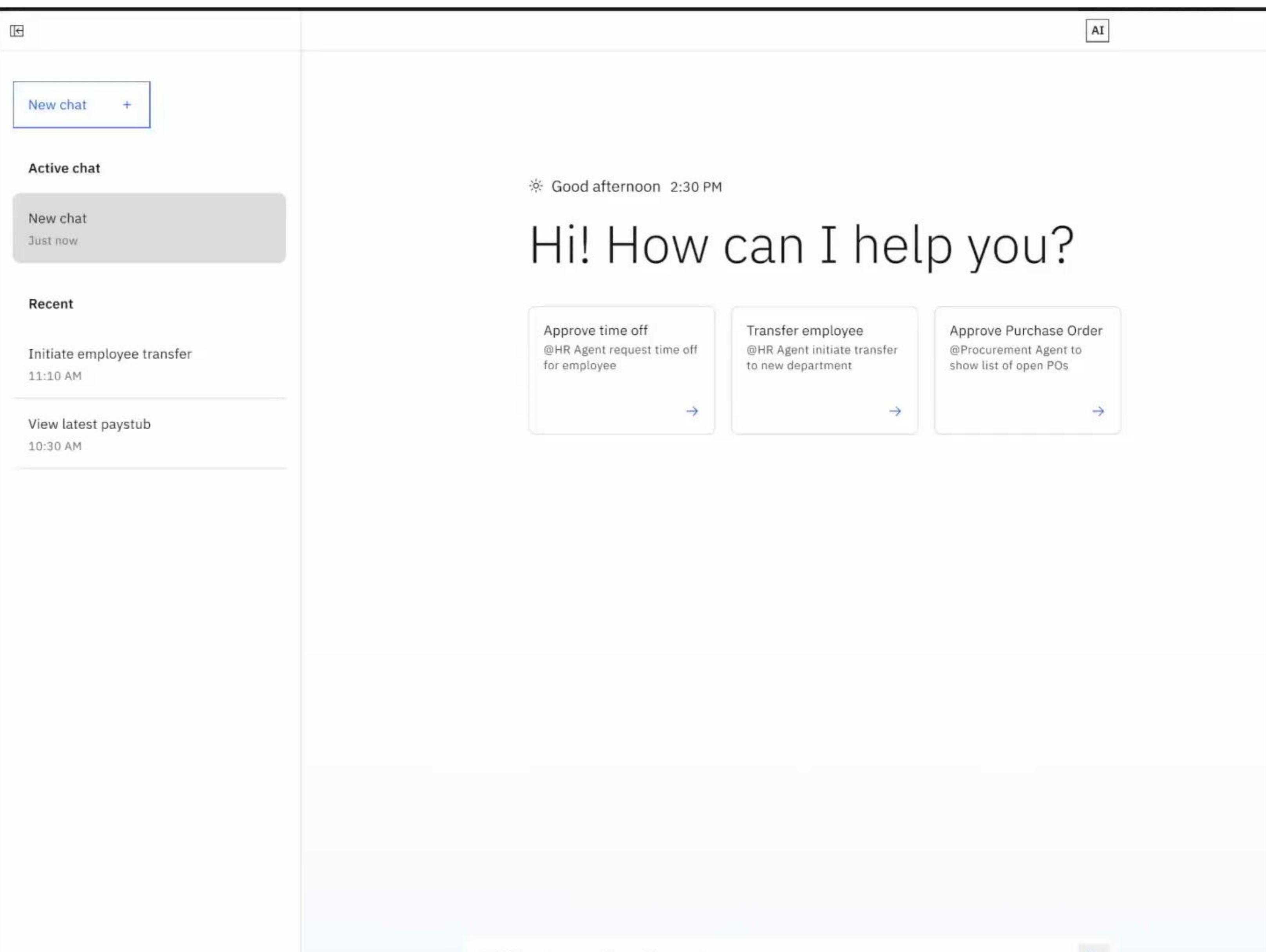
How watsonx Orchestrate [helps HR:](#) Cade, the new hire



Orchestrator Agent Example Use Case: Manager Support



AI Agent for HR Demo

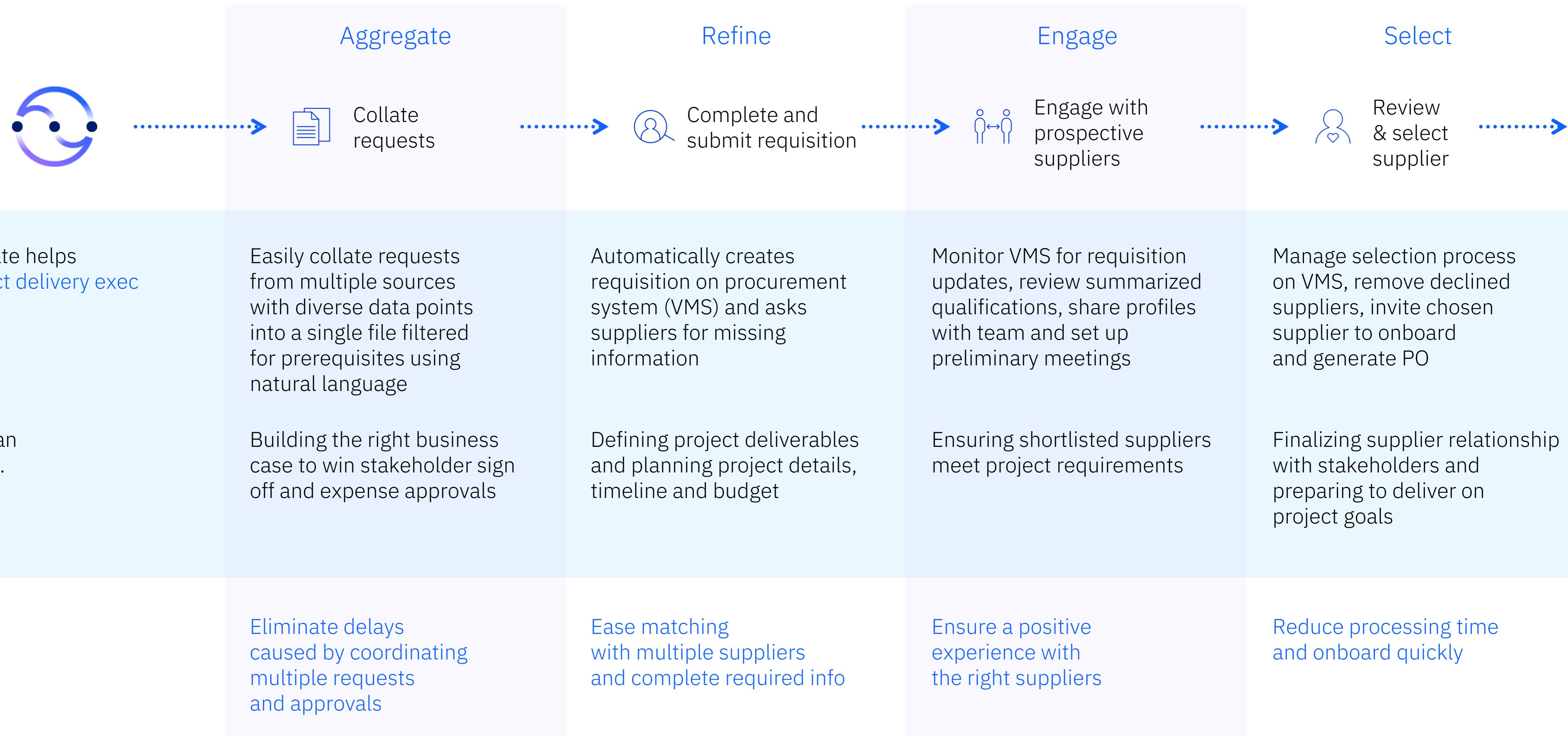


[HR agents on Seismic →](#)

Procurement & sales use cases

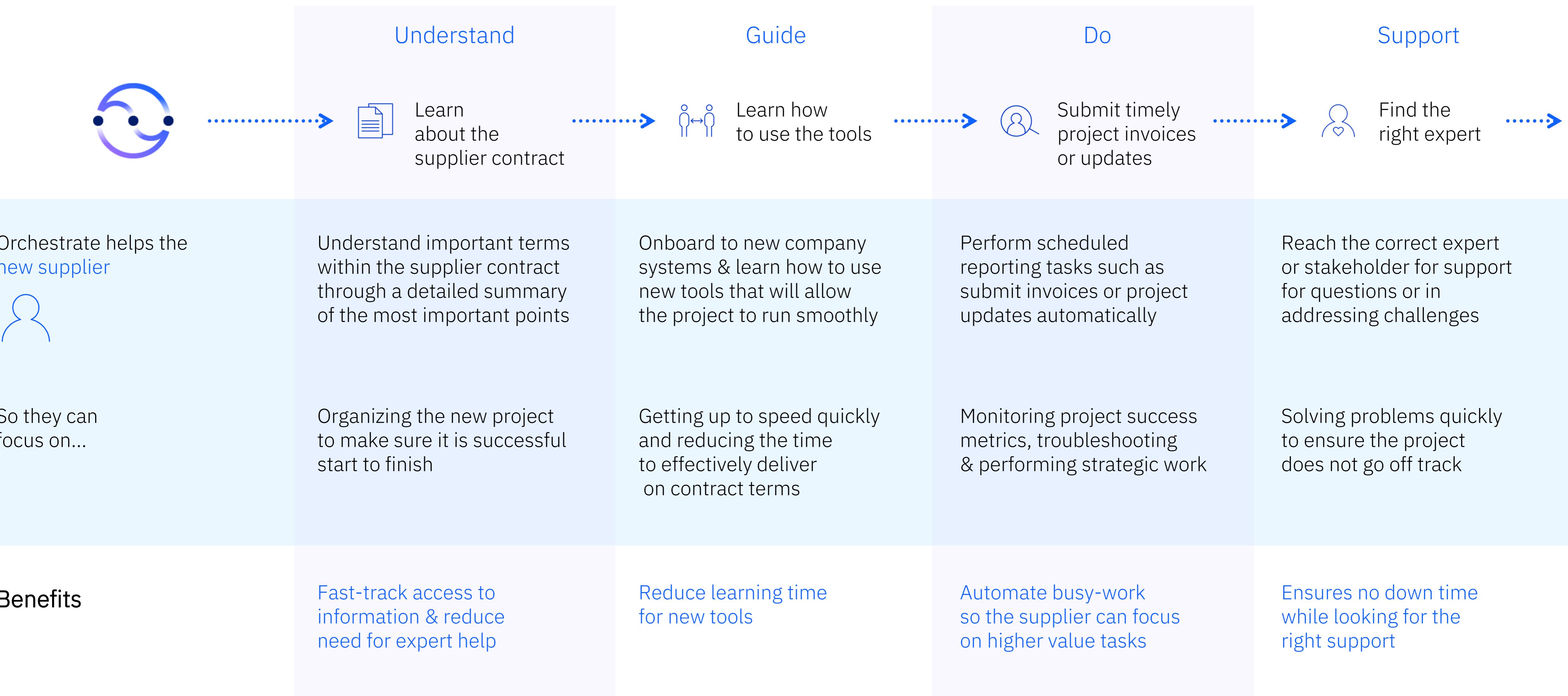


How watsonx Orchestrate [helps](#) procurement: The project delivery executive



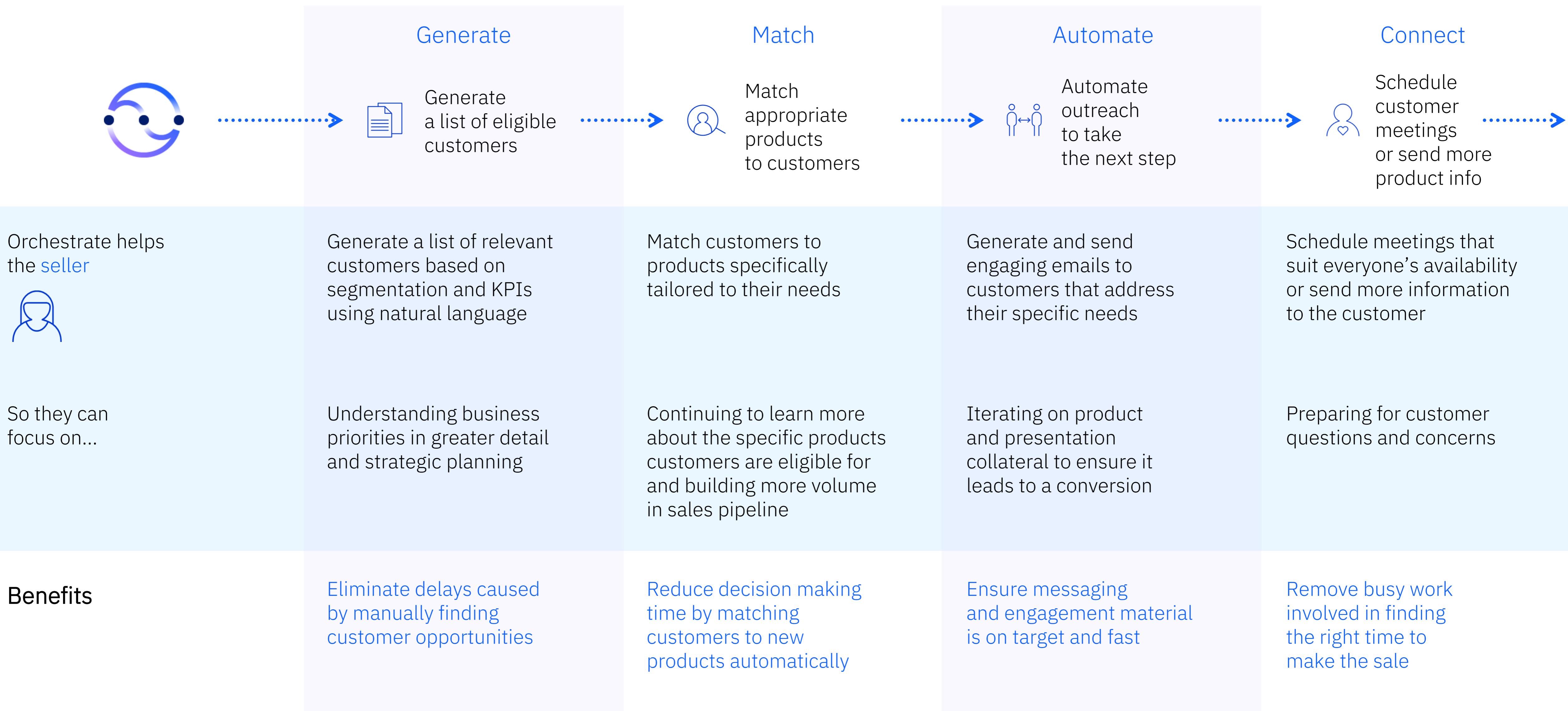
[Procurement agents on Seismic →](#)

How watsonx Orchestrate [helps](#) procurement: The new supplier

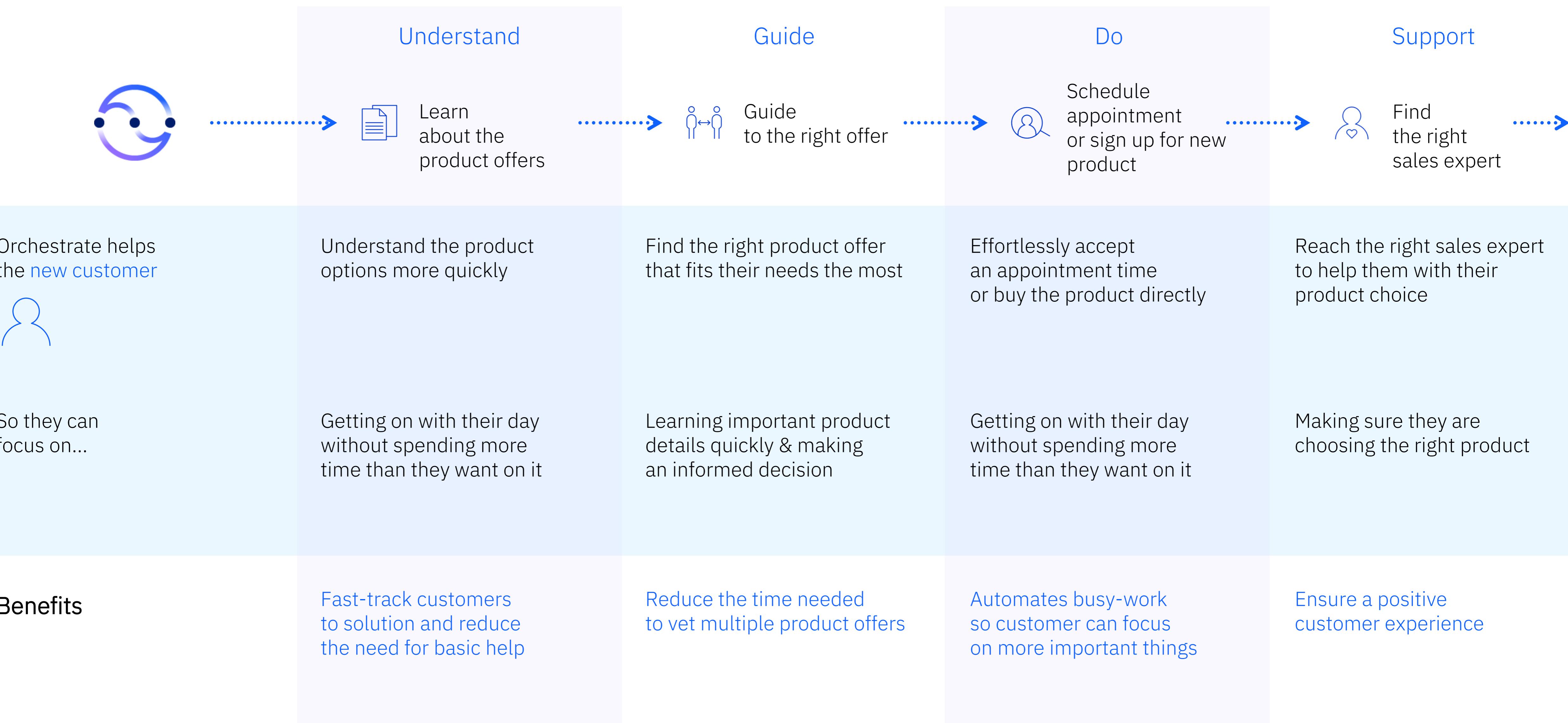


[Procurement agents on Seismic →](#)

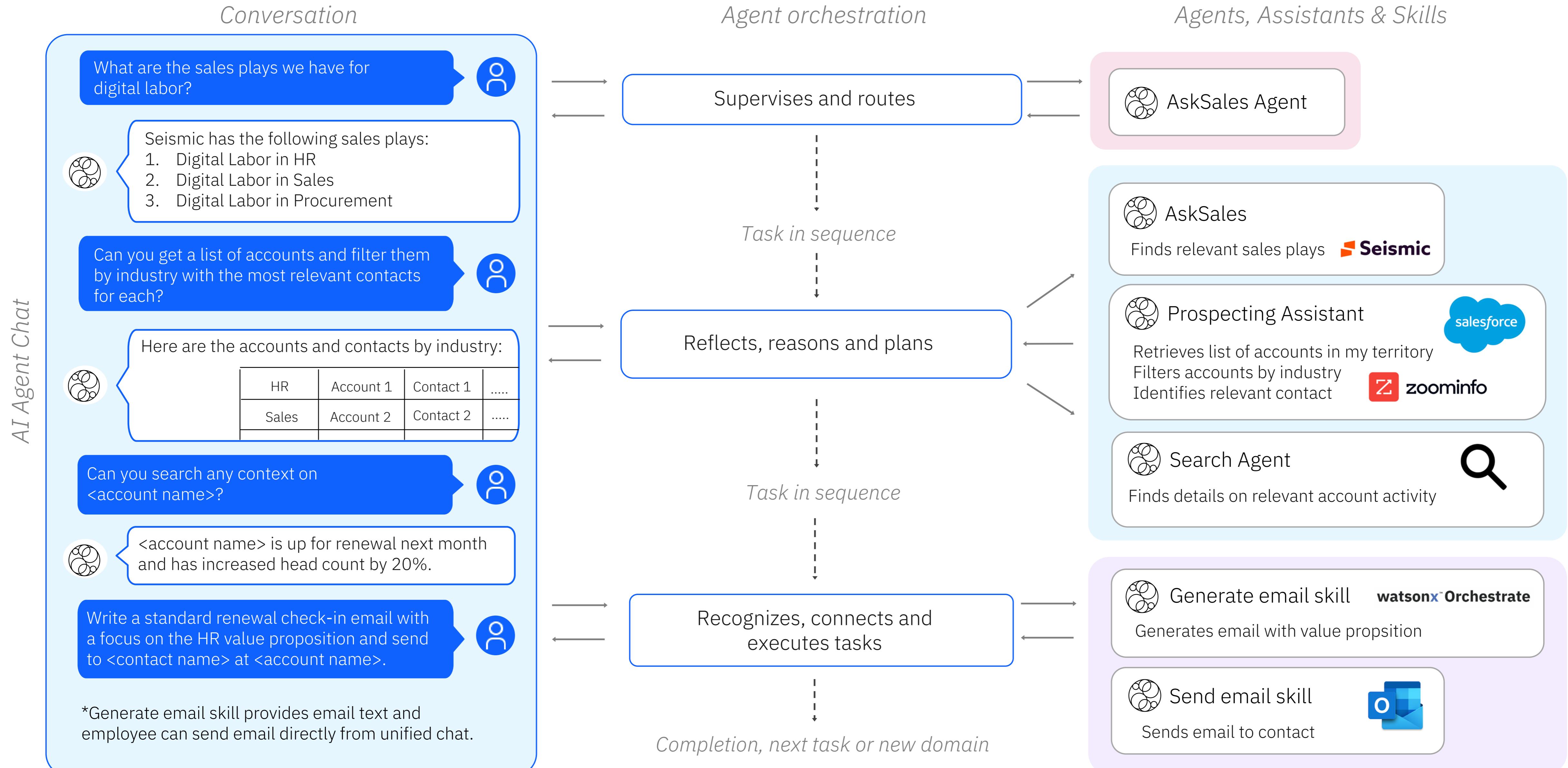
How watsonx Orchestrate [helps](#) sales: The seller



How watsonx Orchestrate **helps** sales: The new customer



Orchestrator Agent Example Use Case: Sales Prospecting

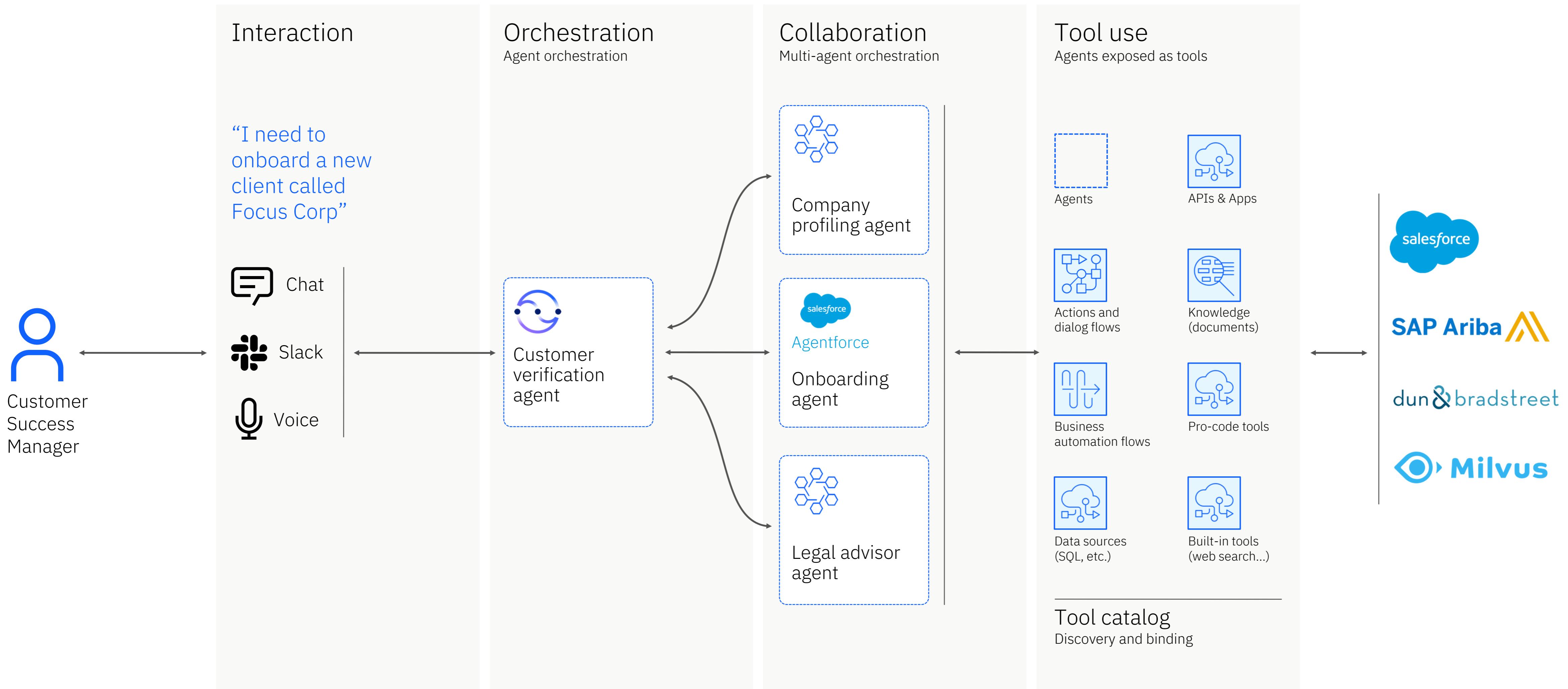


watsonx Orchestrate

product capabilities

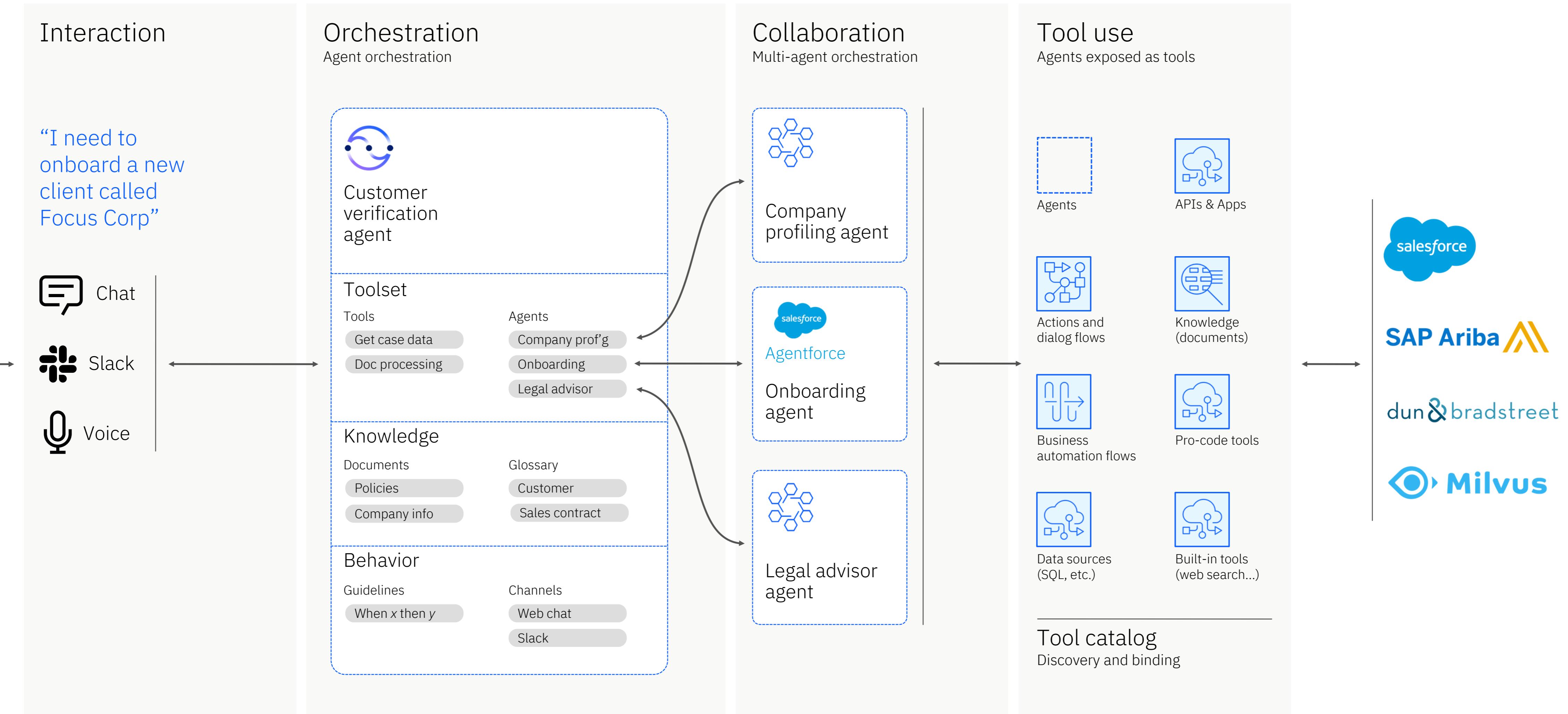
The multi-agent architecture in action

Customer verification and onboarding



The multi-agent architecture in action

Customer verification and onboarding

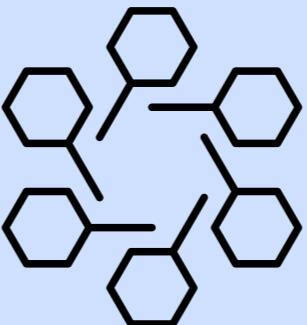


IBM's Unique Approach

Agentic AI in **watsonx** Orchestrate

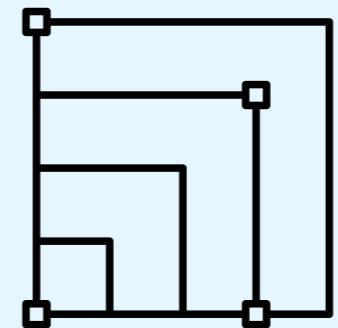
Orchestrator for Tools and Agents

Multi-agent, multi-tool supervisor, router, and planner which facilitates complex task execution



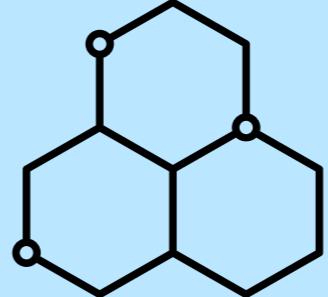
Agent Marketplace and Prebuilt AI Agents

Accelerate AI Agents with pre-built utility agents and domain agents.
Provide an easily searchable catalog of AI agents and tools.



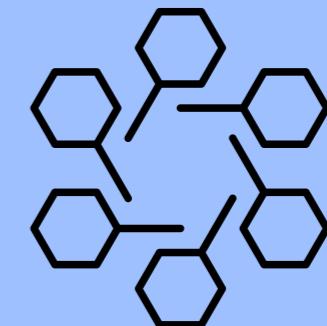
Build Your Own Agents

Build custom designed agents with pro-code to no-code tooling
Integrate 3rd party agents built in any tool or framework



AI AgentOps

Discover, manage,
monitor & optimize
autonomous AI agents

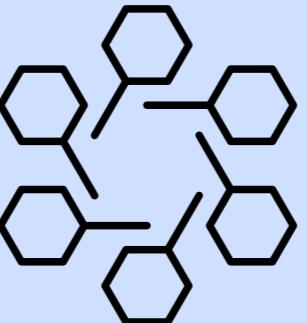


IBM's Unique Approach

Agentic AI in **watsonx** Orchestrate

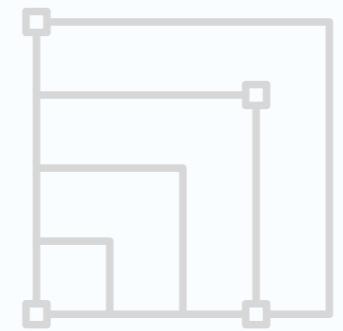
Orchestrator for Tools and Agents

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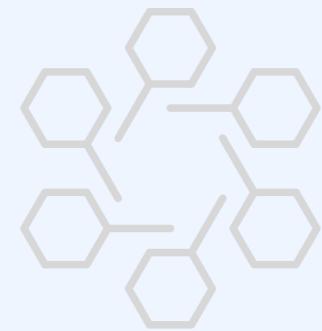
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AI AgentOps

Discover, manage,
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Agentic orchestration in watsonX Orchestrate

Overview

To drive productivity, enterprises need **multiple agents** across multiple domains to execute their complex use cases.

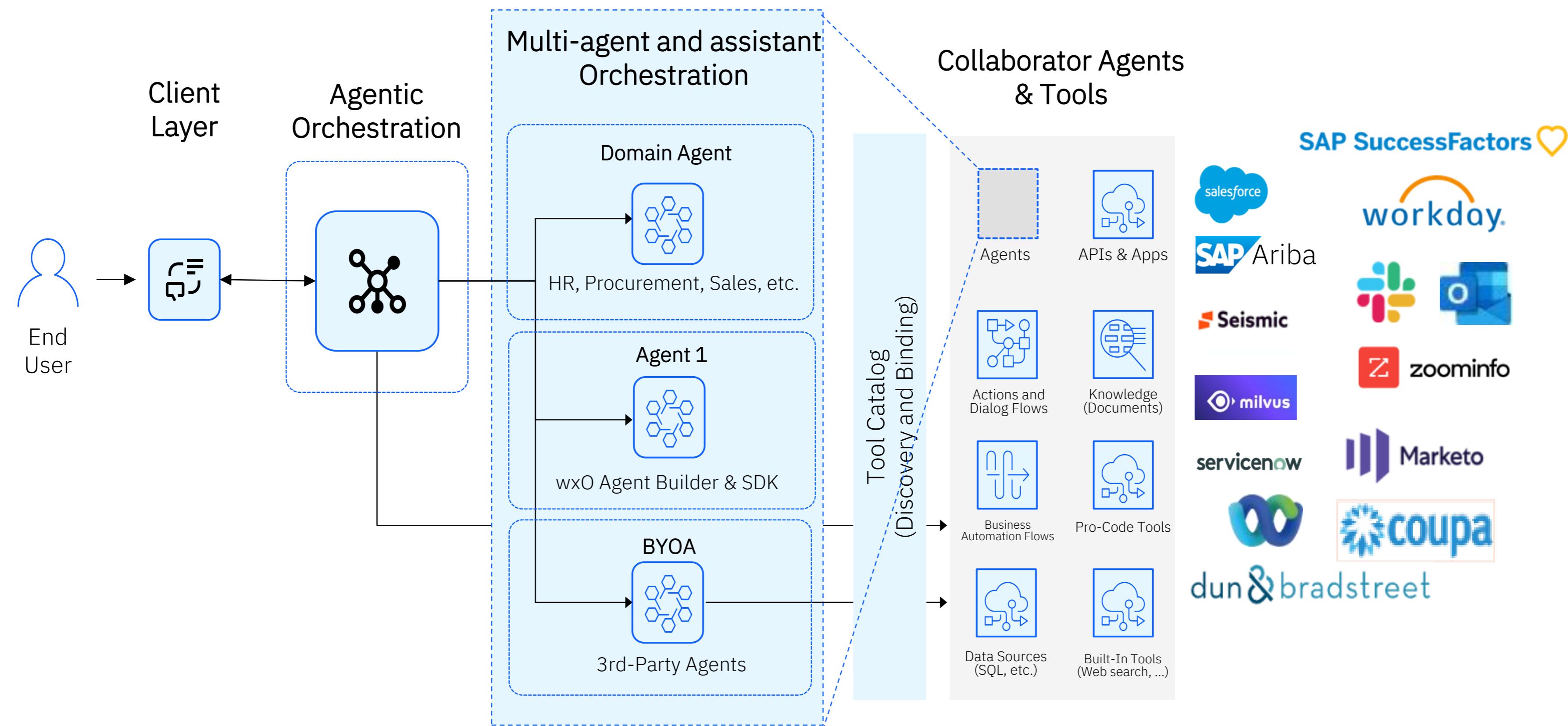
IBM offers a **multi-agent, multi-tool supervisor, router, and planner** to facilitate complex task execution across your agent landscape.

Benefits

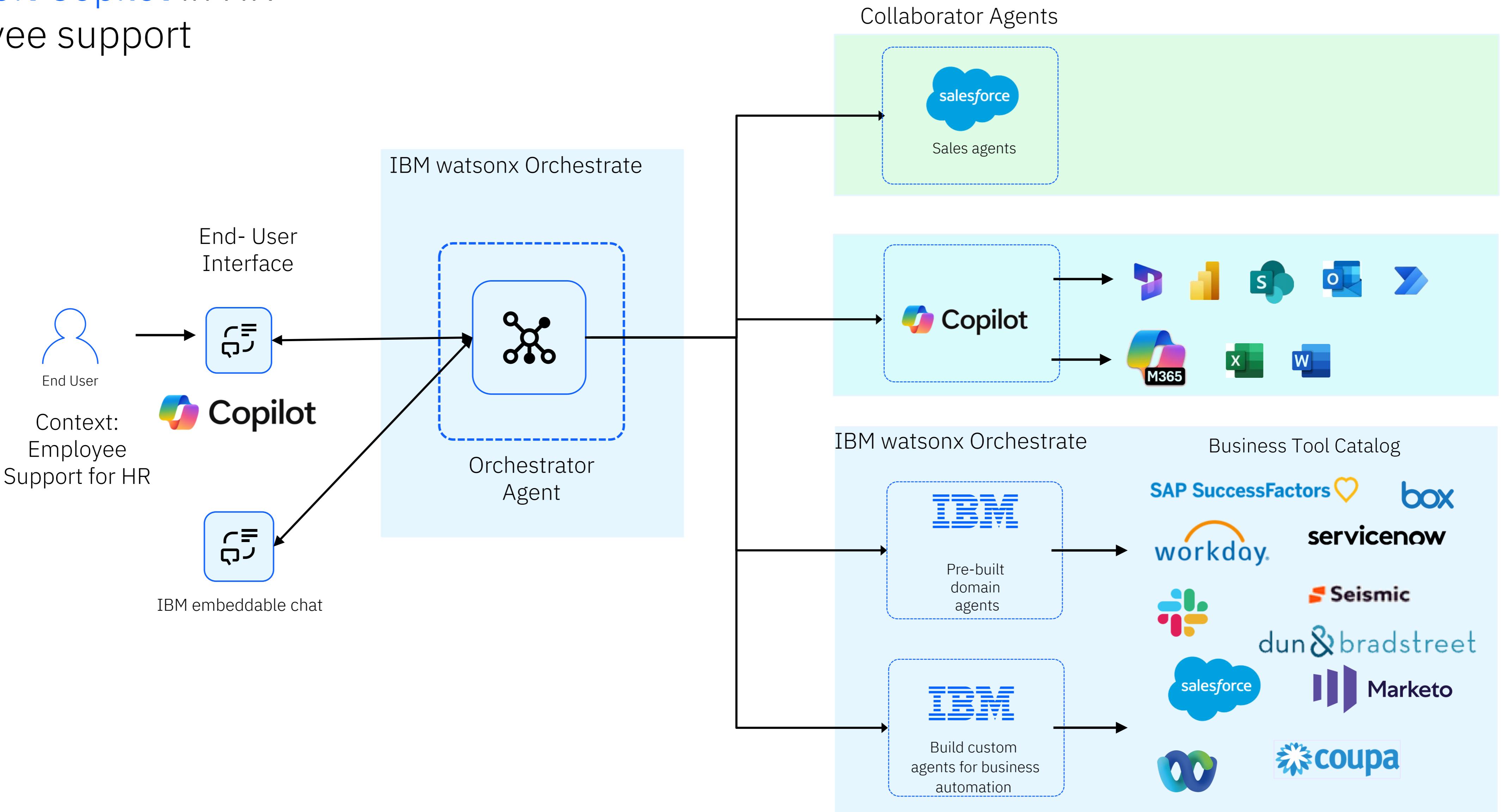
Open and hybrid – unifies IBM and 3rd party agents (opensource or 3rd party vendors) to fulfill workflows across app and data

Easy to scale and innovate – a native multi-agent collaboration framework does not require developer expertise to configure

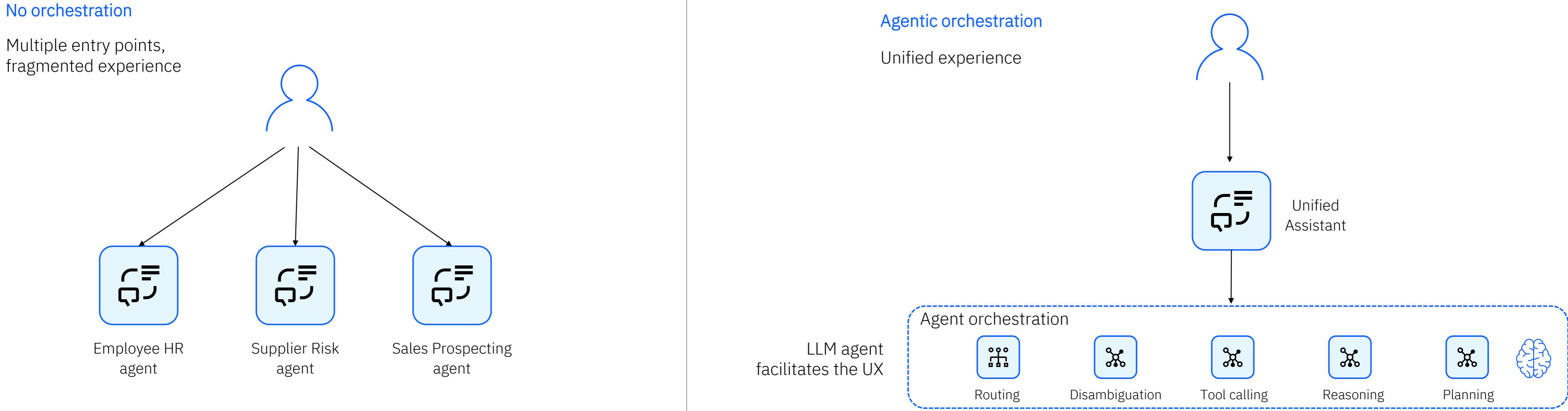
Flexibility to incorporate 3rd party solutions and deploy anywhere for enhanced collaboration & customer/employee experience



Example: Complementing Microsoft Copilot in HR employee support



Why agent orchestration matters: A side-by-side comparison



- Limited to single-agent use cases
- Minimal coordination with backend tools
- Static, task-specific interaction flows
- Difficult to scale across business units
- ROI limited to surface-level engagement

- Multi-agent collaboration across systems
- Centralized task routing & supervision
- Dynamic, multi-turn conversations
- Seamless integration with enterprise tools
- Fast time-to-value and high scalability

IBM's Unique Approach

Agentic AI in **watsonx** Orchestrate

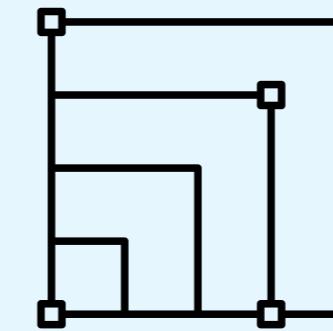
Orchestrator for Tools and Agents

Multi-agent, multi-tool supervisor, router, and planner which facilitates complex task execution



Agent Catalog and Prebuilt AI Agents

Accelerate AI Agents with pre-built utility agents and domain agents.
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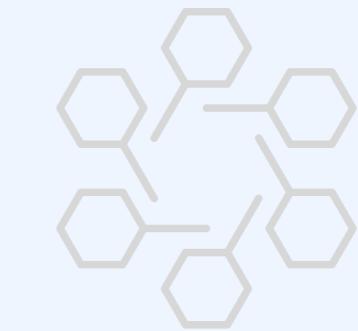
Build Your Own Agents

Build custom designed agents with pro-code to no-code tooling
Integrate 3rd party agents built in any tool or framework



AI AgentOps

Discover, manage,
monitor & optimize
autonomous AI agents



AI Agent & Tool Catalog

Overview

The **Agent and tool catalog** allows agent builders to discover and connect to a multitude of agents, collaborators and tools to enhance agent capabilities in an easily searchable and intuitive interface.

Benefits

Easily discover and connect to IBM, partner, and client-built agents and tools

Click into agents to see what tools they use and edit based on desired characteristics

Use agents as templates for faster customization and deployment

Discover and use everything you need effortlessly with the Catalog

The catalog offers agents and thousands of Tools to help you efficiently accomplish your tasks.

Search "Agents or Tools"

Type

- Agents
- Tools

Categories

- HR
- IT
- Procurement
- Productivity
- Sales

Apps

Search for app names

- Amazon
- AWS
- Asana

Agents

A specialized Agent focused on executing specific tasks using a defined set of Tools and domain knowledge. Select an Agent to see their details.

[View all →](#)

Agent Type	Description	Tools	By
Compensation	Tools focused on sourcing and hiring top talent to meet organizational needs, ensuring role alignment.	10 Tools	IBM HR
IT Support & Helpdesk	Provides technical assistance to resolve software, hardware, and network issues for employees or customers.	23 Tools	IBM IT
Inventory Management	Monitors stock levels and coordinates with suppliers to ensure adequate supply without overstocking.	2 Tools	IBM Procurement
Performance evaluator	Automates performance tracking, review scheduling, and provides insights to help align employee goals with company objectives.	12 Tools	IBM HR
Infrastructure management	Manages and maintains the organisation's IT infrastructure, including servers, networks, and data centres.	12 Tools	IBM IT
Benefits administration	Manages employee benefits like health insurance, retirement plans, and wellness programs.	20 Tools	IBM HR

Tools

A Tool is a capability that can be used to start specific actions or retrieve information. Select a tool to see its details.

[View all →](#)

Demo

Agent Catalog

- Discover and connect to existing agents and tools
- Use existing agents as templates with customization for faster deployment

The screenshot shows the IBM Watsonx Orchestrate Agent Catalog interface. At the top, there's a navigation bar with a back button, forward button, refresh button, address bar (https://dl.watson-orchestrate.ibm.com/catalog), and various browser icons. Below the address bar is a toolbar with links like HR Agent, Domain HR Agents..., wxo-domains, AI Agents for HR, THINK preview req..., WIPRO FOLDER ..., w3 w3, KT PERSONAL, HR Agents, Orchestrate, WA, Speech, and IBM Reports. The main header is "IBM watsonx Orchestrate". On the right side of the header are "Discover new features", a gear icon, a question mark icon, and a user profile icon.

The main content area has a purple header with the text "Discover and effortlessly use agents and tools with the Catalog" and a subtext "Access powerful agents and thousands of tools to accomplish tasks efficiently.". Below this is a search bar with the placeholder "Search 'Agents or Tools'".

On the left, there's a sidebar with two sections: "Type" and "Categories". Under "Type", there are checkboxes for "Agents" and "Tools". Under "Categories", there are links for "Hr", "Procurement", "Productivity", and "Sales". There's also a search bar for "Search for app names" and a message "No Apps found".

The main content area displays four agent cards:

- Agents**: A specialized agent focused on executing specific tasks using a defined set of tools and domain knowledge. Select an agent to see their details. [View all →](#)
 - Asset management**: An agent to create, update, retrieve and delete ServiceNow assets. [View all →](#)
 - 6 Tools
 - By: IBM Productivity
 - Assign Manager**: An agent to handle changing an employee's manager in Oracle HCM. [View all →](#)
 - 6 Tools
 - By: IBM Hr
 - Calendar events management**: An agent to manage calendar events and calendar groups in Microsoft Outlook, with capabilities to create, and delete. [View all →](#)
 - 4 Tools
 - By: IBM Productivity
 - Client Outreach**: Agent to draft & send personalized emails to verified clients. [View all →](#)
 - 2 Tools
 - By: IBM Sales

With IBM Agent Connect, ISVs can publish to the Agent & Tool Catalog

Partnering for scalable AI agent ecosystems

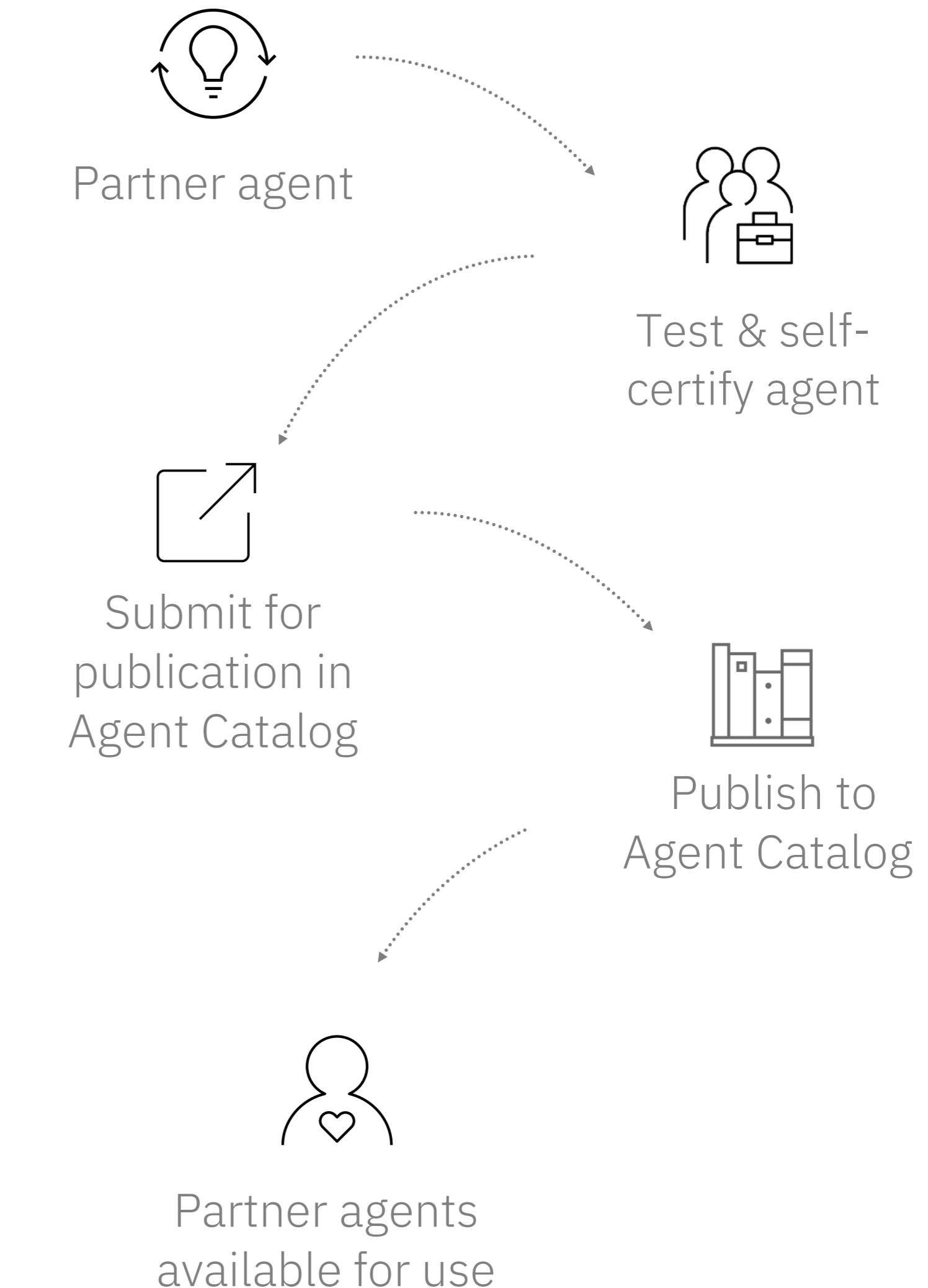
Key Benefits

- Framework agnostic
- Standardized communication
- Multi-agent collaboration
- Enterprise integration
- Simplified development

Use Cases

- Agent specialization
- Multi-agent workflows
- Enterprise integration
- Collaborative problem solving
- Tool sharing

[Technical documentation →](#)



A growing ecosystem
of agent catalog
contributing partners



GitHub

slack



ORACLE®

Trello



box

aws



SAP



Accelerate results
with IBM's prebuilt
domain AI agents

Human Resources Agents

Employee Support

40%

reduction in HR
operating¹

Use cases

- Request time off
- Update home address
- View compensation history
- View benefit enrollments
- Location transfer request
- Initiate promotion
- Update salary details
- ...and more!

Tools

- SAP SuccessFactors
- Workday

Sales Agents

Prospecting, Client Search, Sales Research, Product Enablement, CRM Management, Client Outreach

9hrs

saved per week
w/sales enablement²

Use cases

- Identify relevant products
- Summarize key selling points
- Compare product capabilities
- Retrieve client contacts
- Generate client email
- Summarize client meetings
- Update comments in lead record
- ...and more!

Tools

- Salesforce
- Seismic
- Dun&Bradstreet
- Outlook

Procurement Agents

*Purchasing,
Supplier Management*

70%

improvement in cycle time
for sourcing & contracts³

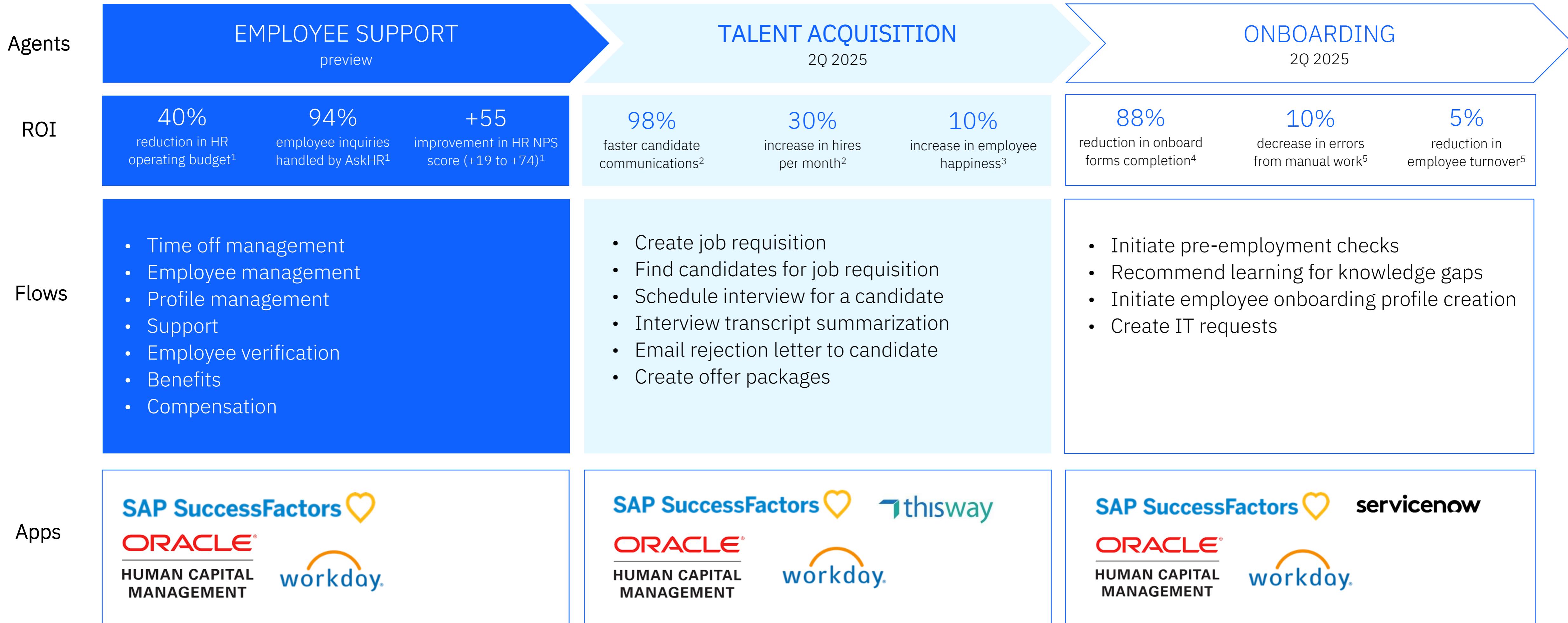
Use cases

- Procurement insights
- Sourcing & contracts
- Supplier management & recommendation
- Purchasing
- Invoice management
- External workforce
- ..and more!

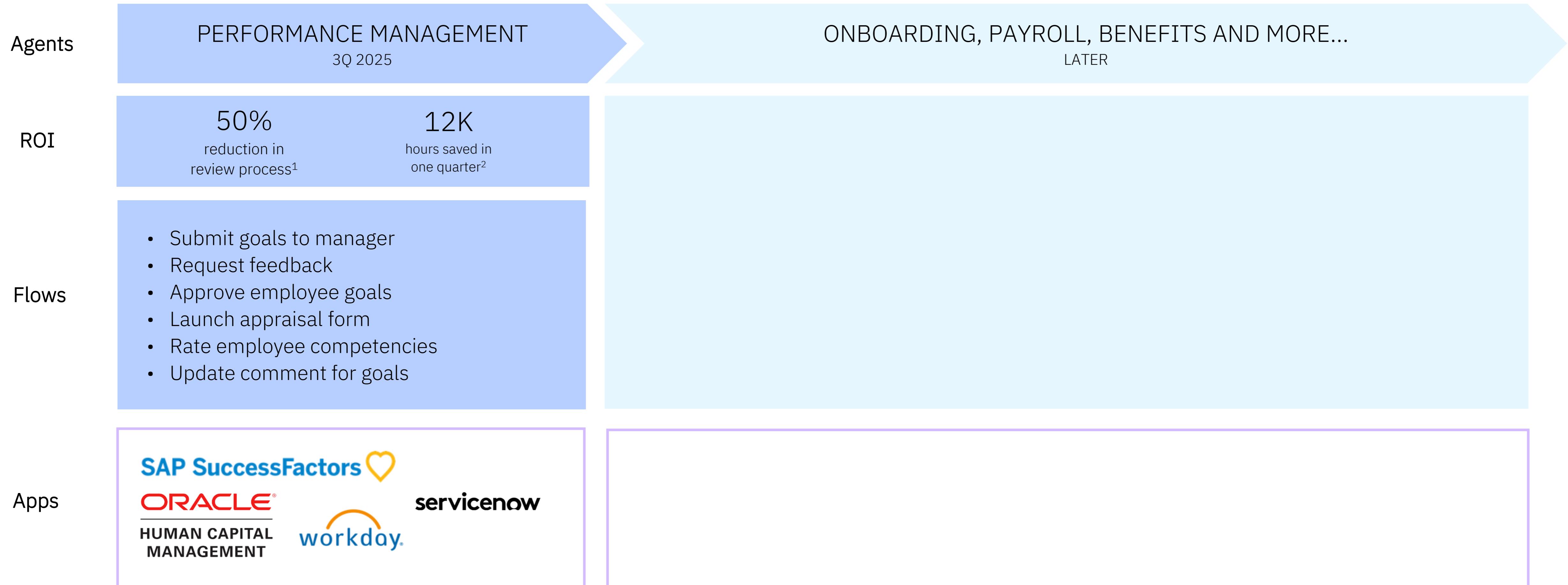
Tools

- Coupa
- Dun&Bradstreet

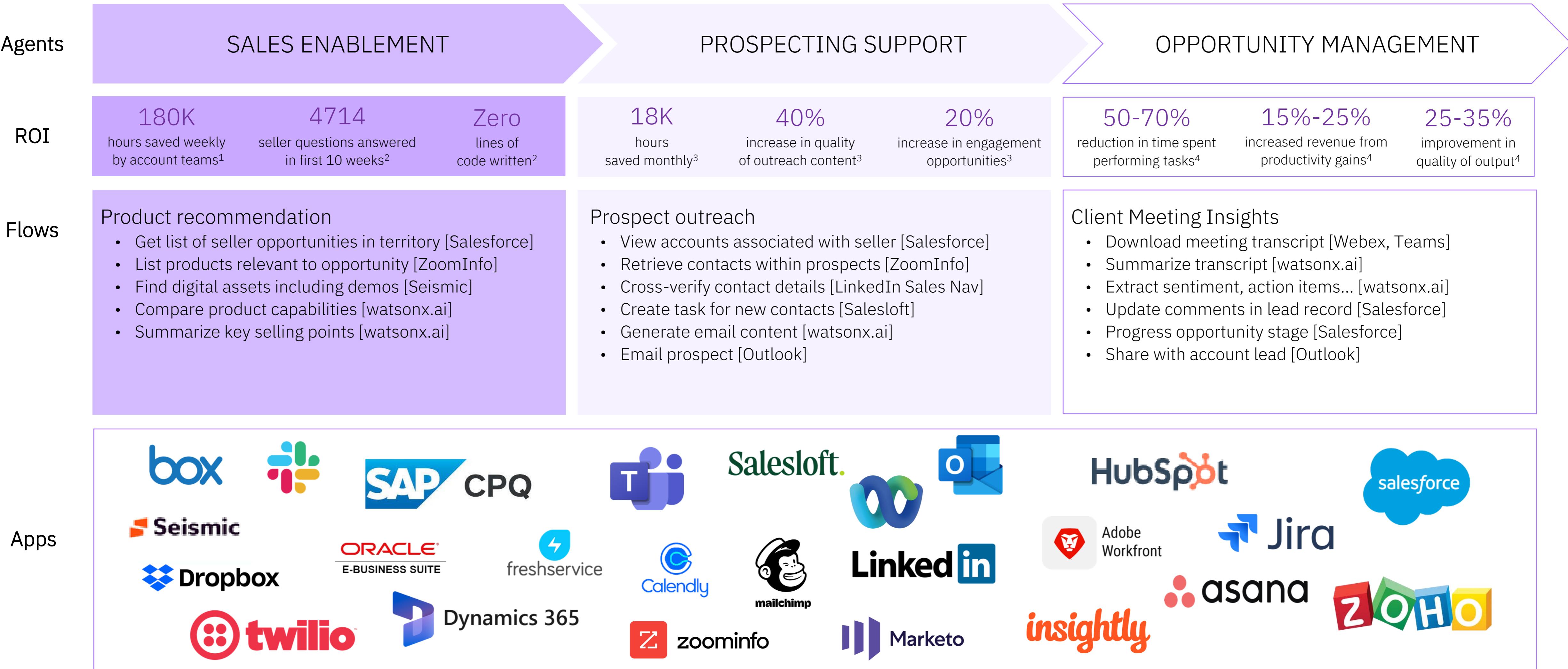
Transforming HR with prebuilt AI agents, leaning on IBM's 7+ years of experience



HR agents, continued



Sales domain AI agents accelerate sales processes to boost productivity



Procurement agents accelerate processes & boost productivity (1/2)

Use Case	Supplier Management	Purchasing	Sourcing & Contracts	
Persona(s)	Procurement Analysts & Manager	Procurement Analysts, Manager, Director; Requestors and Suppliers	Procurement Manager & Director	
Outcomes	Ensure compliance and faster path to risk-mitigation	Faster and efficient resolution to operational procurement needs via self-serve queries and actions	Expedite supplier evaluations & contract management	
ROI	75% Supplier risk management efficiency gains ¹	95%+ Supplier base mapped to D&B risk & ESG scores ¹	45% reduction in helpdesk tickets ¹ 50% increased speed to resolution ¹	70% Cycle Time Improvements ¹ improved contract compliance ¹
Agents & Tools	<ul style="list-style-type: none">Supplier risk insights Agent<ul style="list-style-type: none">Financial Strength, Payment insightsESG Insights, Scores & Ratings*Supplier Onboarding Agent<ul style="list-style-type: none">Onboard SuppliersSupplier Management Agent<ul style="list-style-type: none">View & Update Supplier details	<ul style="list-style-type: none">Purchasing Agent<ul style="list-style-type: none">Check PR, PO, GR StatusCreate / Modify / View PR, PO, GR<ul style="list-style-type: none">General detailsItem Details	<ul style="list-style-type: none">RFx Agent<ul style="list-style-type: none">RFP Creation for Supplier Selection<ul style="list-style-type: none">Supplier recommendationDraft RFP using Gen AIContracts Mgmt. Agent<ul style="list-style-type: none">Create / View / Modify Contracts	
Apps	 coupa  	 coupa  	 coupa   	

Procurement agents accelerate processes & boost productivity (2/2)

Use Case	Invoice Management	External Workforce	Procurement Insights			
Persona(s)	Procurement Analysts, Manager, Director; Requestors and Suppliers	Procurement Manager, HR Manager	Procurement Manager & Director			
Outcomes	Expedited and efficient invoice verification & processing	Increased productivity and efficiency of onboarding contingent labor	Accelerated supplier evaluations & contract management			
ROI	88% decrease in time to close invoices ¹	90%+ Reduction on time to solve blocked invoices ¹	42k Hours saved ¹	60% reduction in time to manage each requisition ¹	75% improvement in forecast accuracy ¹	reduced contract leakage ¹
Agents & Tools	<ul style="list-style-type: none">Invoice Mgmt. Agent<ul style="list-style-type: none">Create / View / Modify supplier invoicesInvoice status checkBlocked invoice resolution Agent<ul style="list-style-type: none">Price & Qty. varianceOverspent POs	<ul style="list-style-type: none">Contractor Requisition Agent<ul style="list-style-type: none">Create position for external resourceCreate / publish job requisition using GenAIShortlist candidates, and share profilesInterview schedulingStatement of work creation	<ul style="list-style-type: none">Contract Spend Analysis Agent<ul style="list-style-type: none">Classify contract spend data and extract data [watsonx.ai]Identify trends + outliers, recommend opportunities for optimization [watsonx.ai]Category Insights Agent			
Apps	  	 	  			

IBM's Unique Approach

Agentic AI in **watsonx** Orchestrate

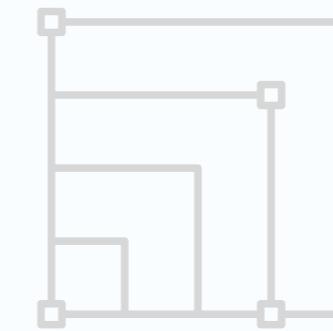
Orchestrator for Tools and Agents

Multi-agent, multi-tool supervisor, router, and planner which facilitates complex task execution



Agent Catalog and Prebuilt AI Agents

Accelerate AI Agents with pre-built utility agents and domain agents.
Provide an easily searchable catalog of AI agents and tools.



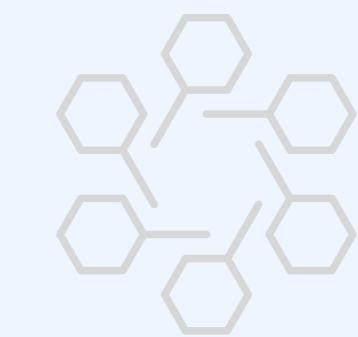
Build Your Own Agents

Build custom designed agents with pro-code to no-code tooling
Integrate 3rd party agents built in any tool or framework



AI AgentOps

Discover, manage,
monitor & optimize
autonomous AI agents



Simplified &
optimized agent
building experience

Use existing AI agents

- Use existing agents available within the enterprise
 - Build on best-in-class agent frameworks; plug & play external agents
 - Users see the chain of thought & reasoning behind the Agents and tools being called
-

Business users configure AI agents in no- code studio

- Business teams can quickly configure AI agents
 - Quickly configure domain-specific AI agents by connecting them to pre-built and custom tools integrated with enterprise systems
-

Custom-build AI agents with simplified SDK

- Technical teams can build custom-designed agents
- Use the Agent Developer Kit to configure, customize & launch AI agents

Demo

Add an existing AI agent

- Integrate existing agents available within the enterprise into watsonx Orchestrate
- Build on best-in-class agent frameworks and plug & play (external agents)

The screenshot shows the 'Agent configuration' page in the IBM Watsonx Orchestrate interface. The left sidebar has a navigation menu with options: Starter prompts, Assistants (which is selected and highlighted in blue), Apps and skills, Agent settings, and Embed chat. On the right, the main content area is titled 'Agent configuration' and contains the following text: 'Agent configuration allows users to customize their chat experience according to their preferences.' Below this, a large callout box states: 'Assistants can be added to your chat for specific use-cases. Watsonx Orchestrate will use AI to determine which assistant would best help your users.' A blue button labeled 'Add assistant' with a '+' icon is located in the top right corner of this box. Below the callout, there is a section titled 'Why add assistants?' with a link. The main list of assistants is displayed as a table with six rows, each with a dropdown arrow icon on the right:

ProcureAssist	▼
ProspectAssist	▼
Talent Acquisition	▼
Demo Assistant	▼
Ask HR (Test)	▼
AskIT	▼

[Full video version →](#)

No-code AI Agent Builder

Overview

With the **no-code Agent Builder**, enterprises can easily build, deploy and manage agents grounded in business knowledge and tools to act in guided flows, collaborate with other agents with the guardrails, agent-ready tools and chat customization enterprises need.

Benefits

No coding or development required to build and deploy AI agents

Hundreds of pre-built tools for AI agents to carry out automations

Quick time to value for enterprises

>5min
required to deploy
a pre-built agent

Create an agent

Generate with AI
Describe or upload documents around your use case and we'll start building your custom agent.

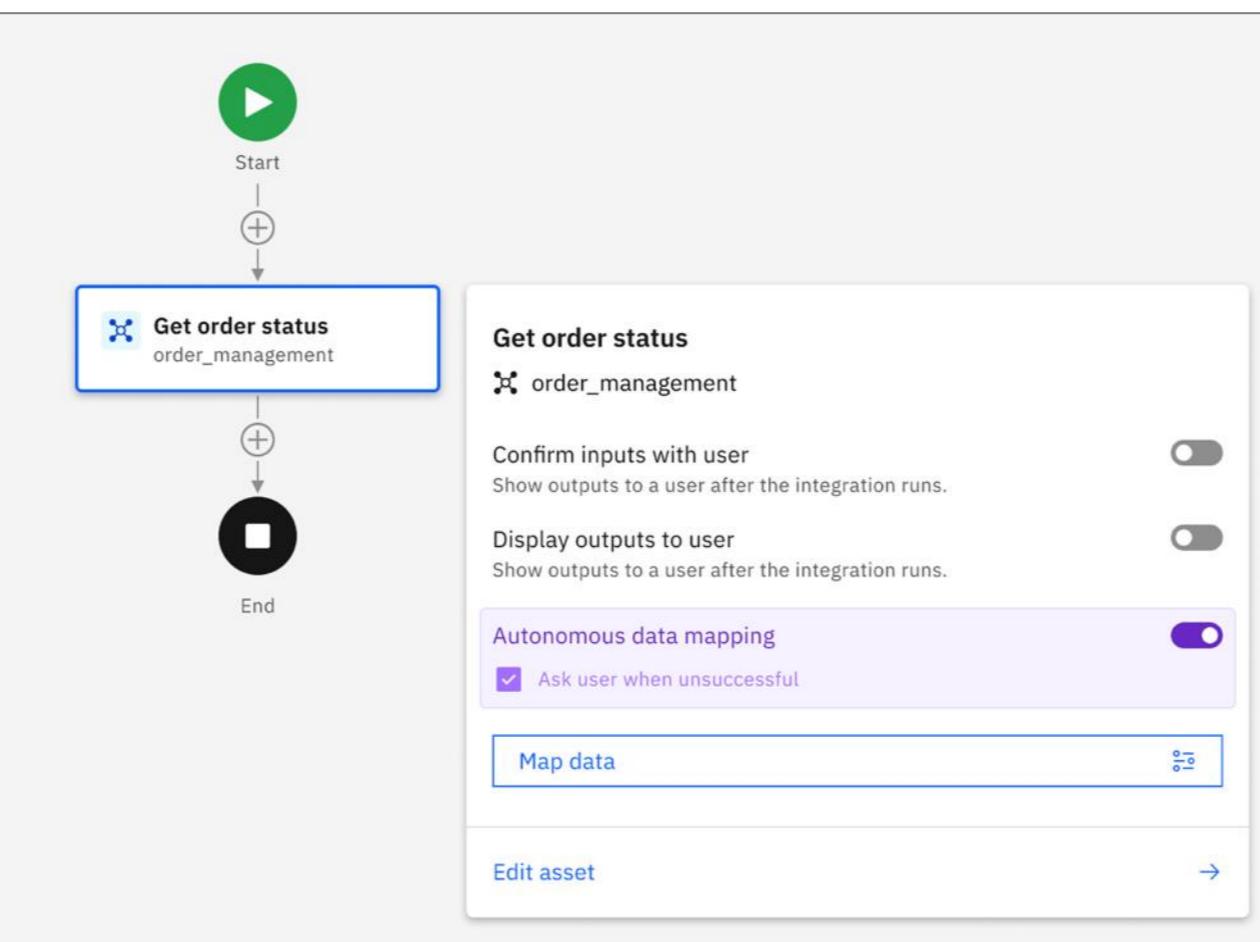
Name
Name your agent

Purpose
What will your agent do?
Describe the purpose of your agent.

Model
granite-13b-instruct-v2

Helper text

Back **Next**



Add tools

Connect to applications and services that your business uses to enable your agent to take action. You can always add tools later or even build your own!

General purpose tools

Code Generate code to build simple apps to solve tasks.

Web search Search the internet for information and resources.

From catalog

Search catalog for tools

Suggested tools

Send email Gmail

Agent preview

Returns agent

watson 12:46 I don't have specific information about our return policy but I can provide general information about return policies.

You 12:46 What is our return policy?

watson 12:46 For most products, we allow returns and exchanges within 30 days of purchase, after which no returns are permitted. Further conditions apply.

Source: ACME_Returns_Policy_2025

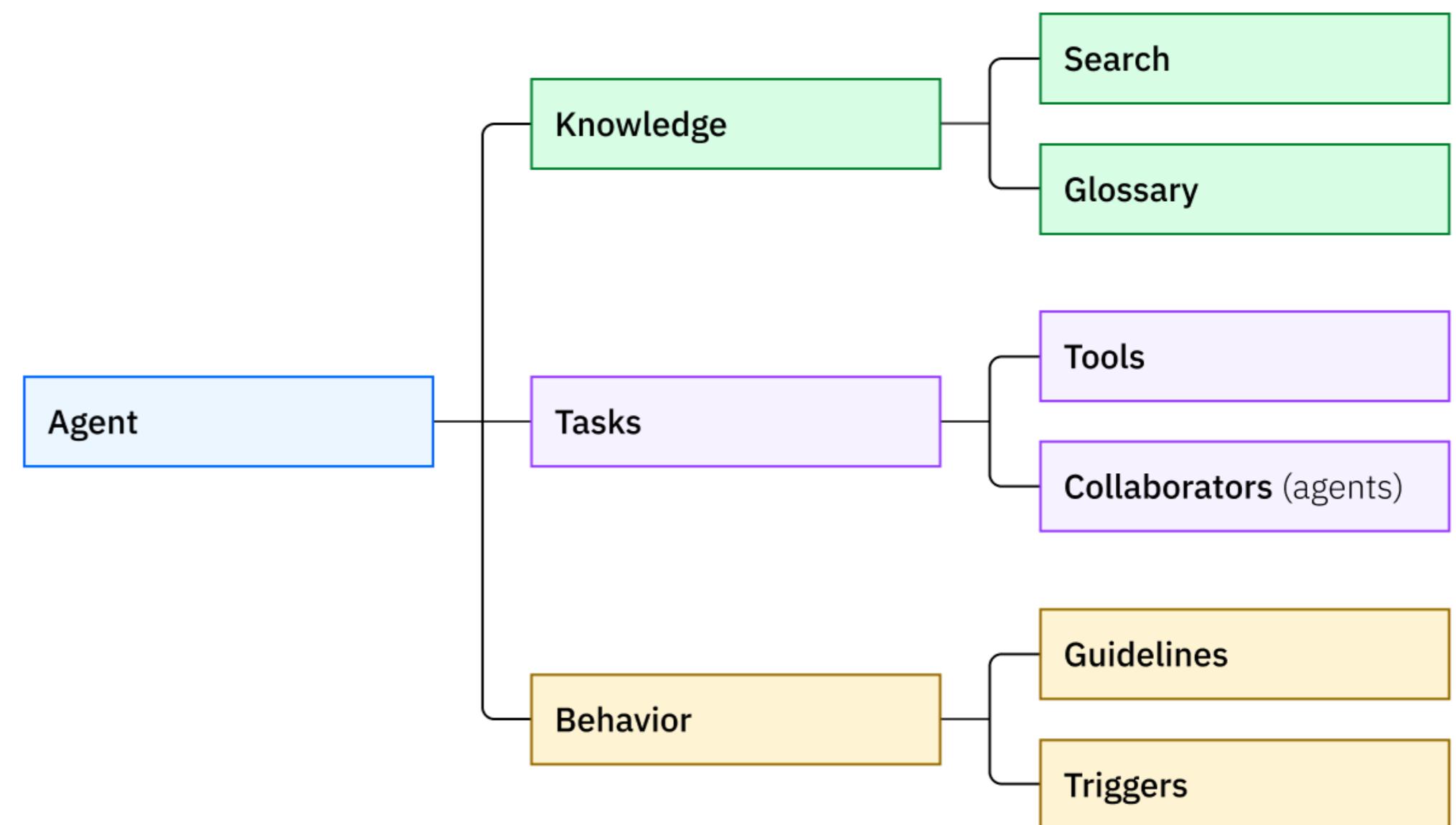
watson 12:46 Wireless speakers fall into the electronics category and are included in our 30-day return policy if returned in new condition in original packaging.

Source: ACME_Returns_Policy_2025

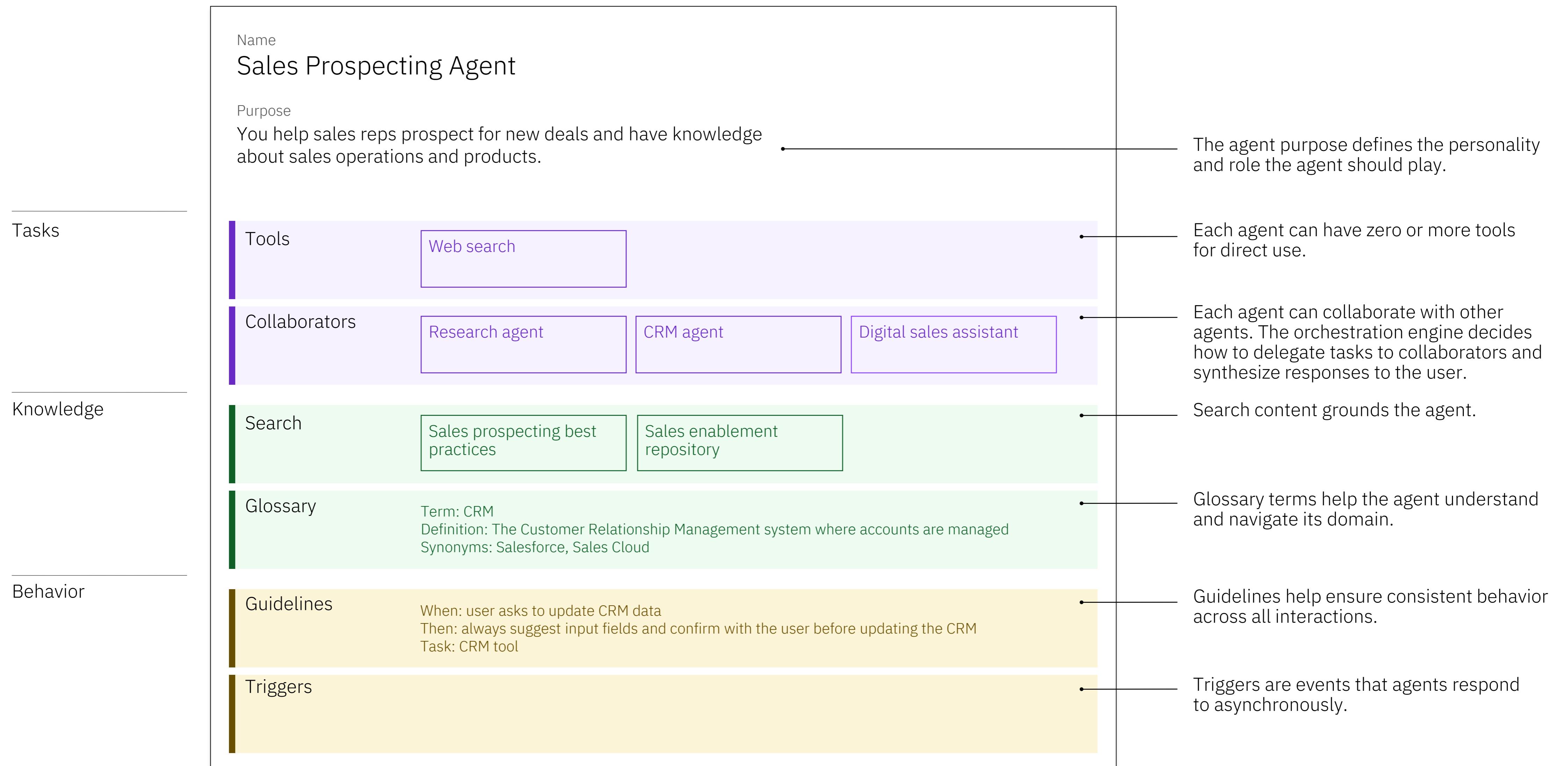
Type something...

Building an AI agent in watsonx Orchestrate

- An AI Agent uses tools and other agents to plan and act, while reflecting on the result
- The agent orchestrator is a multi-agent, multi-tool supervisor, router, and planner, facilitating complex task execution
- An AI Agent can be consumed through a conversational interface or embedded in an end-user application.

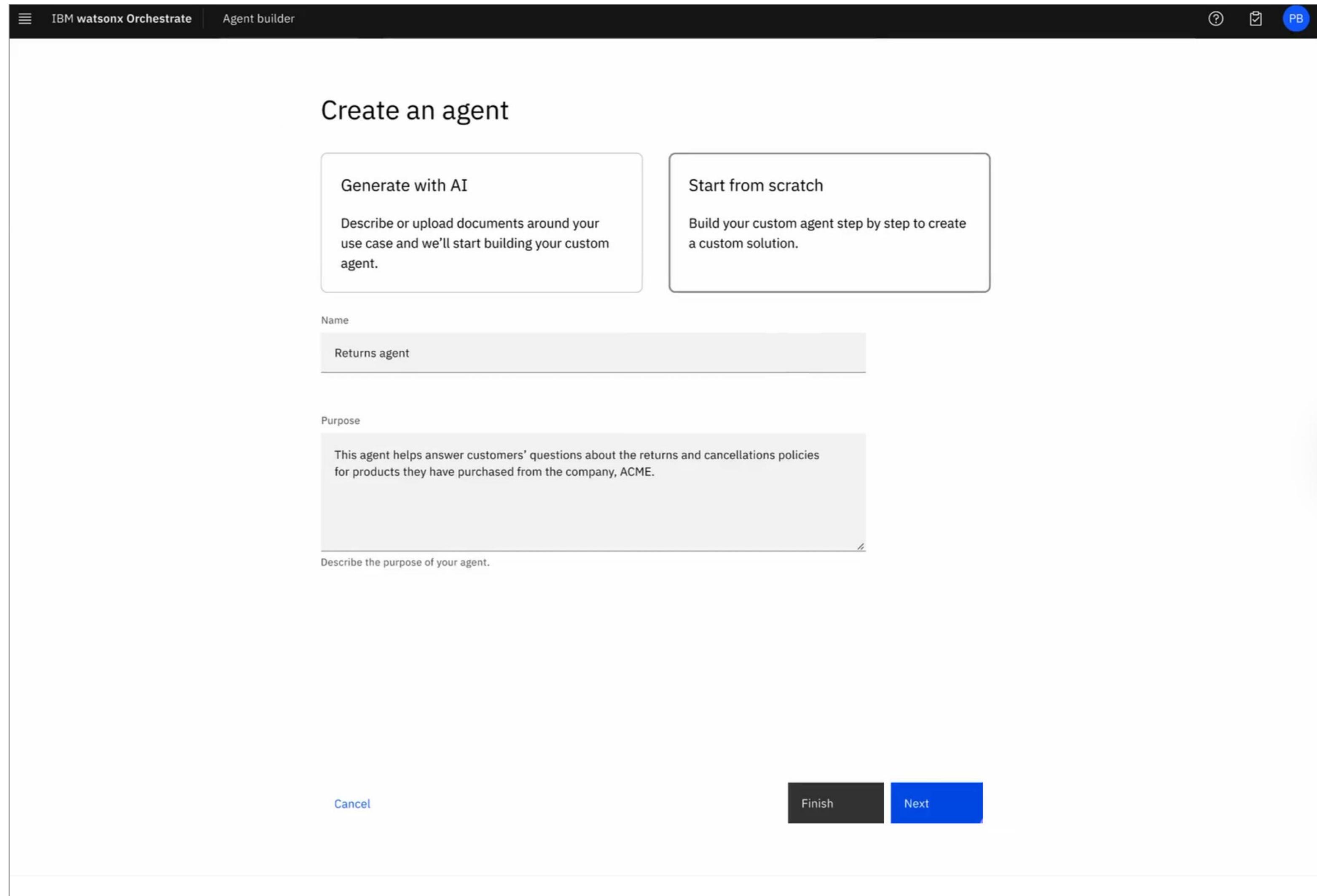


AI Agent Example: Sales Prospecting Agent



Agent Builder Studio

- A no-code agent & tool builder studio that unifies watsonx Orchestrate builder capabilities into a single, simplified experience
- Experience the product walk-through [here](#) →



Gain real value from existing content repositories

- Best-in-class retrieval-augmented generation (RAG)
- Prebuilt integration to vector database & semantic search
- Embedded watsonx.ai LLMs
- Upload documents directly to your agent
- Trace and verify answers to their specific sources

Knowledge

Documents

Upload files or connect to content repositories to add knowledge to your agent. Select which method you prefer.

Files (3)

Add knowledge to your agent by uploading files to Agent Builder.

The maximum file size is 25 MB. You can upload up to 20 files in one batch, with a total size limit of 50 MB. Supported file types are .txt, .pdf, .csv, .docx, .xlsx, .pptx, .md, .json, and .htmlx.

[Upload files](#)

Content repository



Add knowledge to your agent by connecting to an external content repository.

[Connect content repository](#)

Agent Development Kit

Overview

With the Agent Development Kit, enterprise and development teams can build expert agents from scratch, standing up a local development platform and server where they can build agents and tools, and deploy them directly to Watsonx Orchestrate.

Benefits

Simplified development with everything needed to build agents and tools in a single kit

Streamlined integration with other platforms and services

Build, test and deploy easily from a local environment

Agents

Agents are used to orchestrate tools and other agents to perform complex tasks defined by the user. In Orchestrate, agents are available to users through a conversational interface, both through a UI client and through an API for direct integration. As Orchestrate is focused on empowering business teams, our agent framework is designed to be easy to use and understand for non-technical users and developers alike and supports both declarative and programmatic agent creation. The same components that are provided in the SDK are also used by the no-code Agent Builder UI (planned for public preview in Q2 2025).

Here is an example of an Agent:

```
# research_agent.py
from ibm_watsonx_orchestrate.agent_builder.agents import Agent
from ibm_watsonx_orchestrate.agent_builder.tools import tool
from .tools import web_search

research_agent = Agent(
    name="research_agent",
    # The description will be used by Orchestrate to help it decide which Agent to use
    description="A Research Assistant which can query the web to help the user with research tasks that require current knowledge",
    instructions="Use the tools provided to answer the user's question. If you do not have enough information to answer, use the web search tool.",
    tools=[web_search],
)
```

They can also be defined in the equivalent YAML or JSON format:

```
# research_agent.yaml
spec_version: v1
kind: native
style: default
name: research_agent
description: A Research Assistant which can query the web to help the user with research tasks that require current knowledge
llm: watsonx/ibm/granite-3-2-8b-instruct
tools:
- web_search
```

The Orchestrate CLI can import an Expert Agents with the following command:

```
orchestrate agents import --file research_agent.yaml
```

IBM Watsonx Orchestrate

You 11:37 AM Create a table with all my accounts

watsonx 11:37 AM Here is the table with the account information:

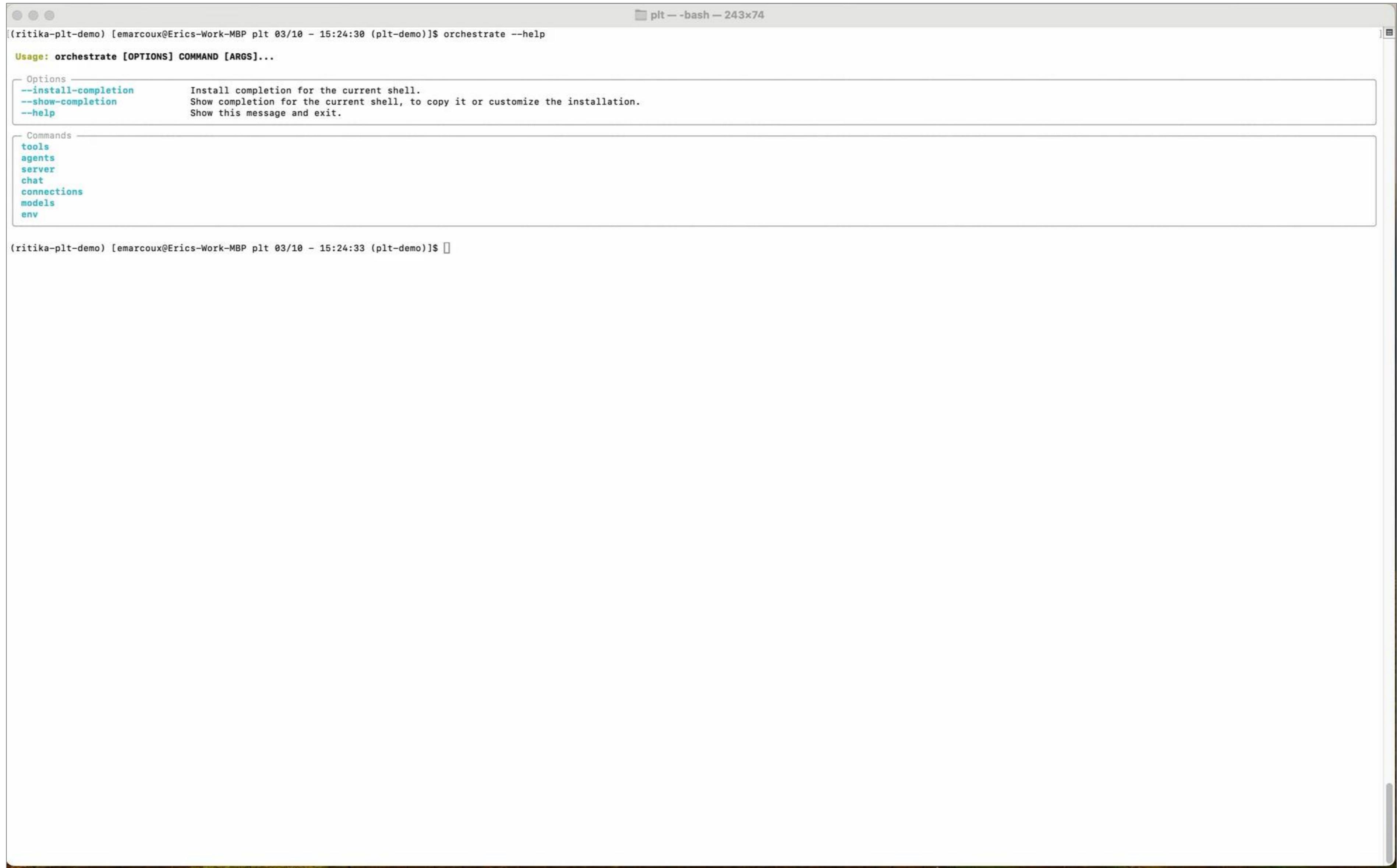
ID	Name	Industry
001bm00000HglevAAB	Edge Communications	Electronics
001bm00000HglewAAB	Burlington Textiles Corp of America	Apparel
001bm00000HglexAAB	Pyramid Construction Inc.	Construction
001bm00000HgleyAAB	Dickenson plc	Consulting
001bm00000HglezAAB	Grand Hotels & Resorts Ltd	Hospitality
001bm00000Hglf0AAB	United Oil & Gas Corp.	Energy
001bm00000Hglf1AAB	Express Logistics and Transport	Transportation
001bm00000Hglf2AAB	University of Arizona	Education
001bm00000H9r3AAB	United Oil & Gas, UK	Energy
001bm00000H9r4AAB	United Oil & Gas, Singapore	Energy
001bm00000H9r5AAB	GenePoint	Biotechnology
001bm00000H9r6AAB	sForce	
001bm00000HHEYzAAN	Sample Account for Entitlements	
001bm00000VeUNtAAN	Green Tree Energy	Energy
001bm00000mUEuIAAG	Unlimited Inc	Biotechnology

How did I get this response? ▾

Type something... ➤

ADK Demo

- Simplified development with everything needed to build agents and tools in a single kit
- Streamlined integration with other platforms and services
- Build, test, and deploy easily from a local environment



The screenshot shows a terminal window titled "plt -- bash -- 243x74". The command "orchestrate --help" was run, displaying usage information and a list of available options and commands.

```
(ritika-plt-demo) [emarcoux@Erics-Work-MBP plt 03/10 - 15:24:30 (plt-demo)]$ orchestrate --help
Usage: orchestrate [OPTIONS] COMMAND [ARGS]...

Options
--install-completion      Install completion for the current shell.
--show-completion          Show completion for the current shell, to copy it or customize the installation.
--help                      Show this message and exit.

Commands
tools
agents
server
chat
connections
models
env

(ritika-plt-demo) [emarcoux@Erics-Work-MBP plt 03/10 - 15:24:33 (plt-demo)]$
```

4 steps to set up an agent with the ADK

- Set up a local copy of the watsonx Orchestrate runtime
- Build & edit your agent & tool definitions
- Import them into the local server
- Preview to test agents, collaborators & tools in real time

Options
Commands

```
(.venv) ~ Macbook $ .venv) ~ Macbook $ orchestrate --help
Usage: orchestrate [OPTIONS] COMMAND [ARGS]...
Options
--install-completion      Install completion for the current shell.
--show-completion         Show completion for the current shell, to copy it or customize the installation.
--help                    Show this message and exit.

Commands
env                      Add, remove, or select the activate env other commands will interact with (either your local server or a production instance)
agents                   Interact with the agents in your active env
tools                    Interact with the tools in your active env
toolkits                 Interact with the toolkits in your active env
knowledge-bases          Upload knowledge your agents can search through to your active env
connections              Interact with the agents in your active env
server                   Manipulate your local Orchestrate Developer Edition server [requires entitlement]
chat                     Launch the chat ui for your local Developer Edition server [requires entitlement]
models                  List the available large language models (llms) that can be used in your agent definitions
channels                Configure channels where your agent can exist on (such as embedded webchat)
settings                Configure the settings for your active env
```

[Installation guide →](#)

[Documentation →](#)

Areas of AI Agent Innovation

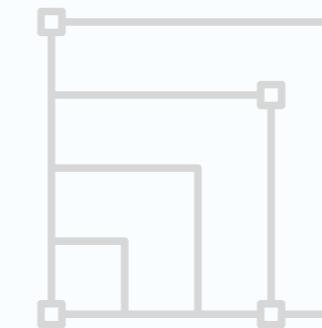
Orchestrator for Tools and Agents

Multi-agent, multi-tool supervisor, router, and planner which facilitates complex task execution



Agent Catalog and Prebuilt AI Agents

Accelerate AI Agents with pre-built utility agents and domain agents.
Provide an easily searchable catalog of AI agents and tools.



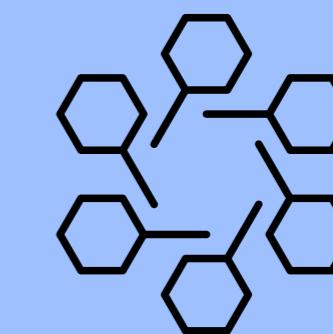
Build Your Own Agents

Build custom designed agents with pro-code to no-code tooling
Integrate 3rd party agents built in any tool or framework



AI AgentOps

Discover, manage,
monitor & optimize
autonomous AI agents



AgentOps

With AgentOps, developers can access models, tools, frameworks & governance capabilities to manage the complete AI agent development lifecycle

Build in an Open Studio

Access 3rd party models through the [Model Gateway](#), open-source or Granite models

Utilize [tools & frameworks](#) such as CrewAI & LlamaIndex

Experiment in [LangFlow's playground environment](#) to validate use cases before moving to production

Simplified Deployment

Reduce deployment times from hours to seconds with a one-click UI deployment or using a single command line

Optimize with your data

Utilize open source, enterprise and/or synthetic data to train an agent & ground them with vectorized data for RAG use cases

End-to-end management

Build with added tracing and observability into your Agents across the development process. This helps to:

- Optimize performance
- Lower costs
- Monitor agent behavior to ensure ethical, trusted & regulated responses

Agent security

Build trust in AI agents with secure deployments & tight security integrations

[Documentation →](#)

IBM Watson Orchestrate

Add new connector

Define all details that are necessary to configure the connection in the draft and live environments.

Define connector details

Configure draft connection

Configure live connection

Configure draft connection

This connection configuration is for the draft environment to test and preview the agent.

Single sign-on (SSO)

Yes

Authentication type*

OAuth2 Authorization code

Server URL*

Https://impl.salesforce.com/ibmsrv_dpt1/auto

Client ID

Https://impl.salesforce.com/ibmsrv_dpt1/auto

Client secret

Placeholder text

Client secret

Https://impl.salesforce.com/ibmsrv_dpt1/auto

Authorization URL*

Https://impl.salesforce.com/ibmsrv_dpt1/auto

Add field +

Additional details for SSO configuration ?

Placeholder field

Enter additional details to configure the single sign-on (SSO).

Placeholder text

Credential type ?

i Note: The selected credential type applies to the connector and environment in the instance.

Member credential

Team credential

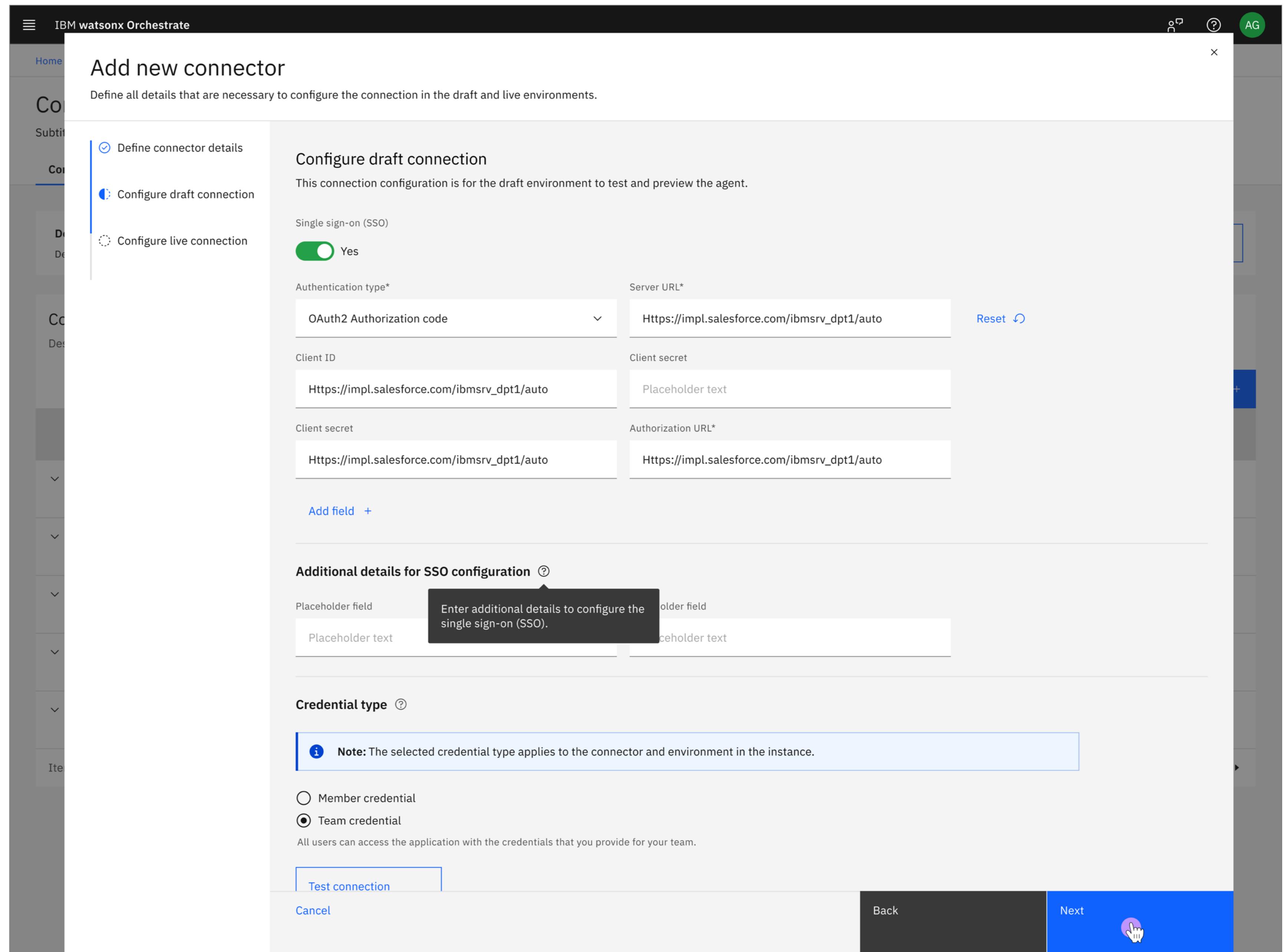
All users can access the application with the credentials that you provide for your team.

[Test connection](#)

[Cancel](#)

[Back](#)

[Next](#)



Agent testing

Ensure agent reliability, safety & accountability before deployment

IBM Watsonx Orchestrate

Home / Manage agents / DocumentValidation / Deploy AI

Document validation agent

Profile

Purpose: The Document Validation Agent is responsible for ensuring the authenticity, accuracy, and compliance of various types of documents submitted for verification purposes. These documents include banking information, certificates of incorporation, and driver's licenses.

Tasks

Tools (3): Add tool

- check_id_validity: Check the validity of an identification document
- check_banking_information: Verify the authenticity of banking details Cross-check account numbers, bank names Ensure compliance
- check_certificate_of_incorporation: Verify the validity of a certificate of incorporation

Preview

watsonx 12:07 PM

The company name is Automation Elite Inc. Please check the following documents: Driver's license at <http://docstorage.focus.com/docID77666777> Banking information at <http://docstorage.focus.com/docID77666564> Certificate of Incorporation at <http://docstorage.focus.com/docID77626777>

How did I get this response? ▾

- Tool Execution: check_id_validity
- Tool Response: check_id_validity
- Tool Execution: check_banking_information

Input:

```
{"companyName": "Automation Elite Inc", "documentURL": "http://docstorage.focus.com/docID77666564"}
```

Tool Response: check_banking_information

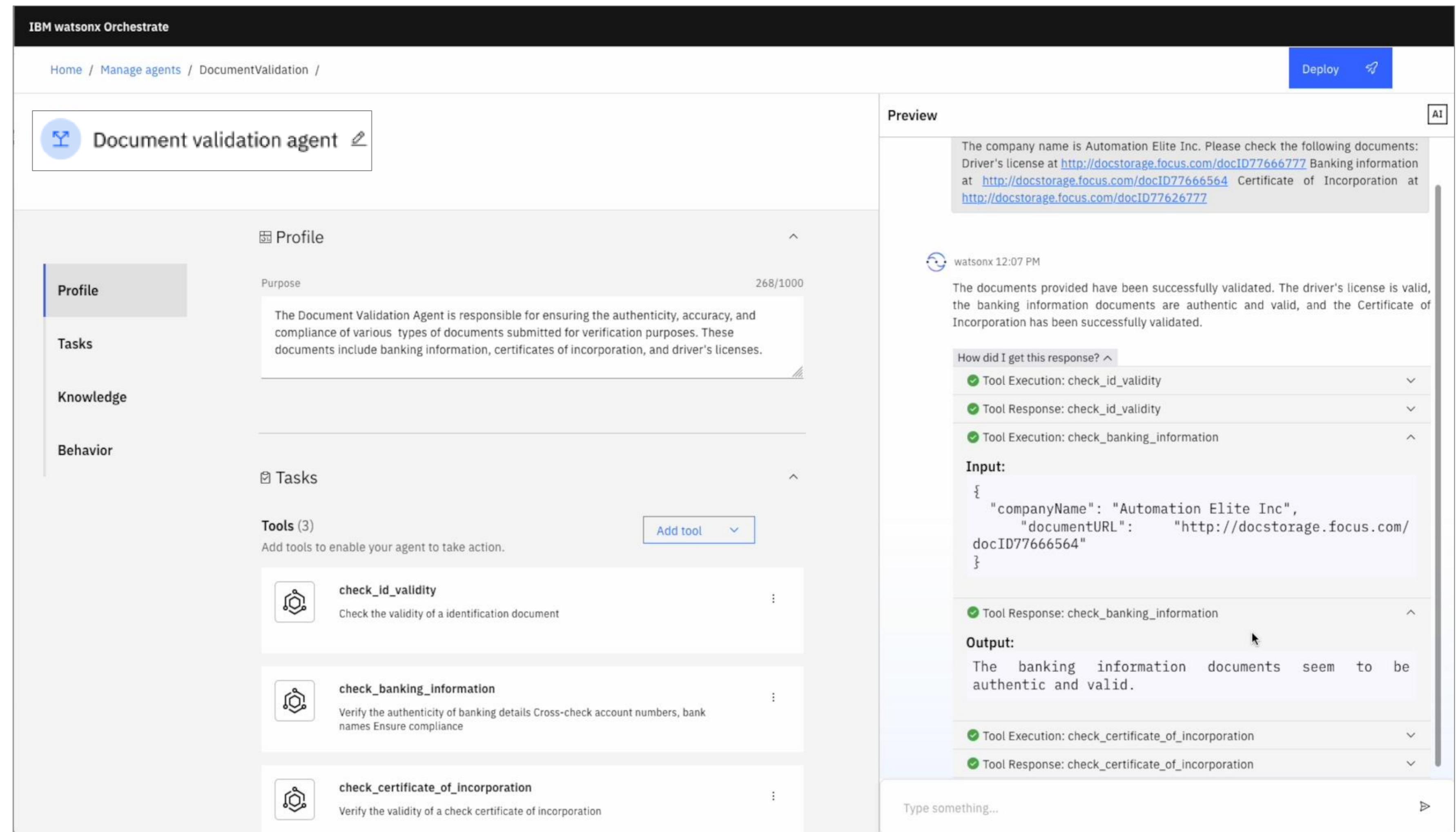
Output:

The banking information documents seem to be authentic and valid.

Tool Execution: check_certificate_of_incorporation

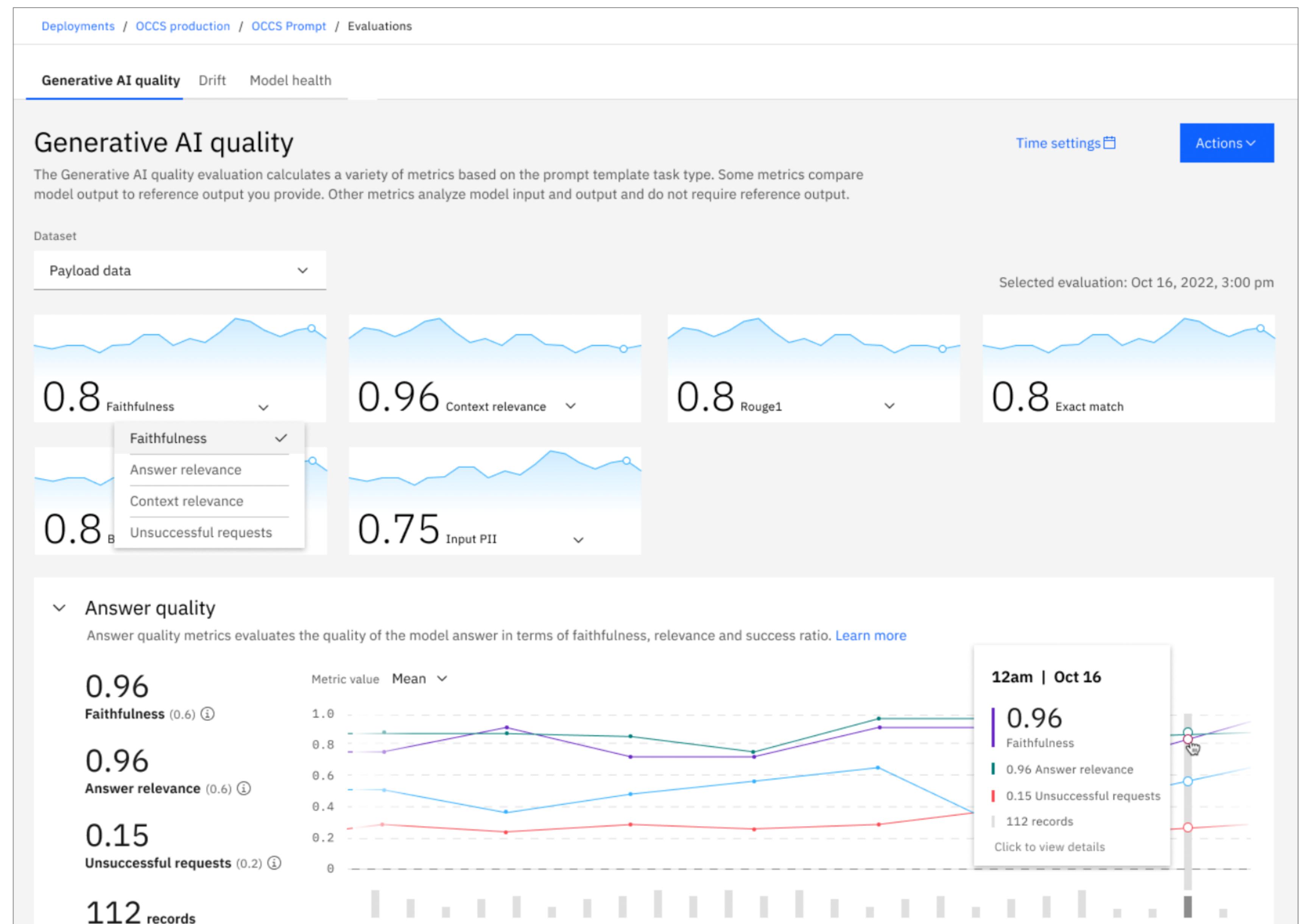
Tool Response: check_certificate_of_incorporation

Type something... ▾



Tool response quality analysis

Evaluate & improve tool response quality using detailed GenAI metrics like faithfulness, relevance & success ratio, while monitoring for performance drift and model health



Agent monitoring

Monitor & manage large numbers of AI agents at scale with centralized visibility into agent purpose, collaboration patterns, usage metrics & operational alerts

IBM Watsonx Orchestrate Agent builder

Welcome, Pooja

Discover agents in catalog  Create agent 

Deployed agents (6)

Enhance productivity Document Q&A Customer care HR Business operations

Agent name	Purpose	This month	Today	Collaborators
Returns agent	16 collaborators granite-13b-instruct-v2	120 runs	17 chats	91 errors
Customer support	16 collaborators granite-13b-instruct-v2	79 users	37 chats	89 errors
HR agent	16 collaborators granite-13b-instruct-v2	79 users	37 chats	89 errors
Sales agent	16 collaborators granite-13b-instruct-v2	79 users	37 chats	89 errors
IT	16 collaborators	79 users	37 chats	89 errors

A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.

A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.

A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.

A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.

A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.

All agents (9)

Enhance productivity Document Q&A Customer care HR Business operations

Agent name	Purpose	LLM	Collaborators
Customer support	A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.	Content	Content
HR	A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.	Content	Content
IT	A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.	Content	Content
Returns	A brief description of the agent goes here. Try to write no more than 2–3 sentences and avoid truncation.	Content	Content

Discover agents in catalog  Create agent 

Agent debugging

Fix errors,
understand
agent behavior,
trace decision-
making & ensure
responsible
outcomes

Langfuse v3.45.2 oss IBM / Watsonx Orchestrate Lite Project

Traces

ID	Timestamp	Name
ecbf1dbe-8d...	2025-03-31 14:14:26	supervisor_style
343b6bb6-f...	2025-03-31 14:13:51	supervisor_style
cef4528c-7...	2025-03-31 14:12:41	supervisor_style
53d9dadd-9...	2025-03-31 14:11:24	supervisor_style

supervisor_style 32.64s

supervisor_style 32.64s

__start__ 0.00s

ChannelWrite<...> 0.00s

ChannelWrite<start:agent_...

agent_style_router 0.00s

Star Langfuse

See the latest releases and help grow the community on GitHub

Langfuse 10k

Settings

Support

orchestrate orchestrate@ibm.c...

Trace 53d9dadd-9b42-481d-ad78-af2ac67ade7f

Search (by id, name, tra) Past 1 month

supervisor_style 32.64s

supervisor_style 32.64s

__start__ 0.00s

ChannelWrite<...> 0.00s

ChannelWrite<start:agent_...

agent_style_router 0.00s

Diagram:

```
graph LR; start((__start__)) --> router[agent_style_router]; router --> thinking[thinking]; thinking --> action[action]; action --> answer[answer]; answer --> end([end]);
```

supervisor_style

Session: e8b99265-5b4b-478b-8a05-4a99c08ee5d4 Env: default

Latency: 32.64s

Preview Scores

Input

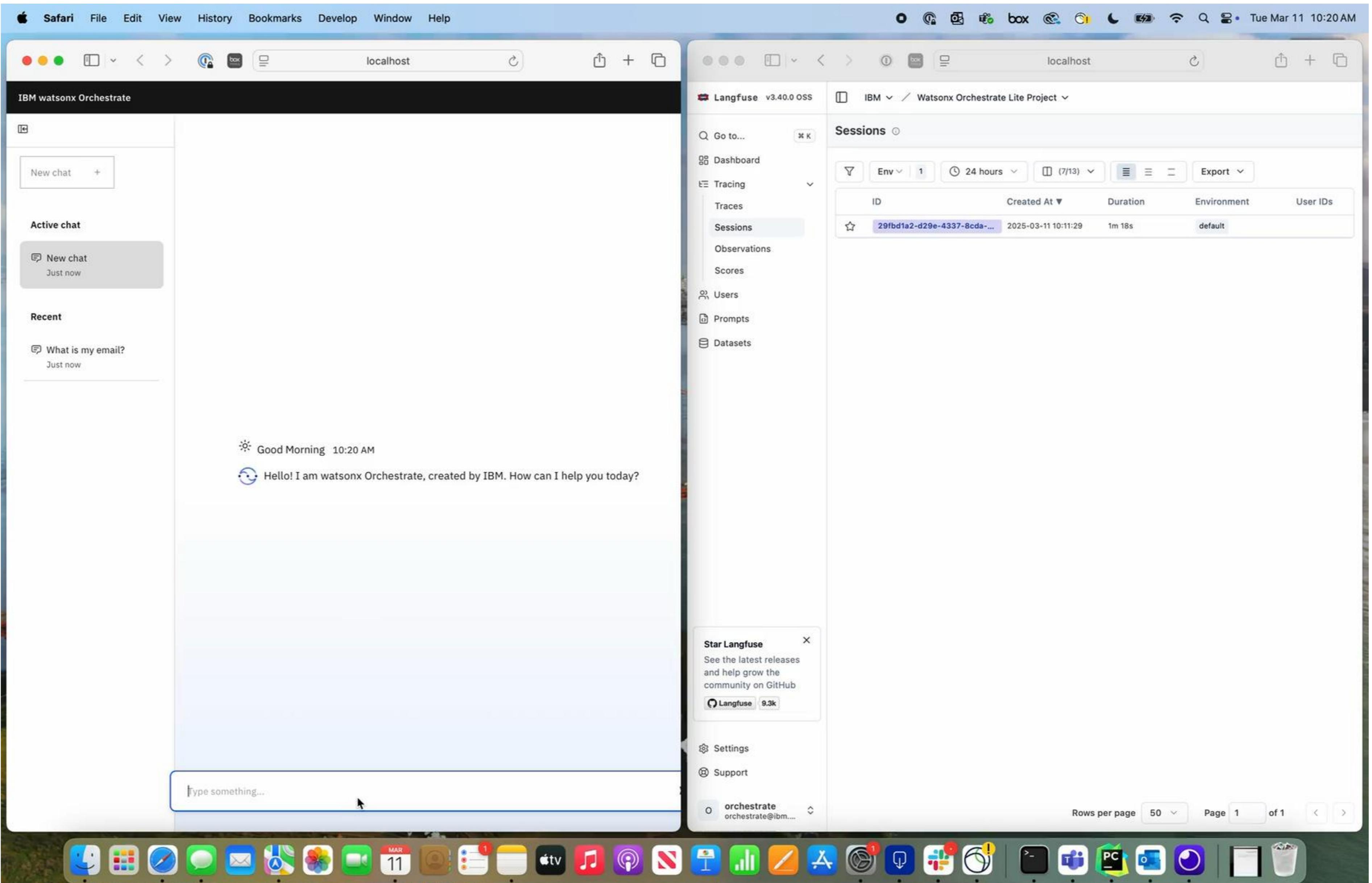
```
{ current_agent: "customer_care_agent", current_agent_id: "a066fd52-30a7-46ac-a149-def0932dba2d", messages: [ { content: "Show me my benefits related to mental health", additional_kwargs: {}, response_metadata: {}, type: "human", name: null, id: "71301bfb-701f-433e-b677-788b95327719", example: false } ], reflection_retry_count: 0, reflection_retry_limit: 1, context: {}, last_reflection: null, step_count: 0 }
```

Output

```
{ context: {}, messages: [ { content: "Show me my benefits related to mental health", additional_kwargs: {} } ] }
```

[Documentation →](#)

Demo:
Visualize the complete, end-to-end operation of AI agents in real-time



Documentation →

\$3.5 billion over 2 years
in enterprise productivity
gains with AI Assistants
& AI Agents at IBM¹

40%

reduction in **HR**
operating budget²

50%

Reduction in time
performing **sales** tasks³

26K hrs

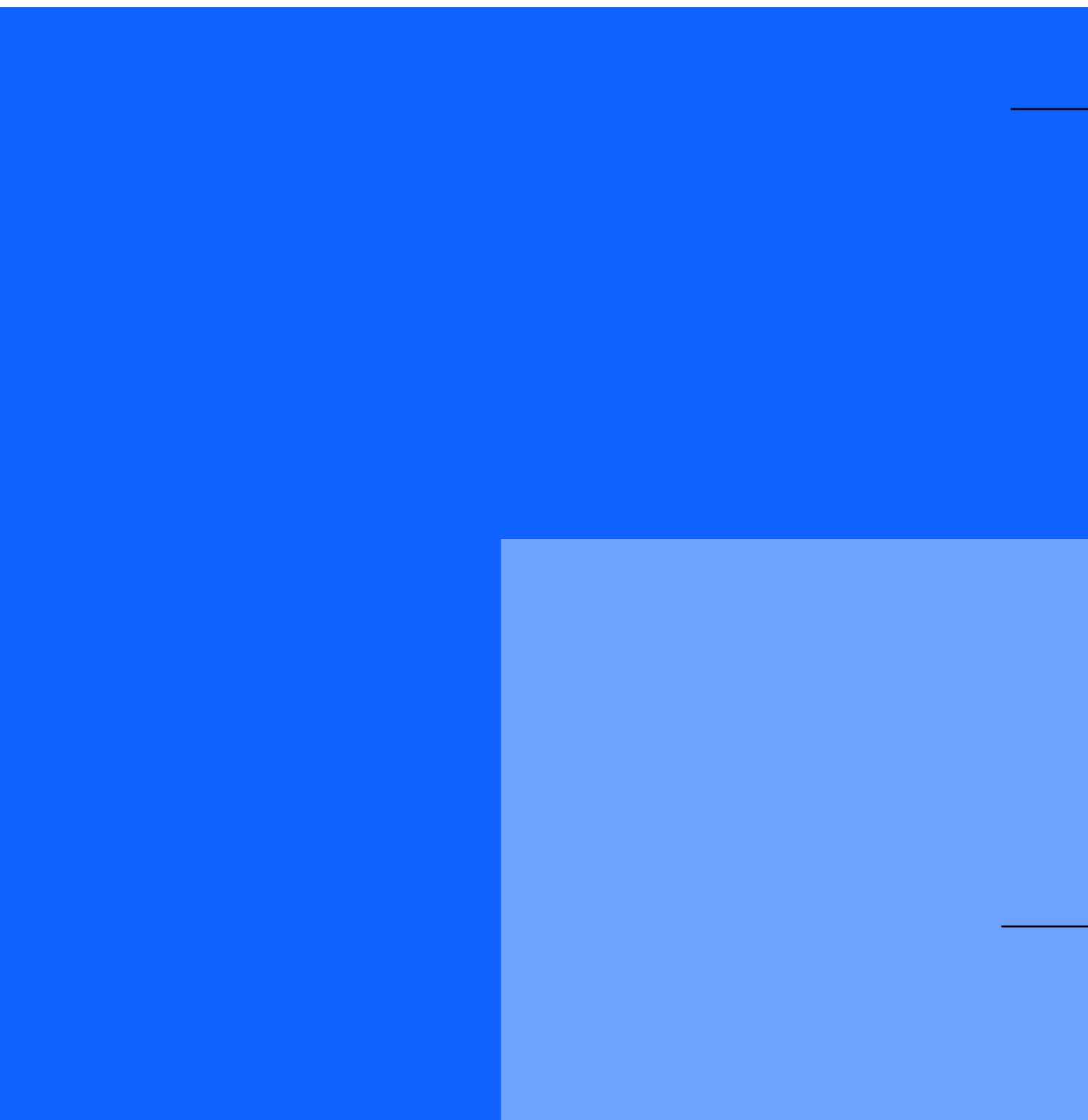
Estimated time saved every
year for all **procurement** users⁴

74%

YoY reduction in call
volumes since launch of
AskIT serving 280K users⁵

Why should sellers share the IBM Client Zero story?

Enterprises are
struggling to transition
from AI
experimentation to
value creation



[THINK 2025 Client Zero keynote →](#)

[IBM's transformation as client zero →](#)



25% reduction in the time it takes to onboard new customers, improving employee and customer satisfaction¹

[Case study →](#)



50% reduction in workload, enabling the bank to counter the shortage of skilled staff³

[Case study →](#)

[Additional case studies →](#)



Held 15,569 conversations with a 95.78% containment rate over 12 months²

[Case study →](#)



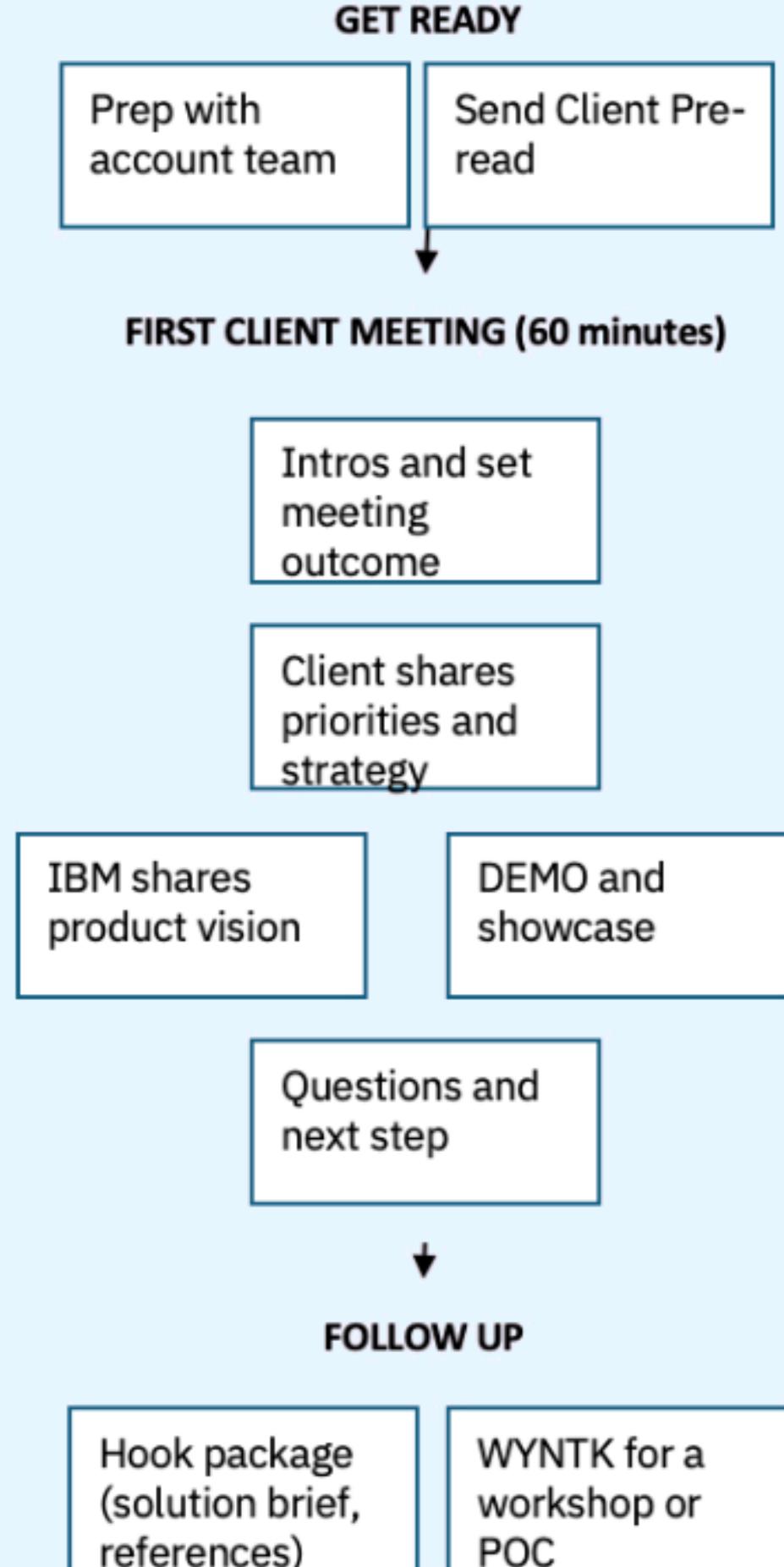
10-20% reduction in time to complete procurement tasks, leading to significant cost savings⁴

[Case study →](#)

watsonx Orchestrate

prospecting

Know your buyer



[From the prospecting virtual academy →](#)

Accelerate the Business Impact of AI WxO Virtual Academy

IBM and Business Partner
Internal Use Only

Any mid-size organization that has an interest in building, deploying & orchestrating personalized AI assistants & agents to automate work across the enterprise by integrating any AI model, data source & business application

Top Industries:

- Professional Services 25%, Banking/Insurance 25%, Computer Services 25%, Retail 25%

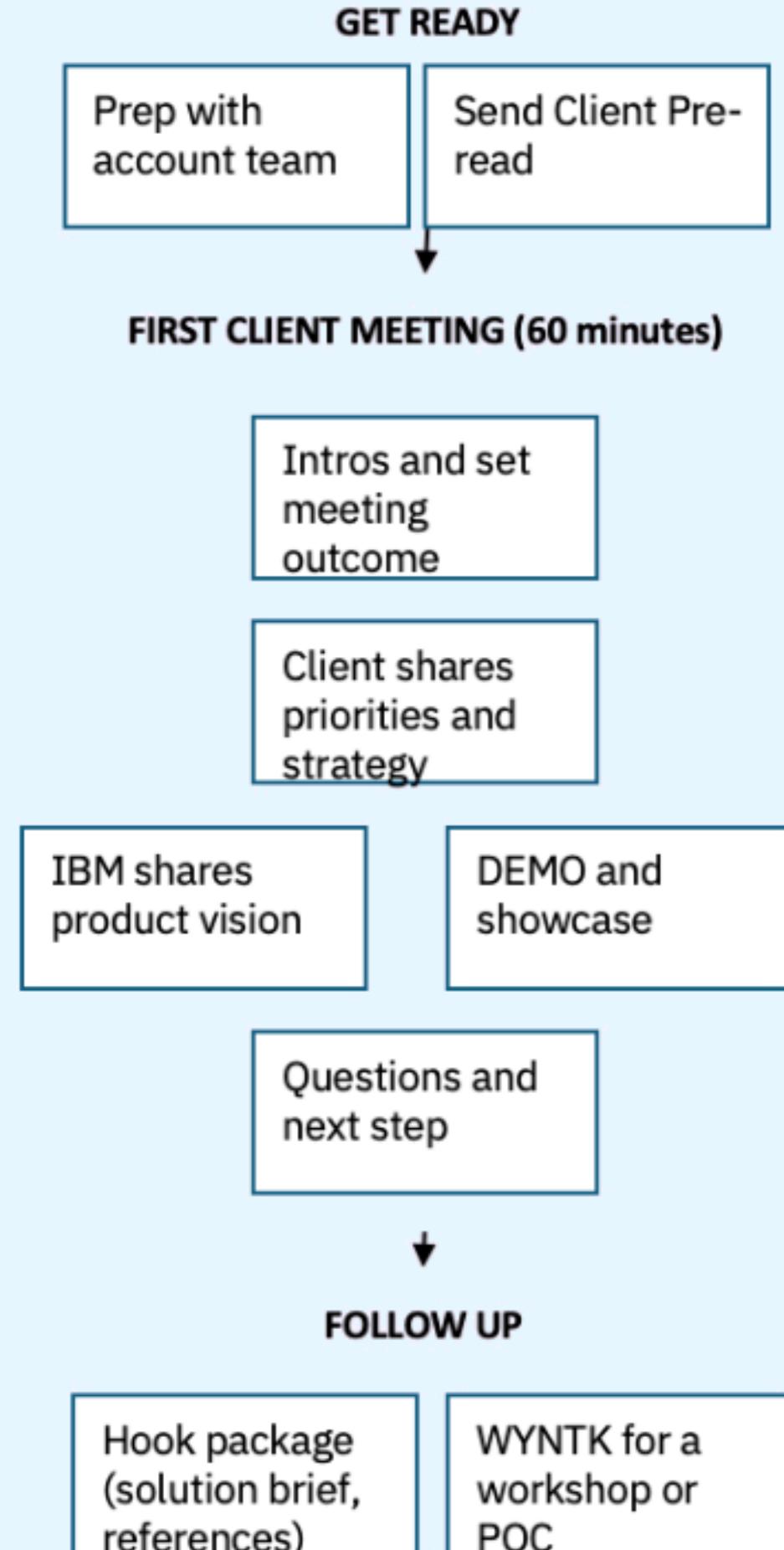
Top Geographies:

- Americas 50%, EMEA 30%, APAC 10%, Japan 10%

Technical environment:

- Multiple disconnected tools, applications & data sources, looking to integrate apps & simplify access to information/data/tools
- Multiple, complex systems with different UIs and multiple-step processes
- Lack of visibility into business operations & need to make better data-based decisions

Key questions



Accelerate the Business Impact of AI WxO Virtual Academy

IBM and Business Partner
Internal Use Only

- How are you currently addressing labor shortages or skills gaps in your organization?
- Are your employees facing difficulties managing or integrating multiple applications to access critical data and perform tasks effectively?
- Do you implement generative AI, or traditional AI & machine learning use cases at your company today?
- Do you have any concerns about deploying AI solutions? (trust, security)
- How are you evaluating technologies that can streamline repetitive tasks and enhance end-to-end processes?

[From the prospecting virtual academy →](#)

Accelerate the business impact of AI sales play

Accelerate the Business Impact of AI [sales play](#) →

Slack: [#ama-sales-play](#) →

Learn the use case

Why Change - AI Tools

Why Change - AI Governance

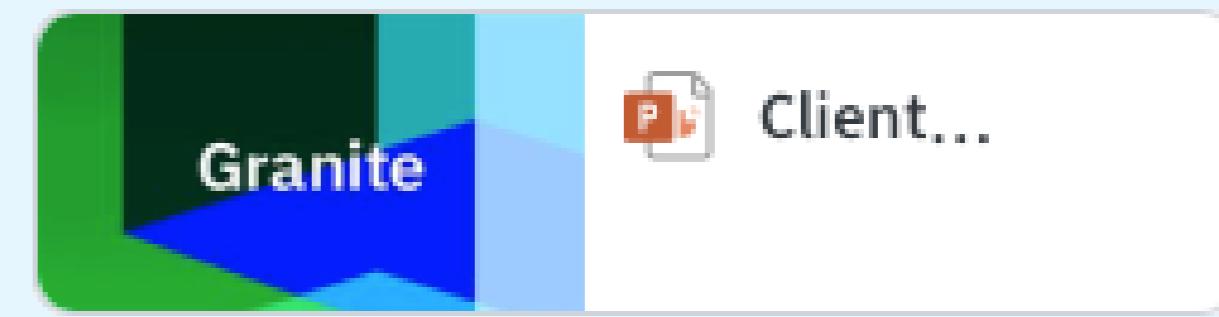
Objection Handling - Build, R...

Competition Overview - Buil...

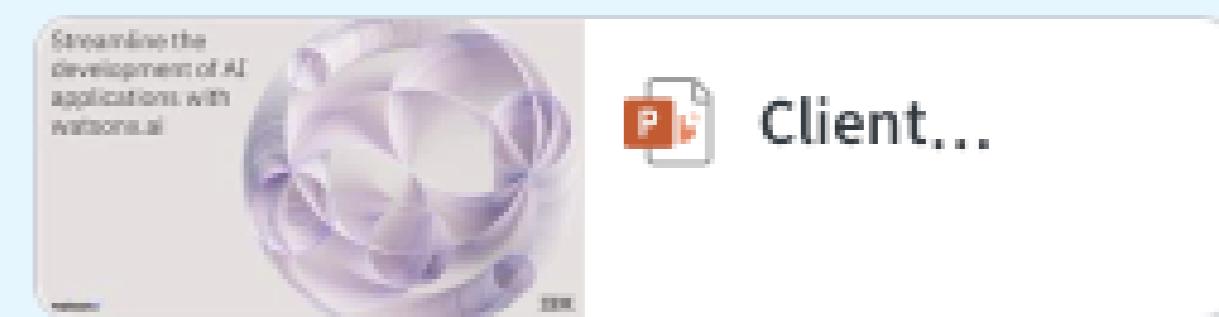
Know your Buyer - AI Tools

Know your Buyer - AI Govern...

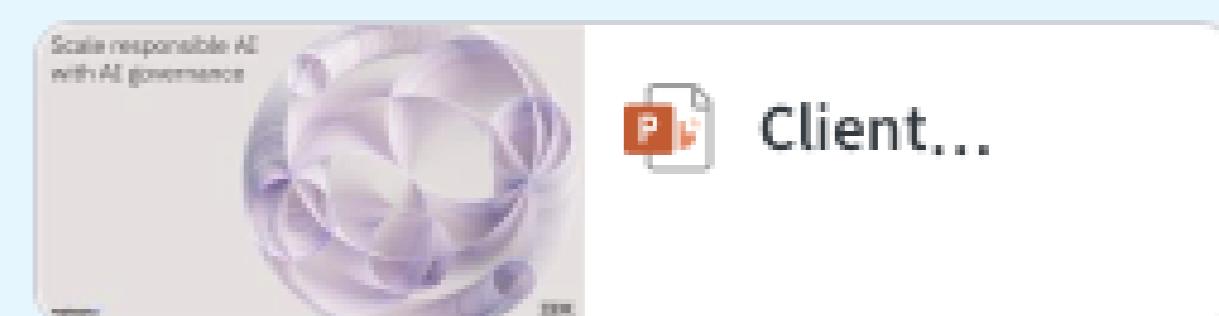
Presentations and demos



Client...



Client...



Client...



Client...

watsonx Orchestrate: [Classic & Agentic](#) release guidance

The watsonx Orchestrate Agentic update was announced on May 30, 2025.

New opportunities

Position the new Agentic version of watsonx Orchestrate, relying on the new sales materials:

- [Seismic](#) →
- [Winning Sales campaigns](#) →

Progressing opportunities

Introduce clients to the new agentic version.

For correct PoX solutioning, review the [roadmap & transition guidance](#) →

If a PoX is Skill Studio and Automation-centric, consider the agentic version. Only if there are blockers, proceed with the Classic version.

Recently closed opportunities

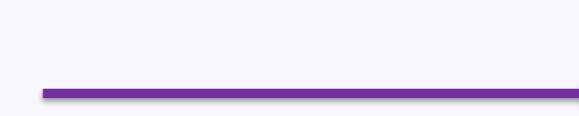
- Evaluate the use case, timeline & requirements
- If they are mostly agentic or assistant-centric, onboard client to the new Agentic version
- If use case is Skill Studio and automation-centric, evaluate if the Tool flow builder can fulfill the use case requirement. If not, continue with Classic.

What about watsonx Assistant clients?

IBM and Business Partner
Internal Use Only

New opportunities

watsonx
Assistant



watsonx Orchestrate is
the “lead-with” product

Existing clients

Migration

--- OR ---

Modernization

Clients **lift & shift** their AI assistants built
“as is” into watsonx Orchestrate

Clients **modernize** their AI assistant from a
deterministic, fixed flow paradigm into an
AI agent with watsonx Orchestrate

Existing **watsonx Assistant** clients should
understand the value of **watsonx Orchestrate**

- AI agents & assistants will be top of mind in many conversations with clients
- Know your buyer & look for use cases for a PoX
- There are multiple paths to migrate watsonx Assistant customers to watsonx Orchestrate while modernizing & expanding
- On-prem has trade up and perpetual parts available to ease the pricing transition

[Moving clients to watsonx Orchestrate →](#)

watsonx Orchestrate

competitive differentiation

[Competitive deck in Seismic →](#)

Four types of vendors in this space to be aware of

IBM and Business Partner
Internal Use Only

Conversational AI vendors

Historically focused on Customer Care, less so on enterprise productivity. Limited automation capabilities but strong connectivity to open source and 3rd party LLMs (with strong focus on Open AI models).



Automation vendors

Traditional RPA and task automation providers, expanding into the CAI and Gen AI space rapidly through partnerships. Infusing AI across the automation stack as well as the experience layer.



Traditional hyperscalers

Cloud computing companies with end-to-end Gen AI and CAI platform, tightly coupling it with their various productivity, knowledge and automation products.

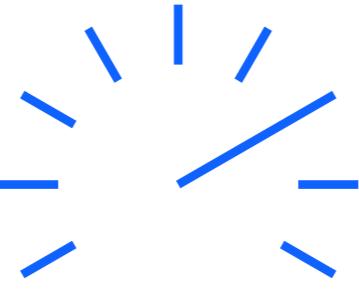


Incumbent domain ISVs

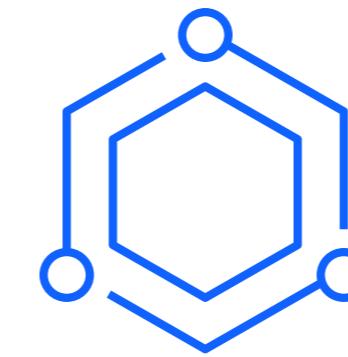
Software companies with specialized domain platforms rapidly infusing Generative AI and Agentic capabilities across their platforms. Strong focus on



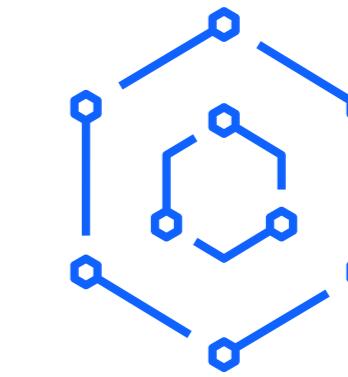
IBM's enduring advantage



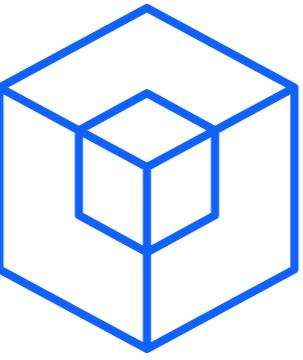
[Fast time-to-value](#) with pre-built AI agents & tools for proven high-ROI use cases



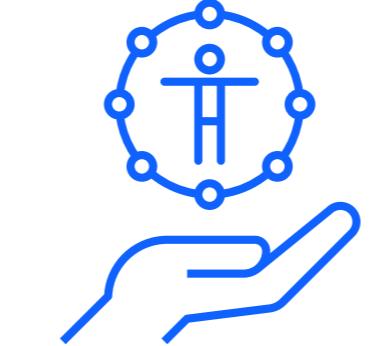
Orchestrate AI agents and automations across the enterprise to deliver a [unified experience](#)



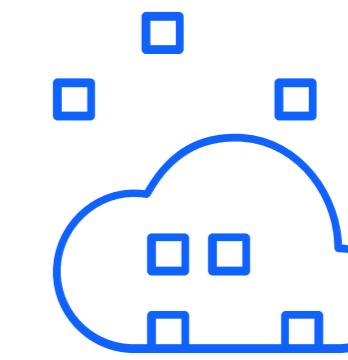
[Open](#) - seamlessly integrates across apps, automations, clouds, & vendors



Build for the future with [no-code to pro-code options](#) for business & technical users



[Trustworthy LLMs](#) with enterprise governance reduce risks of going live while optimizing for performance



[Enterprise-ready](#) - deploy natively across clouds of your choice or on-prem

Why IBM?

IBM has the experience, technology & experts to help you on your generative & agentic AI journey

Leading Technology

10+ years

of experience in
AI assistants & agents

1 billion

AI assistant messages processed each month

10K

clients using IBM Watson AI assistant technology

Expertise

5+ years

recognized by analysts & third-party benchmarks as market leader

50K+

and growing, skilled data & AI practitioners

2K+

AI use cases developed for clients in 2024

Trusted AI

- Industry's most trusted LLM for enterprise usage
- Consistently less biased
- Scores high on harmlessness across attack domains
- Outperforms significantly larger LLMs across domains & languages

Model	Gender	Race	Overall
mpt-7b-instruct	-0.066	-0.03	-0.050
granite.13b.instruct.v2	-0.329	-0.215	-0.264
granite.13b.chat.v2.1	0.031	-0.003	0.012
llama2.7b.chat	0.094	0.116	0.107
llama2.13b.chat	0.179	0.133	0.153
llama2.70b.chat	0.101	0.094	0.097
flan-ul2	-0.325	-0.214	-0.262

Hate and profanity filter prevented the previous response from being sent

⌚ I'm not able to answer that. Please ask again or say something else.

watsonx Orchestrate

packaging & pricing basics

Note: watsonx Orchestrate pricing is evolving based on fast-changing AI agent market trends. Always check the latest pricing and packaging deck.

[Pricing and packaging deck →](#)

[Pricing on ibm.com →](#)

New Agentic Plan Pricing (Effective May 2025)



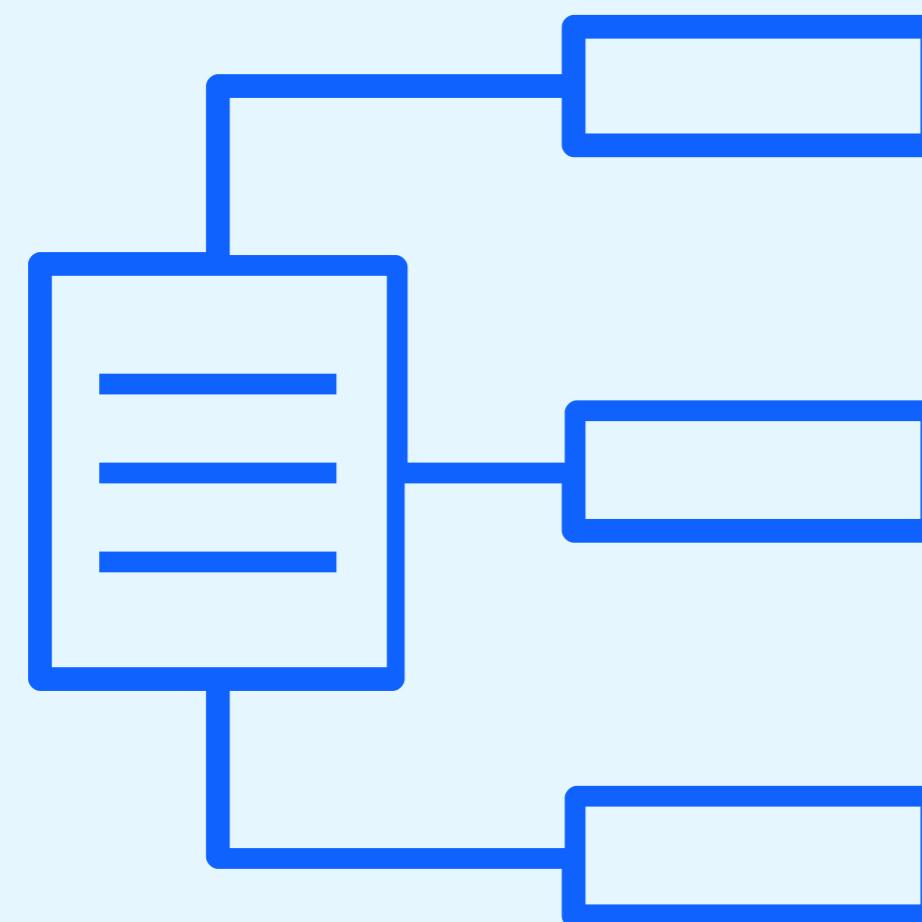
- IBM launched Agentic Plan Instances in May 2025
- New primary go-to-market pricing model for all use cases
- Simplified billing metric: **Monthly Active Users (MAUs)** – unique users accessing the cloud service in any way (chat, voice, workflow)
- Each MAU includes up to 50 messages/month; above that, the user is counted as an additional MAU
- High-frequency users (Call Center, SMEs) can be estimated at up to 100 MAUs
- 15 IDP pages = 1 MAU equivalent

Message Definition & IBM Pre-built Agent Pricing



- **Message** – any query sent to an AI agent or assistant that results in a processed action or response,
- Messages include chat messages, triggered workflows & document page processing
- **Prebuilt domain agents** are priced at \$100/month

Transition Guidance – Classic vs Agentic Plans



- Classic Plan instances remain available by special request only and include classic metering: MAUs, Skill Runs, Tokens, Decisions, IDP pages
- Classic Plan should only be sold if necessary due to client use case blockers
- Existing Classic clients continue under legacy pricing
- All new opportunities should default to Agentic Plans

Sizing and pricing an opportunity

Select the plan for your business

Plan	Description	Price
Essentials	Build, run and manage AI agents with pre-built tools and integrations.	Starting at \$500.00 USD Per month*
Recommended	IBM Watson Orchestrate Standard Includes all features from Essentials plus advanced automation, workflow and decisions capabilities.	

- Define the use case
- Select the right plan
- Estimate usage
- Include pre-built agents
- Use the pricing calculator for accurate quoting and configuration

Next steps for sellers

Take the IBM Client Zero enablement

Practice your stand & deliver for Client Zero stories

[Link → \(IBMers\)](#)
[Link → \(BPs\)](#)

Duration: 60 minutes

Complete the product virtual academy

Learn best practices to identify buyers & how to position

[Link →](#)

Duration: 45 minutes

Explore the product page

Know where to find the latest materials to engage, size & price your client opportunities

[Link →](#)

Duration: 10 minutes

Practice the pitch & demo

Learn & use the new demo in your next client briefing

[Link → \(Client Zero, IBMers only\)](#)
[Link → \(Level 3 course\)](#)

Duration: 30 minutes (Client Zero demo) to 4 hours (Level 3 course)

