
IBM INTRODUCES NEW 'CONSULTING ADVANTAGE' OFFERING

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CONTEXT

IBM Consulting is introducing a significant advancement in business consulting with the launch of IBM Consulting Advantage. This new AI services platform aims to enhance the efficiency and effectiveness of IBM consultants in their client engagements. It incorporates proprietary methods, assets, and AI-driven Assistants, drawing on IBM's technological prowess and strategic partnerships.

Early usage of the platform in client projects has demonstrated notable productivity improvements.

IBM Consulting Advantage represents a strategic move to integrate advanced AI technologies into the core of consulting services, potentially setting a new benchmark in the industry.

WHAT IS IBM CONSULTING ADVANTAGE

The new offering from IBM Consulting is an AI-driven services platform developed to empower IBM consultants with advanced tools for delivering client solutions more consistently, swiftly, and efficiently. Here are the key components and features of this innovative platform:

- **AI Services Platform:** The core of the offering is an AI platform that aids consultants in various stages of their projects, from design to deployment.
- **Productivity Gains:** Early platform adoption in client pilots has shown significant productivity improvements of up to 50%.
- **Role-Based Assistants:** A suite of role-specific IBM Consulting Assistants is integral to the platform, aiding consultants in tasks tailored to their specific job functions.

- **IBM watsonx Integration:** The platform is powered by IBM watsonx, which provides a robust AI and data framework.
- **Multi-Model AI:** Consultants can access multiple AI models, including third-party and IBM's generative AI, to choose the best fit for the task.
- **Intuitive Interface:** An easy-to-use conversational interface allows consultants to interact with the AI assistants and utilize the platform's full capabilities.
- **Data Security and Privacy:** IBM Consulting Advantage is designed with embedded security features, including project-specific data spaces and private AI instances that avoid data retention or training.
- **Bias Mitigation:** AI guardrails are integrated to help prevent bias in AI outputs, ensuring ethical and auditable usage.
- **Strategic Partnerships:** IBM's strengthened partnerships with major tech entities like Adobe and Microsoft enhance the offering, augmenting the platform's capabilities.
- **IBM Garage Collaboration:** IBM Consulting Advantage is designed to work seamlessly with IBM Garage, IBM's model for collaborative and fast-tracked innovation.

This offering represents IBM Consulting's effort to harness the power of AI to transform and streamline the consulting process, promising more creative, valuable, and rapid delivery of services to clients.

ANALYSIS

IBM, a long-standing titan in the technology sector, is leveraging its extensive expertise in artificial intelligence to redefine the consultancy landscape.

The introduction of IBM Consulting Advantage is a strategic move that aligns with the growing demand for AI-driven solutions in the consulting field. This platform, infused with AI capabilities, signifies a shift from traditional consulting methodologies to a more innovative, technology-driven approach.

The integration of AI is not just an enhancement; it's a transformation. It allows IBM consultants to deliver services with increased efficiency and accuracy, potentially reducing the time and cost typically associated with consulting engagements.

The reported productivity improvements of up to 50% in early adoption phases testify to the platform's effectiveness. This not only boosts the value proposition of IBM's consulting services but also sets a new benchmark for competitors.

The role-based IBM Consulting Assistants, powered by IBM's AI and data platform, watsonx, are particularly noteworthy. These assistants provide tailored support across

various consulting functions, suggesting a significant leap toward personalized and context-sensitive consulting services.

Furthermore, the platform's emphasis on data security and privacy and its built-in capabilities to mitigate bias reflect a deep understanding of the primary concerns businesses have today regarding AI integration. This careful consideration enhances IBM's reputation as a thought leader in responsible AI implementation.

In summary, IBM Consulting Advantage could be a game-changer in the consulting industry, offering a glimpse into the future of how AI can be harnessed to augment and revolutionize professional services.

This translates into more innovative, faster, and more effective consulting solutions for clients. For IBM, it reinforces its position as an innovator at the forefront of technological advancement in the business world.



RESEARCH NOTE

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