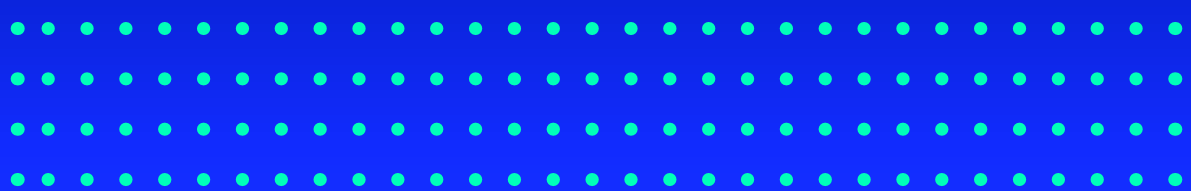


Use Cases

AI Use Cases

Across Industries

Turn ideas into quick wins, sustainable ROI,
and long-term value with Logicalis and IBM.





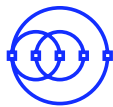
Roadblocks to AI Innovation

Many organizations are embracing AI to increase efficiency, elevate customer experiences, and drive new revenue streams. Yet although a few see quick wins, fewer still are building robust, sustainable AI practices — according to analysts, for instance, 74% of companies struggle to achieve and scale value from AI.¹

Many organizations remain stuck at the experimentation stage, for a few key reasons:



Many organizations lack a clear understanding of AI's use cases and business value



The array of AI technology solutions can create confusion and slow adoption

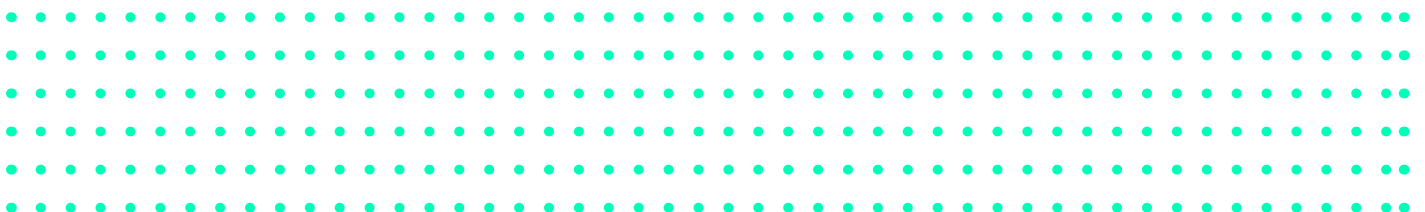


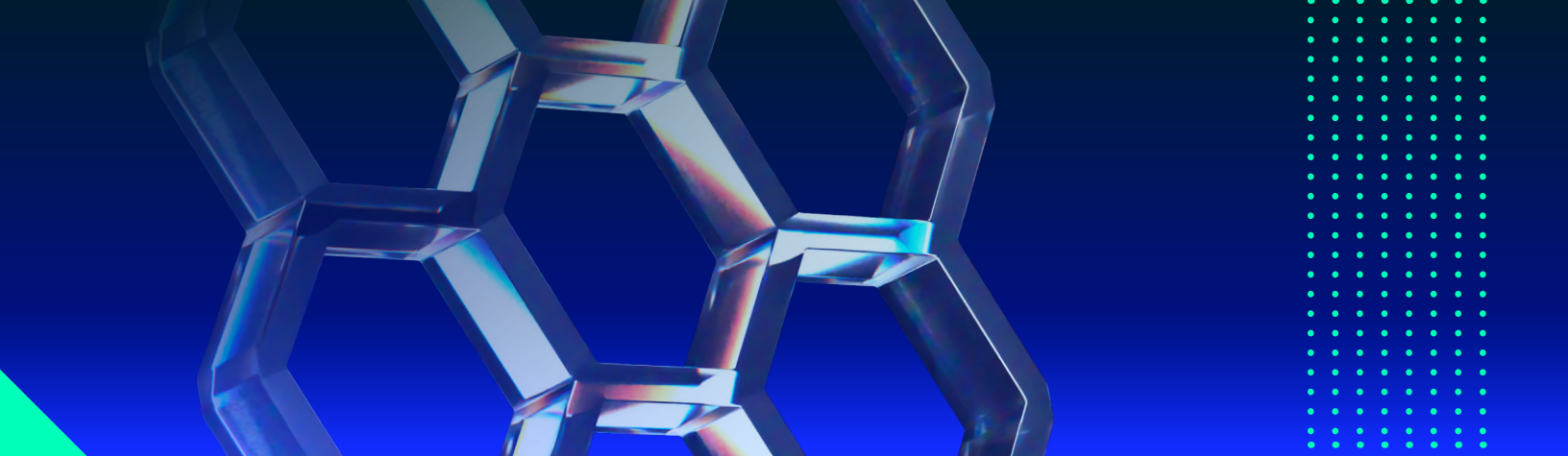
A lack of expertise in enterprise-grade AI solutions keeps companies from making the most of their investments

Addressing all of these concerns can help organizations chart a path forward and help organizations turn their ideas into solutions that deliver real business value.

In this guide, we'll look at some of the top enterprise use cases for AI, then we'll see how IBM and Logicalis can help enable these solutions with a cohesive technology stack and managed service strategy.

¹ <https://www.ibm.com/consulting/artificial-intelligence>





Industry-Specific Use Cases

Targeting existing, high-impact opportunities allows businesses in every sector to harness AI's power quickly. Instead of adopting AI in a vacuum, AI leaders find ways to link AI to existing business objectives with clear success metrics. Here are a few use cases that are attainable today, with the right enterprise AI platform and strategy.



Financial Services

Banks and financial service providers are turning to AI for automated risk analysis, faster service delivery, and tighter fraud prevention. Because AI can work with large volumes of data in real time, it empowers financial services organizations to automate and deliver value across multiple areas of the business. Example use cases:

- Fraud prevention through automated, scalable, intelligent processes
- Make sharper, more data-driven decisions with AI-powered risk modeling
- Gather, aggregate, and summarize large amounts of financial data, such as stock market data
- Make sharper, more data-driven decisions with advanced risk modeling
- Personalize recommendations for customers, to boost satisfaction and retention

With enterprise-grade technology and a trusted partner, AI can help organizations reduce risk, control costs, and safeguard sensitive data — leaving more bandwidth for growth and strategic innovation.



Healthcare

AI in healthcare supports clinical decisions, lessens administrative burdens, and improves patient experiences. Seamless data integration from multiple sources helps providers deliver timely, accurate care. Today, healthcare organizations are using AI to:

- Automate workflows and enhance day-to-day efficiency with intelligent automation
- Use virtual healthcare assistants, such as virtual nursing assistants, to answer questions and interact with clinical staff
- Identify and reduce dosage errors in how patients self-administer medications
- Recognize unusual or suspicious patterns in insurance claims to prevent fraud

The right AI strategy, technology platform, and infrastructure can help healthcare providers offload manual tasks, surface critical insights in real time, and ensure accurate, timely care.



Retail

Retailers turn to AI for faster, more accurate insights into product demand and customer behavior. Streamlined processes help maximize margins while keeping pace with shifting trends. Here are a few example use cases:

- Virtual assistants and chatbots provide instant support to customers, answer queries, and streamline orders
- AI-powered data analytics can predict customer demand, improve inventory management, and optimize logistics
- Supply chain automation can increase visibility, lower costs, and reduce errors
- Fraud detection technologies can monitor online transactions, detect anomalies, and prevent losses

Enterprise-grade AI empowers retailers to make rapid, data-driven decisions that boost revenue, enhance customer experiences, and adapt quickly to shifting market conditions. With secure, scalable solutions in place, they can create new revenue streams and maintain a loyal customer base.



Manufacturing

Manufacturers use AI to anticipate production needs, decrease downtime, and maintain quality standards. Intelligent, data-driven insights lead to smoother supply chains and greater efficiency on the factory floor:

- Predictive maintenance and digital twins simulate, analyze, and predict performance in real time
- Automated inspections improve product consistency and reduce rework
- Real-time logistics tracking accelerates delivery and reduces costs
- Collaborative robots (cobots) work alongside humans, improving productivity and safety

With fewer bottlenecks and less waste, a solid AI strategy can help manufacturers stay competitive in a global marketplace that demands reliability, speed, and precision.





Telecommunications

Telecoms handle immense data volumes in dynamic environments. With the advent of 5G and next-gen infrastructure, many are turning to AI to optimize network performance, reduce costs, and ensure customers stay connected to the services they need most. With AI, telecoms can:

- Analyze customer data to understand, predict, and adapt to usage patterns
- Use generative AI to better solve customer issues, create personalized content, and brainstorm strategic improvements
- Test and optimize infrastructure using digital twins
- Streamline network performance through predictive maintenance and automated network management

Efficient, AI-driven systems are becoming increasingly key to maintaining the high-quality experiences telecom users expect, which can in turn lead to stronger loyalty and better resource management.



Public Sector

Government agencies are modernizing electronic service delivery and oversight with AI-driven automation. By streamlining time-consuming processes, agencies can serve constituents more effectively and put funding to better use. A few benefits and use cases of AI:

- Intelligent automation can streamline decision-making and routine tasks
- Sentiment analysis or semantic analysis can process vast amounts of data, such as requests for assistance
- AI models can analyze public infrastructure data to optimize costs and performance
- Make better predictions around threats, such as health crises or financial issues such as inflation

When backed by a powerful AI stack and proper AI governance, public entities can automate resource-intensive processes and scale services more efficiently. The right approach to AI can elevate transparency, accountability, and responsiveness, helping agencies better meet the needs of their communities.



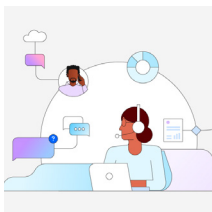
IBM AI Solutions

IBM can provide the technology foundation for the use cases above and many others, offering organizations a reliable and adaptable environment to run AI at scale.



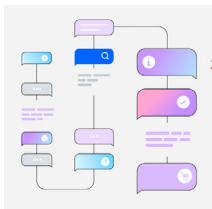
IBM watsonX™

IBM watsonX™ is a portfolio of AI products that accelerates the impact of generative AI in core workflows to drive productivity. With watsonX, you can gain the flexibility to make the right AI choices, create responsible AI, and deploy with minimal disruptions to your business.



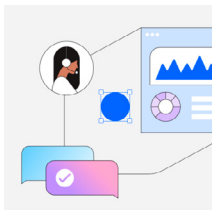
AI Assistants and AI Agents

Personalized generative AI assistants and agents automate routine tasks and integrate seamlessly into existing systems. This streamlined experience allows teams to work more efficiently, make faster decisions, and collaborate on a unified platform.



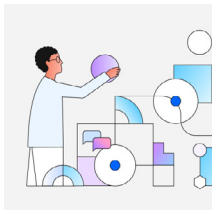
AI Models

IBM Granite models provide smaller and open architectures for developer efficiency. They handle a broad range of enterprise tasks, delivering strong performance while cutting costs and complexity.



AI Consulting

IBM's global AI consulting team helps design, build, and scale AI solutions that align technology investments with business strategy. By prioritizing trust, security, and governance, they guide organizations toward impactful outcomes.



AI Infrastructure

IBM offers a secure, scalable, and open infrastructure that supports the performance-intensive nature of AI workloads. Whether on-premises or in the cloud, this hybrid approach helps reduce risk and energy consumption while ensuring consistent, high-speed operations.

A strategic approach to AI makes it possible to move from limited pilots to widespread deployments that strengthen competitiveness. IBM's portfolio of AI products, combined with the right framework, helps ensure robust performance and trust throughout the journey.

Take the Next Step with Logicalis

Building successful initiatives with an emerging technology such as AI requires deep expertise, experience, and resources.

Logicalis, an IBM Platinum Partner, can help you create a clear roadmap, align technology with your goals, and provide ongoing support. From initial pilot project to large-scale rollout, we can help you:

- Build and launch your first AI project
- Identify and realize quick wins
- Generate measurable ROI from AI
- Create a robust AI practice

With Logicalis as your trusted IBM partner, you can turn AI into a core driver of growth and innovation.

Start Your AI Journey

To find out more about our Managed AI Services, contact us today for a free executive briefing.

logicalis-hub.com/ibm

 **LOGICALIS**
Architects of Change


Platinum Partner