

Podcast 35: Transforming ITOps with Hyperautomation Intelligence

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Sumit – Hello everyone, and a very warm welcome. I'm Sumit from HCLTech. This podcast episode features **Sebastien Adjiman, CEO & Co-Founder of SwishAI**, discussing AI and data transformation into Hyperautomation intelligence. With over two decades of experience in founding businesses and executive roles, the conversation promises to be intriguing and insightful.

Sebastian, welcome to the podcast.

Sebastien – Thank you, Sumit. It's a true honor to be here on the HCLTech Digital Workplace Podcast.

Sumit – Tell us a little bit about SwishAI's journey, your role, and how are you helping the company scale at speed?

Sebastien – Sure, first of all, your question reminds me of a powerful quote from one of the world's most successful investors, Mark Anderson, who said, "The best opportunities are found when a great team sizes a big opportunity to solve a massive problem." This quote perfectly encapsulates what we are doing here at SwishAI.

The IT landscape is becoming increasingly complex due to the shift to hybrid or remote work and rapid digital transformation, causing IT teams to be overwhelmed by an increasing volume of complex tasks. IT teams face challenges in managing tasks quickly due to budget constraints, which is challenging for IT leaders. Current workflow tools help manage tasks but often fail to identify major issues that hinder the entire process. This is where SwishAI steps in and makes a difference, resulting in a significant impact on our customers' KPIs. Our product is grounded in the impactful theory of constraints made by Eli Goldratt, which states that to significantly improve the performance of a certain system, the focus shouldn't be on solving quicker every single part, what we call the local optimum. Instead, it's should be about identifying and addressing the key constraints or bottlenecks that slow down the entire process, which we call the global optimum. With this theory in mind, we developed our AI powered solution designed to shed light on these bottlenecks and enable organizations to streamline their entire ITSM operation.

For example, A customer struggled to reduce their MTTR for years, reaching a plateau of 7 to 10%. After deploying Swish, they achieved a remarkable 70% reduction in MTTR within a few months, focusing on improving the entire system, not just local ones.

As CEO of SwishAI, I have been instrumental in steering the company's strategy and forming key alliances, but I primarily view myself as a facilitator. The main responsibility is to ensure the success of everyone, including team members, customers, and partners, by fostering an environment conducive to innovation and growth of talent, and a single-minded focus on ensuring customer success. On the topic of scaling, I strongly believe in the power of partnerships and collaboration. That's why we are so proud to work with industry leaders such as HCLTech and together, we aim to transform the entire enterprise ITSM landscape on a global scale.

Sumit – Wow, Sebastian, that's a very unique and very inspiring approach to business and what a great vision. So, thank you for sharing that with us.

When I look at the problem statement in front of enterprises, we see that the advancement of digital and artificial intelligence technologies is creating disruptions across organizations. However, IT or ITSM organizations seems to have had witnessed somewhat limited impact. What are your observations on ITSM organizations and stakeholders being left behind amidst such transformations?

Sebastian – You're absolutely right, Sumit. The challenge faced by ITSM organizations is not the lack of data, but rather the inability to effectively utilize and comprehend the vast amount of information they already possess. ITSM operations generate a significant amount of free text or unstructured data, primarily found in service tickets and other records, which is a significant portion of the data.

This raw data is a goldmine of insights but transforming it into actionable intelligence requires robust AI technology. ITSM leaders are currently in the dark due to their lack of understanding of their operations, despite having access to analytics. This results in operational decisions being based on incomplete and sometimes misleading data, leading to potential issues. SwishAI is revolutionizing the game by addressing a significant roadblock to improving and optimizing their operations.

Our AI-powered solution transforms complex data, including unstructured and free text, into actionable intelligence by analyzing and interpreting it, providing real-time, contextually accurate insights, transforming ITSM raw data into valuable insights. ITSM leaders gain a clear understanding of their operations and issues, enabling them to make informed decisions and improve their operations, bringing them out of the dark and into the light.

This concept is similar to co-pilots in an airplane, providing crucial information, monitoring systems, and ensuring smooth operation. SwishAI serves as a trusted ITSM co-pilot, continuously assessing the ITSM landscape, extracting insights, and providing strategic direction, helping ITSM leaders navigate past effectiveness, thereby enhancing their overall value.

Sumit – The goal is to provide actionable insights to business leaders, enabling them to make informed decisions based on the insights gained from dark data. What do you think is slowly sparking the change for ITSM organizations now?

Sebastian – There are a few key factors that have contributed to the shift in ITSM organization. Firstly, the pandemic accelerated the digital transformation wave across industries, resulting in a surge in the volume and complexity of IT requests. Secondly, the increasing reliance on IT infrastructure for seamless operation has highlighted the importance of ITSM in organizations transitioning to remote work. Thirdly, the role of ITSM in customer experience is increasingly recognized. As businesses become more digital, IT infrastructure performance directly impacts customer experience. Advancements in AI and machine learning technologies enable the analysis of complex ITSM data, creating opportunities for AI-driven ITSM solutions like SwishAI to offer tangible benefits. All these factors have led to a perfect storm, causing a shift in ITSM organizations and a demand for advanced AI-driven ITSM intelligence solutions.

Sumit – Agreed, Sebastian. And you did talk about the recent advancements in AI and ML technologies. This year started with a big bang in the world of chatbots and conversational AI. For the first time, we had millions of people experiencing the power of conversational AI with ChatGPT. In fact, many business leaders are expecting to have a ChatGPT plugin into their business functions. So, being a seasoned business leader, what's your take on this?

Sebastian – Chatbots and AI are revolutionizing business interactions with customers and employees, reshaping customer service, support functions, and internal communication, making them a powerful tool for businesses. However, while the current trend appears to be about using AI to replace human roles, SwishAI advocates for a more ambitious approach, focusing on augmenting human roles rather than replacing them, rather than merely utilizing AI. The concept of an AI co-pilot is not about assuming the roles of human agents or ITSM stakeholders.

The focus is on providing employees with the necessary tools and insights to perform their jobs more effectively, enhance their capabilities, and tackle complex ITSM challenges with improved decision-making capabilities. The AI co-pilot concept is a promising shift from AI as a replacement to a partner, supporting humans and empowering them to deliver better outcomes. SwishAI is proud to be shaping this future, aiming to shift from AI as a replacement to a co-pilot in ITSM.

Sumit – Great. So, AI is an enabler. In fact, Sebastian, interestingly, Michael Dell recently did talk about putting AI to work. He also mentioned about the increasing value of data when

activated with innovations like AI. So how do you see enterprises prioritizing AI at work? Where does SwishAI fit into it?

Sebastian – Michael Dell's insights are spot on. And as you may know, Swish AI has the backing of Dell Technologies, and I had the unique opportunity to meet Michael personally at the DellTech World Show in Las Vegas just a few weeks ago. His vision for AI in business is truly inspiring. He recognized that AI has emerged as a transformative force and, when combined with data, has the power to drive innovation and optimize operations across industries.

Enterprises today are starting to recognize this too. They're not just acknowledging the importance of AI but are prioritizing its integration into their strategic planning. AI is no longer an added feature, but a core component that is essential to maintain competitiveness and deliver optimal services.

A recent CNBC survey revealed that 47% of top technology officers across the economy plan to prioritize artificial intelligence as their top budget item over the next year. SwishAI is a key player in this trend. We are transforming the vision of transformative AI application into a critical but often overlooked area of business operations, ITSM. While other domains have experienced the AI revolution, ITSM faces unique challenges due to the complexity of ITSM data and the need for real-time, actionable insight, making AI integration less straightforward. SwishAI aims to address these challenges head-on.

So, in a way, we're helping enterprises put AI to work in their ITSM operation by transforming their data from being merely informative to being instrumental for operational excellence, aligning with Michael Dell's vision and demonstrating its immense value in the ITSM world.

Sumit – So Sebastian, now I would request you to tell us in more detail about what are the hyper automation intelligence capabilities of SwishAI and how it can help enable enterprise ITSM transformation, like what ITSM organization problem SwishAI solves?

Sebastian – Hyperautomation intelligence utilizes advanced AI technologies like NLP clustering and process mining to automate and optimize business processes, achieving previously unattainable levels of automation. SwishAI utilizes advanced technology to analyze complex ITSM data, including both structured and unstructured data, providing a comprehensive view of the ITSM ecosystem. One unique feature of SwishAI is the ability to autonomously map the complete skill set of the entire workforce and their respective workloads.

SwishAI utilizes patented technology to intelligently route tickets in real-time to the right agents, ensuring optimal distribution based on ticket complexity and agent workload,

resulting in calculated decisions. SwishAI streamlines ticket routing, reducing wait times and ensuring service level agreements are consistently met. It also aids CIOs and IT executives by providing a platform for defining, tracking, and analyzing trends and KPIs, bridging the gap between daily operations and strategic planning.

SwishAI uses advanced features like anomaly detection to alert ITSM leaders when an abnormal number of certain tickets is detected. This human observability contributes to a more stable IT environment. SwishAI's AI co-pilot approach offers real-time recommendations for process optimizations, guiding ITSM leaders on where and how to improve their operations. This helps maintain a stable IT environment by detecting surges in tickets and ensuring a smooth operation.

SwishAI aims to address various problems in ITSM processes, including inefficiencies, bottlenecks, increasing IT ticket volume and complexity, and improving service delivery speed and quality. Their primary focus is on improving visibility and control in ITSM operations.

Our solution provides ITSM leaders with crucial insights into their operations and their reasons, enabling them to make informed strategic decisions. SwishAI provides ITSM leaders with a comprehensive view of their ITSM landscape, enabling them to utilize AI as a trusted guide for ITSM excellence. SwishAI integrates seamlessly with any existing ITSM workflow tool, eliminating the need to change methodology or replace existing tools.

Sumit – Great. Thank you, Sebastian, for patiently explaining SwishAI's automation intelligence capabilities. But if I may ask you, in your opinion, what differentiates SwishAI from competition in hyper automation intelligence space, if at all there is any competition? What are SwishAI's superpowers?

Sebastian – SwishAI's unique approach to enhancing ITSM operations sets it apart in the hyperautomation intelligence space. SwishAI is not just a tool or software; it serves as a companion, guide, and AI co-pilot for ITSM stakeholders. SwishAI offers tactical options, allowing users to turn auto-pilot and assign tickets to the best agent or alert them when performance drops. SwishAI provides guidance, insight, and strategic decision-making assistance to help users navigate the complex landscape of ITSM, providing a trusted co-pilot to ensure they are never alone.

Swish's superpower lies in transforming the vast amount of data available to ITSM leaders, often trapped within their workflow systems, into actionable insights on both a strategic and tactical level. SwishAI offers more than just raw data; it provides insights into the 'why' of ITSM operations, identifies bottlenecks, and pinpoints areas for improvement, enabling ITSM leaders to make informed decisions and implement effective strategies, making it a unique player in the hyper automation intelligence market.

Sumit – Lastly, if you could tell us briefly about SwishAI's partnership with HCLTech, and how do you see it as a game changer for ITSM organizations globally?

Sebastian – Our partnership with HCLTech is truly a synergy of vision, expertise, and innovation. HCLTech brings an expansive global reach and a wealth of experience in managing complex IT environments.

SwishAI offers advanced AI capabilities specifically designed for ITSM optimization. Our collaboration in ITSM is not just about combining resources or sharing expertise; it's about a shared belief in the potential for ITSM to be more efficient, insightful, and strategic.

Our goal is to transform the way ITSM organizations operate by providing them with the necessary tools, insights, and confidence to improve their performance. SwishAI's AI co-pilot allows ITSM organizations to navigate the complex landscape of IT service management with increased clarity and precision. Our technology not only enhances ITSM organizations' operations but also redefines their aspired goals by enabling them to uncover hidden insights, identify bottlenecks accurately, and make strategic decisions with greater certainty. This partnership signifies our unwavering commitment to driving change in ITSM, establishing a new standard of excellence, and empowering organizations to reach their full potential.

As we embark on this journey, we're not only examining the challenges and opportunities of today but those of tomorrow. Our vision for the future is to integrate AI into ITSM operations, with every operation being a SwishAI, and to strategically drive business success beyond IT service management.

Together with HCLTech, we are excited to lead the way toward this future.

Sumit – Thank you Sebastian for sharing your insights with us today. This has been a really enriching discussion. I'm sure these insights will be very helpful for the business and IT leaders in understanding and approaching their ITSM operations transformation. Thank you for your time, and we hope for an opportunity to host you again.

Sebastian – Thank you so much, Sumit.

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