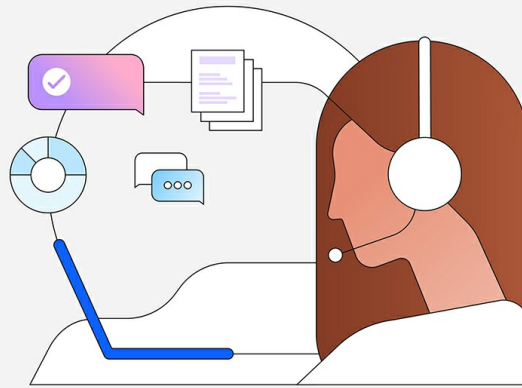


India's AI Moment: Responsible AI Agents that Don't just Assist—They Act

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By Viswanath Ramaswamy

As the Indian Premier League (IPL) season captivated millions, few realised that Artificial Intelligence is playing a behind-the-scenes role in transforming how cricket is played and experienced. For example, IBM has developed a solution for a leading cricket association in India using watsonx which helps automate match analysis by converting ball-by-ball data into rapid, accurate insights and visual reports. It provides teams with real-time strategic intelligence, enabling smarter decisions and improving player performance. This innovative application is just one example of how AI boosts productivity and reshapes industries across India.

This isn't just a sports story—it's a powerful example of how AI is reshaping industries across the world. From cricket pitches to corporate boardrooms, AI agents are unlocking unprecedented productivity and redefining what's possible.

From Stadiums to Enterprises: Real-World Applications of AI Agents

In the digital age, India is emerging as a leader in innovation, where AI is not just a tool but a transformative force. IBM plays a critical role in the advancement of AI agent development, offering solutions that integrate seamlessly across enterprise tech stacks. At the core of this advancement is IBM watsonx Orchestrate—a powerful platform that automates workflows across various functions including HR, procurement, customer service, and sales.

HR Automation: Streamline the entire employee lifecycle from 'hire to retire' - right from resume screening to interview scheduling, learning experiences and beyond.

Customer service: 24x7 support means better efficiency— AI voice agents provide quick, clear, and accurate responses alongside human reps, enhancing real-time customer support and uncovering valuable client insights in every conversation.

Procurement Optimization: Automating workflows, improving supplier risk assessments, speeding contract management, and reducing helpdesk tickets can lead up to 75% efficiency gains.

Sales Enablement: AI agents assist in lead generation, customer outreach, and sales forecasting, helping sellers increase revenue.

IBM has firsthand experience with the transformative power of AI and automation. IBM's AI agents have already delivered a significant impact, driving a \$3.5 billion productivity gain across more than 70 areas of the business.

But here is the truth: AI is only as powerful as the data that fuels it. To unlock meaningful outcomes at scale, enterprises must ensure their data is accessible, trusted, and governed. That's where the next phase of transformation begins.

Your 'Data' is the key to unlock the AI's full potential

Given the right platform to ingest, govern and access your structured and unstructured data, you can achieve business outcomes as quickly as in 5-minutes.

Our strategy for workflow transformation centres on deeper integration of data across the enterprise, beginning with robust, enterprise-wide data governance and standards. A Data Fabric architecture keeps data in place while making it searchable through a common enterprise data catalogue.

As enterprises scale their use of AI agents, establishing robust governance is critical to deploying **Responsible AI**. It's not just about what AI can do—it's about how responsibly it's deployed. Robust governance frameworks help organizations manage risks related to data privacy, security, and the ethical use of AI. This includes establishing clear policies for transparency, accountability, and compliance with regulatory standards.

Effective AI governance requires clear visibility into the data stack via detailed data lineage, which tracks data flow and transformations to ensure quality, detect biases, and maintain compliance. Our data lineage capabilities help uphold data integrity, support audits, and build trust in AI deployments - so Indian businesses can deploy AI responsibly while maximizing impact.

And when strong data governance is in place, the next step is **orchestration**—bringing these responsible AI agents together to operate as one intelligent, efficient system.

Orchestrating AI Agents Across the Enterprise for Maximum Impact

To unlock the full potential of enterprise automation, diverse AI agents must work together seamlessly. IBM's Agent Connect framework enables **effortless integration and orchestration of AI agents**—regardless of their origin—allowing them to collaborate across platforms. This interconnected intelligence drives complex workflow automation, accelerating efficiency and sparking innovation throughout your business.

AI agents aren't just the future—they're the now. With the right strategy and technology, Indian enterprises can unlock the next wave of productivity and innovation.

Discover how IBM's AI agent solutions can accelerate your transformation at www.ibm.com/ai-agents



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