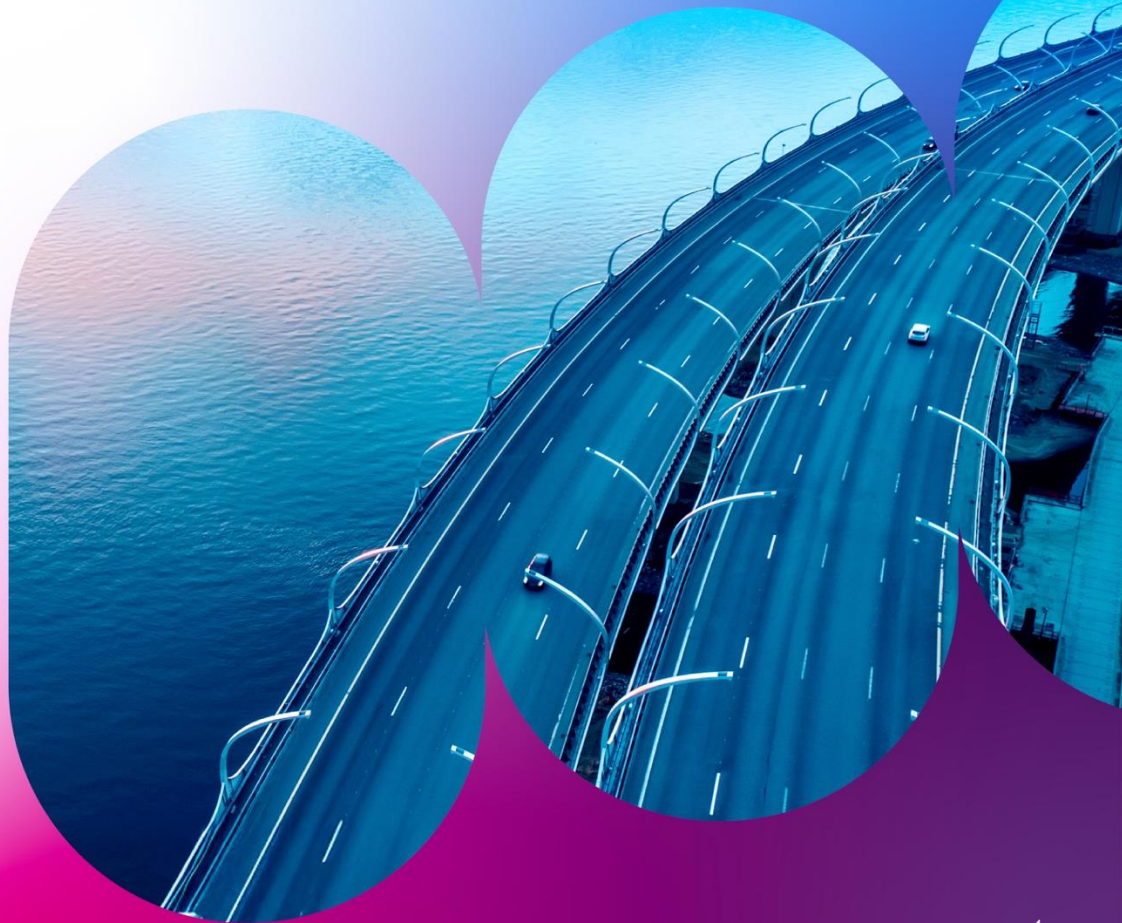




Future IT NYC

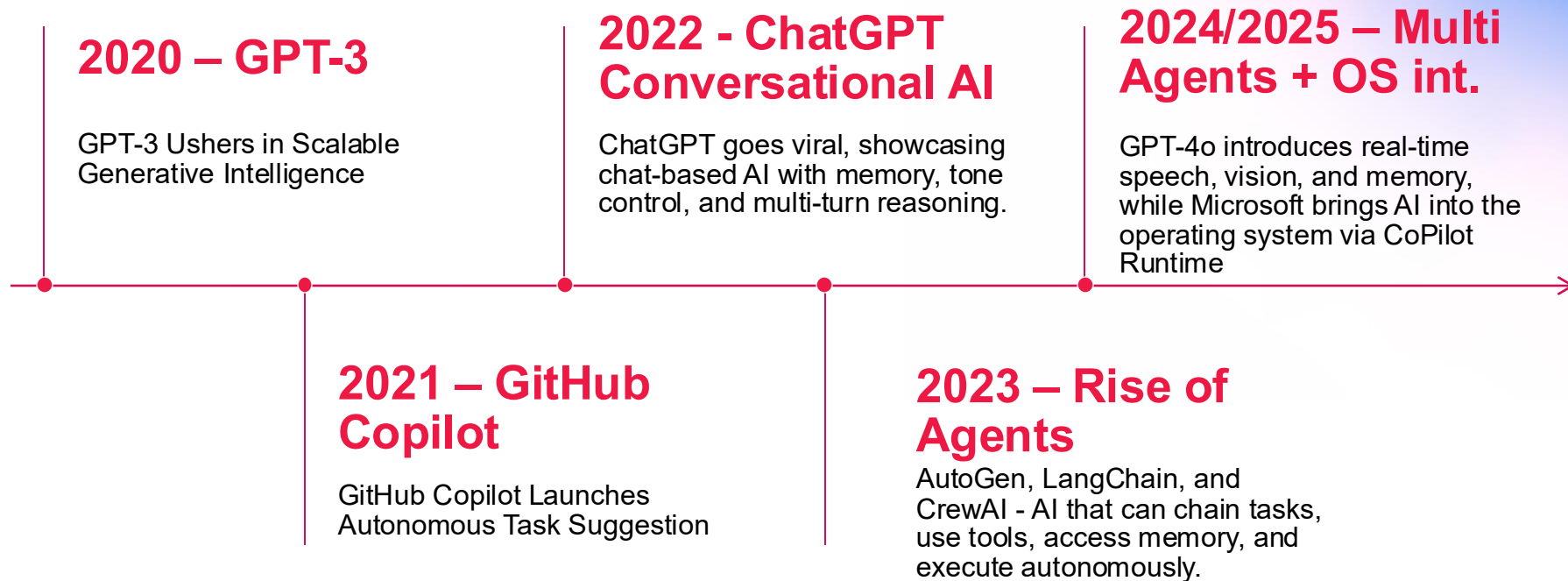
July 17, 2025



“We are entering a new era of computing, where the speed of AI innovation is reshaping every layer of the tech stack and every industry.”

Satya Nadella
Microsoft CEO

Timeline



Generative AI for life-saving decisioning

Overview:

A global emergency response and transportation provider seeks to improve the quality and consistency of patient care guidelines (PCGs) across air and ground operations in the U.S. and internationally.

Objective:

With Gen-AI powered decision support systems, they aim to:

- **Standardize and accelerate** the review and update of clinical protocols
- **Reduce clinician workload** while improving care accuracy
- **Adapt protocols** to meet varying state-level regulatory requirements

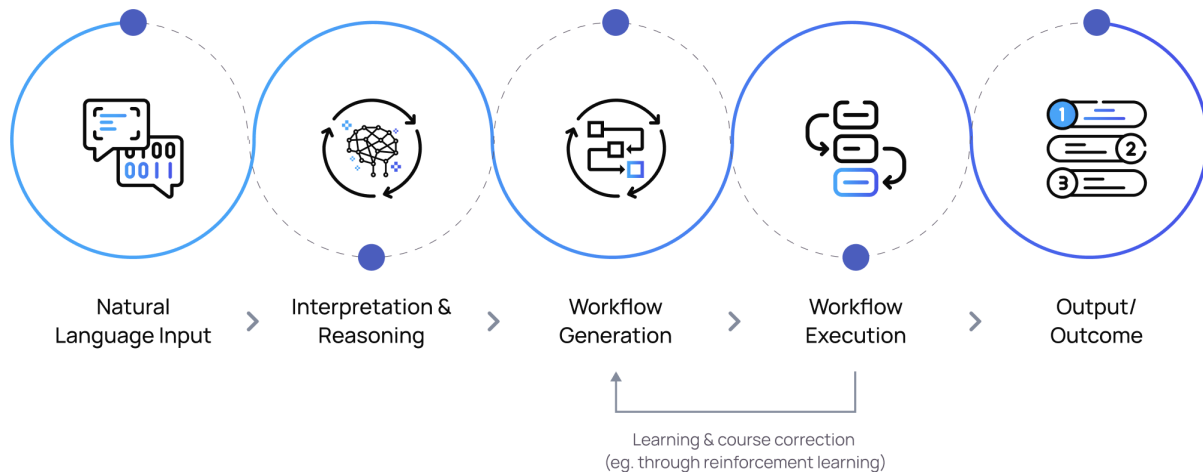
Success Metric:

Achieve measurable improvements in protocol consistency and save weeks of deliberation across a team of 50+ clinicians—ultimately improving patient outcomes and operational efficiency.



What if your data could think, act, and adapt faster to provide new paths for your organizational growth and patient or customer experience?

The Shift to Agentic



*A new way of
thinking about data:
It's not just
informing how AI
responds in **words**,
but how it responds
in **actions***

Agentic AI for integrated pet care

Overview:

A global leader in pet nutrition, health, and veterinary services, is exploring the implementation of Agentic AI to create more intelligent, seamless, and personalized experiences for pet owners across its ecosystem of brands and services.

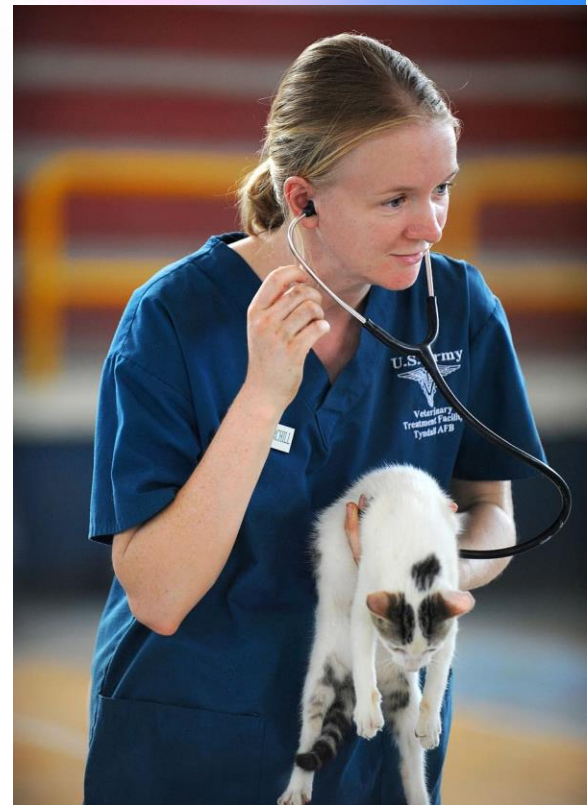
Objective:

By leveraging autonomous, intelligent systems, they aim to:

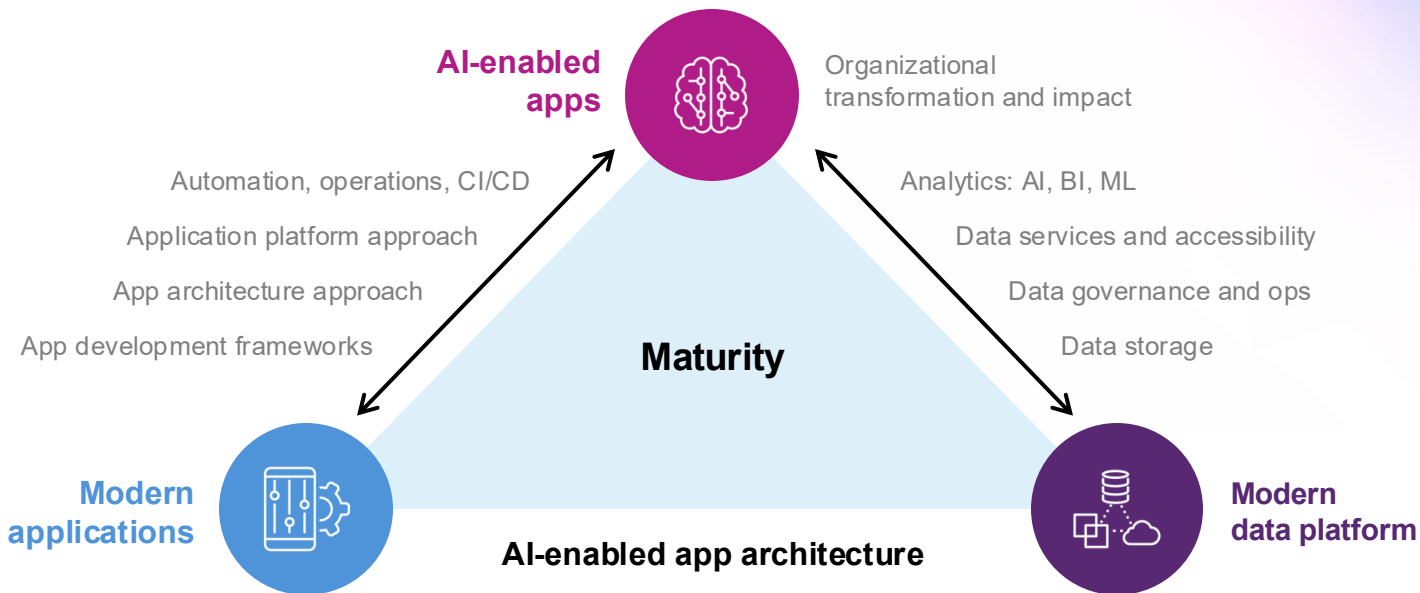
- **Deepen engagement** with pet owners via contextual, responsive digital experiences
- **Personalize product recommendations** and veterinary service pathways across brands
- **Enhance operational scalability** across retail, diagnostics, and veterinary networks

Success Metric:

Achieve a 2x increase in customer conversion rates through the deployment of intelligent automation, proactive engagement, and tailored service delivery.



Foundation to Innovation



Agentic Shines in Operations

- **Agentic SDLC** – Task Automation, Agent Developers, Agent Tester
- **Application Modernization** – Legacy software assessment and Agent based modernization and migration
- **Internal Business Automations** – Leveraging low-code/no-code aspects like Copilot
- **Call Center Automation** – Automate your call center with natural language processing capabilities
- **Automatic Observability Processes** – Define automation to enable your IT operational observation

The Path Forward: Key Takeaways

- Invest in scalable data strategy—RAG architectures, data fabric, observability.
- Build AI vocabulary and *trust* across the org.
- Establish ethical AI governance—transparency, bias mitigation, accountability.
- Start with the foundation (Modern Data Platforms, Data Lakes).
- Prioritize platform extensibility (open APIs, interoperable models).
- Don't skip on foundational elements (Governance, Security, Etc.)

Thank you!

Meagan Gentry

National AI Practice Leader & Distinguished Technologist

Meagan.Gentry@insight.com