

Krista™



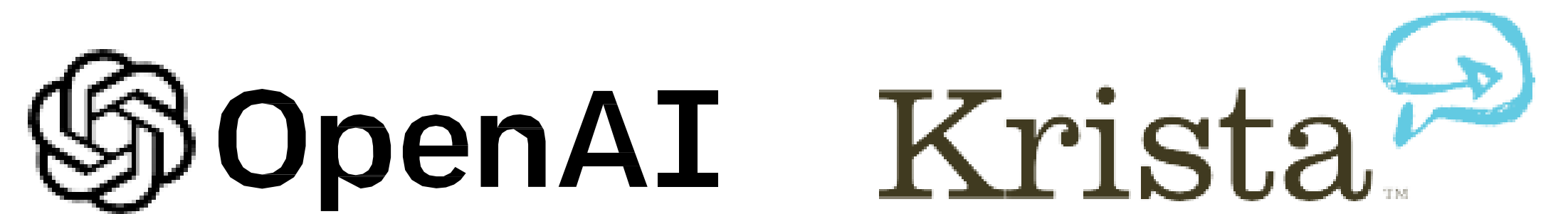
Grab Your Piece of the
Agentic Revolution

Your Customers Demand AI Solutions

The IT services industry is evolving faster than ever. Enterprises no longer seek partners just for routine IT maintenance—they expect **AI-driven solutions not only for their customers but for their own internal operations. Service partners** who leverage AI for their clients while optimizing their own service delivery gain a competitive edge, reducing costs and improving efficiency. The days of offering basic network management and helpdesk support are fading as businesses demand **copilot AI assistance to enhance human decision-making and autopilot AI to fully automate complex workflows.**

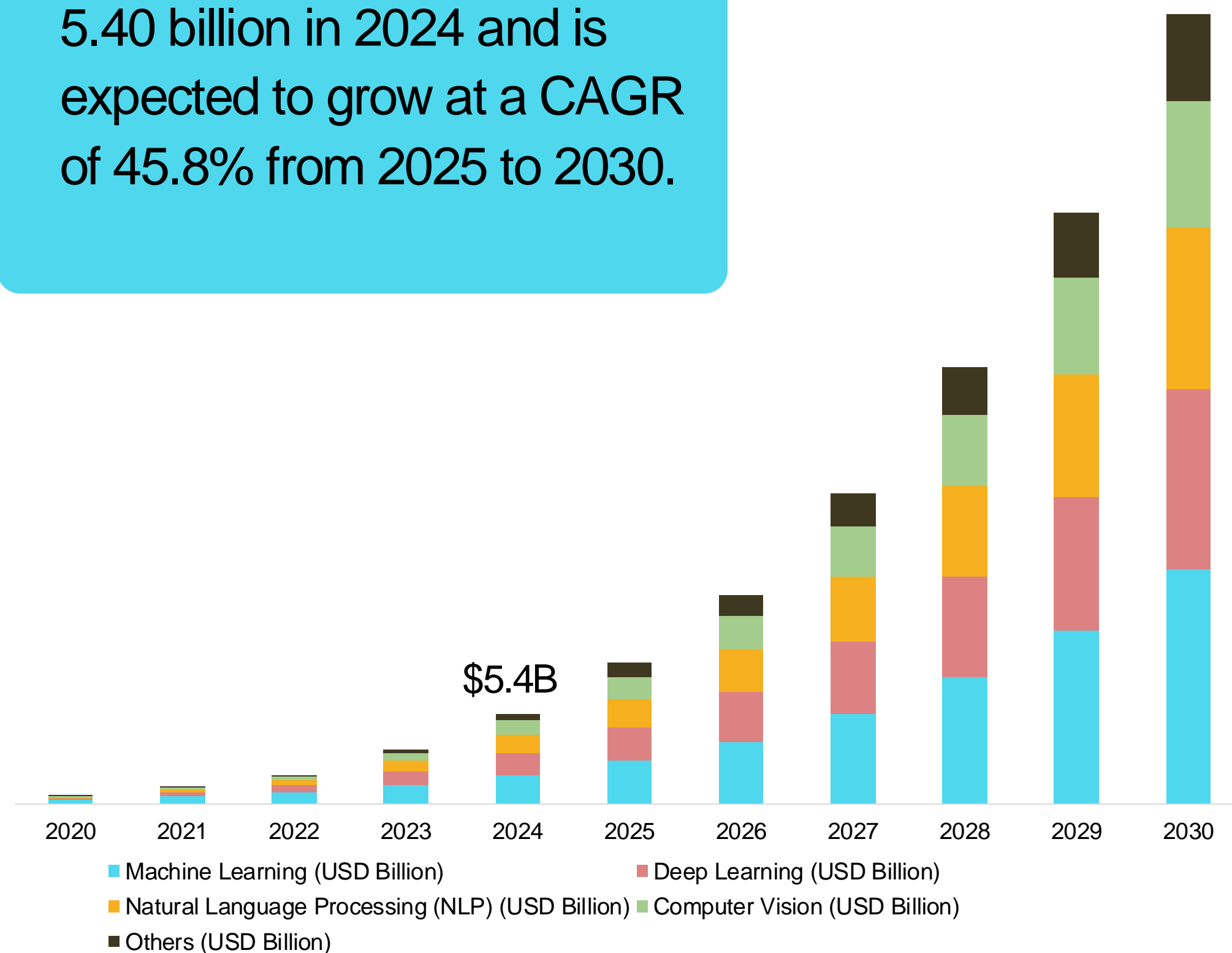
Traditional IT partners that focus only on monitoring and maintenance are at risk of being displaced by competitors offering AI-powered IT services. Clients are looking for more than break-fix support; they need **AI-led automation that enhances operations while ensuring human oversight where needed.** Combining copilots and autopilots allows services partners to **deliver a superior customer experience while optimizing their workforce efficiency.**

This shift presents both a challenge and a massive opportunity. The challenge? Service partners must evolve beyond traditional IT outsourcing to remain relevant. The opportunity? Those who integrate **both AI assistance and full automation** into their services become indispensable to their clients while transforming their own business operations. The choice is clear: **leverage AI to scale, optimize, and lead—before the competition does.**



The AI Opportunity

The global AI agents market size was estimated at USD 5.40 billion in 2024 and is expected to grow at a CAGR of 45.8% from 2025 to 2030.



AI is no longer a futuristic concept—it's a business imperative. Enterprises are actively seeking partners that can provide AI-driven operations, predictive analytics, and intelligent automation to drive efficiency and reduce costs. However, AI isn't just about automating tasks—it's about **enhancing human potential**.

Companies that embrace AI can empower their workforce with **copilot AI agents**, which support employees by streamlining knowledge retrieval, improving decision-making, and reducing time spent on repetitive tasks. When ready, they can transition to **autopilot AI agents**, which fully automate complex workflows, maximizing efficiency while ensuring human oversight where needed.

The best AI transformation starts with **Knowledge Agents or Conversation Agents**, which allow employees to leverage AI as a powerful assistant. As businesses see the impact, they can evolve into **Orchestration Agents**, where AI takes on full-scale workflow automation. Companies that fail to integrate AI at these levels will lose relevance as enterprises seek AI-enhanced IT services. The time to act is now—those who leverage AI today will future-proof their business, increase margins, and strengthen client relationships in an industry undergoing rapid transformation.

The Risk of Falling Behind

The managed services landscape is evolving, and companies that fail to embrace AI-driven automation are at risk of being left behind. **Enterprises are no longer satisfied with traditional IT outsourcing models** that rely on manual processes and outdated service delivery methods. They demand faster response times, proactive problem resolution, and cost efficiencies that only AI-powered automation can provide.

Without AI, your customers are bleeding operational efficiency and losing profitability. Manual processes lead to high operational costs, making service delivery more expensive and less scalable. **Customers are actively seeking AI-enhanced service partners**, and those who fail to adapt are seeing increased client churn. As competitors offer AI-driven IT support, proactive monitoring, and self-service automation, services partners still relying on outdated methods will struggle to maintain relevance.

The market is shifting, and AI is no longer optional—it's a competitive necessity. Service partners that do not evolve will find it increasingly difficult to scale their businesses, expand their service offerings, and retain high-value clients. The decision is clear: integrate AI now to future-proof your business or risk becoming obsolete in an industry that rewards innovation and efficiency.

The Looming AI Fragmentation

The software landscape is already fragmented—most companies struggle with dozens of disconnected applications that fail to deliver their full value. **AI is on track to repeat this mistake.** Businesses are rapidly adopting multiple AI tools and agents without a cohesive strategy, leading to a tangled web of underutilized and siloed systems that don't communicate effectively.

Imagine managing 70-80 standalone AI solutions, each addressing a narrow problem and failing to integrate across business processes. **This unchecked proliferation of AI tools will only magnify existing inefficiencies,** increasing complexity and reducing ROI. Without a unified approach, companies will drown in AI chaos, compounding their current software challenges instead of solving them.

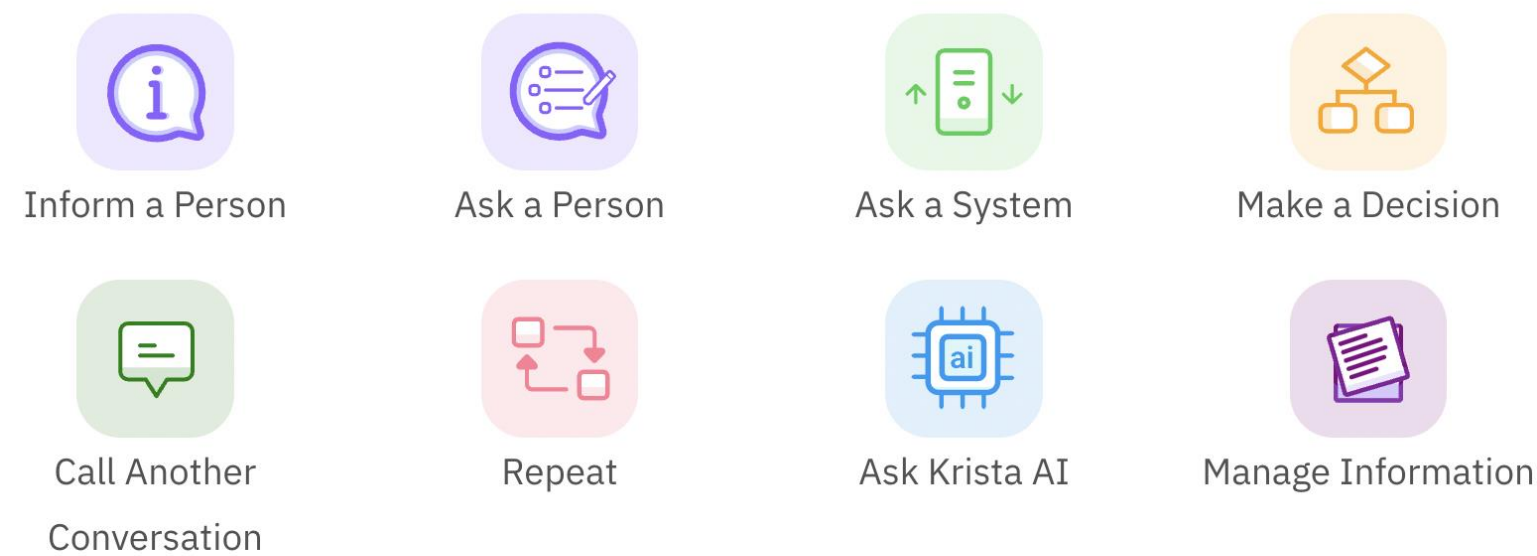
You have a critical role to play in preventing this fragmentation. Your clients need a streamlined, intelligent agentic framework that doesn't just introduce more disconnected tools but **connects and orchestrates AI across your customers' systems and people.**

Meet Krista

1. Choose Interfaces



2. Configure Business Logic



3. Connect Systems



Krista is an agentic AI platform purpose-built to help service partners evolve beyond traditional IT services and solidify their role as trusted AI transformation partners. Unlike simple automation tools, Krista enables you to embed AI-driven automation across entire IT operations, delivering real business outcomes for your customers.

Krista orchestrates people, systems, and AI to automate complex workflows. While most AI solutions only assist in specific tasks, Krista enables full-service automation, integrating AI into every stage of IT operations.

- **End-to-end workflow orchestration** – Automate entire workflows, not just isolated tasks, ensuring AI-driven efficiency across IT operations.
- **Conversational AI-powered automation** – AI agents interact naturally with systems, employees, and customers, resolving issues in real time.
- **Integration with existing platforms** – Enable AI-driven ticketing, incident response, compliance monitoring, and asset management.
- **No-code AI agent development** – You can build and deploy AI-driven automation without coding, making AI accessible and scalable.

How Partners Deploy Krista



Knowledge Agents

Provide fast, accurate answers to employees and customers.

[Read more](#)



Conversation Agents

Build enterprise knowledge by listening to online meetings.

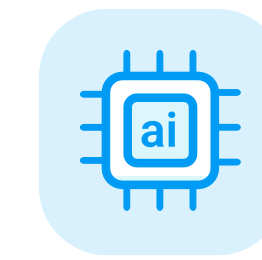
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Document Agents

Extract data from docs for claims, compliance, contracts, and system updates.

[Read more](#)



Machine Learning Agents

Automate decisions with custom models built from your business logic.

[Read more](#)

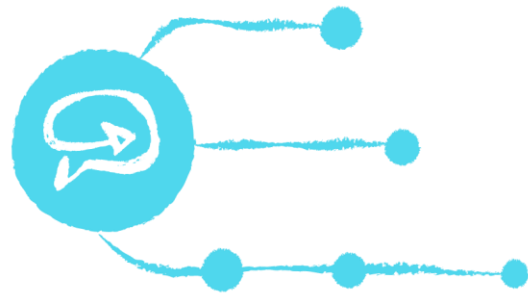


Orchestration Agents

Improve business outcomes with AI-led automated workflows.

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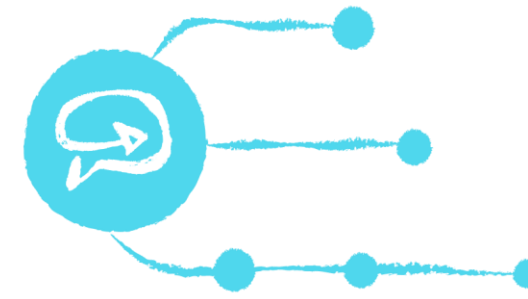
Real World Results



Healthcare Organization Transforms HR Operations with Krista

A healthcare organization leveraged Krista to automate document retrieval, streamline HR inquiries, and enhance compliance tracking. By automating compliance documentation and HR inquiries, Krista minimized legal risk, eliminated bottlenecks, and freed employees to focus on critical tasks like patient care and safety oversight. With real-time access to accurate information, staff no longer needed to consult HR representatives for routine questions, improving efficiency across operations.

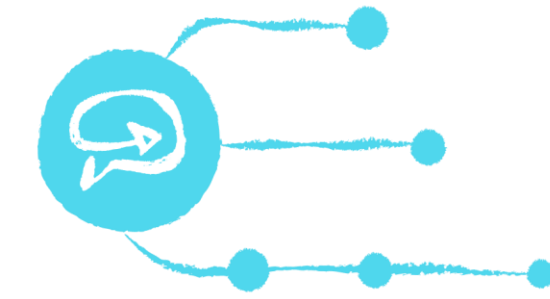
[Read more](#)



Streamlining Call Center Operations and Onboarding with Krista

A healthcare organization deployed Krista to automate call center operations and employee onboarding, significantly improving efficiency and service quality. By handling thousands of inbound calls and dynamically managing HR processes, Krista reduced wait times, enhanced patient satisfaction, and streamlined onboarding, enabling staff to focus on higher-value tasks.

[Read more](#)



Transforming HR Solutions with AI Assistance

Since adopting Krista, the HRaaS provider has seen significant operational improvements. By increasing managerial efficiency and reducing onboarding errors, the company has optimized its processes without the need for additional labor. Furthermore, with the ability to scale up its client base without increasing management staff, the provider expects to handle 50% more capacity without proportionally increasing costs.

[Read more](#)

Krista Partner Programs



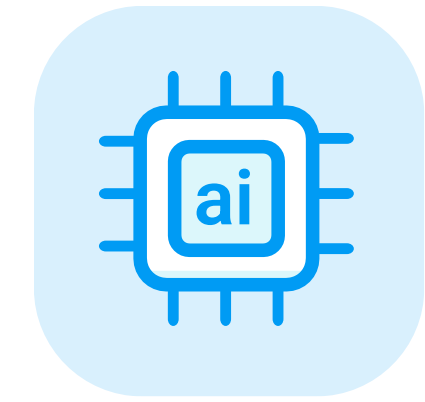
Standard Partners

Standard Partners refer businesses to Krista and earn incentives for successful deals. This level is ideal for those who want to introduce AI automation to their networks without handling the sales process directly.



Elite Partners

Elite Partners resell Krista, providing AI-powered automation solutions to their clients. These partners receive training, sales enablement resources, and dedicated support to help them successfully integrate Krista into their service offerings.



Premier Partners

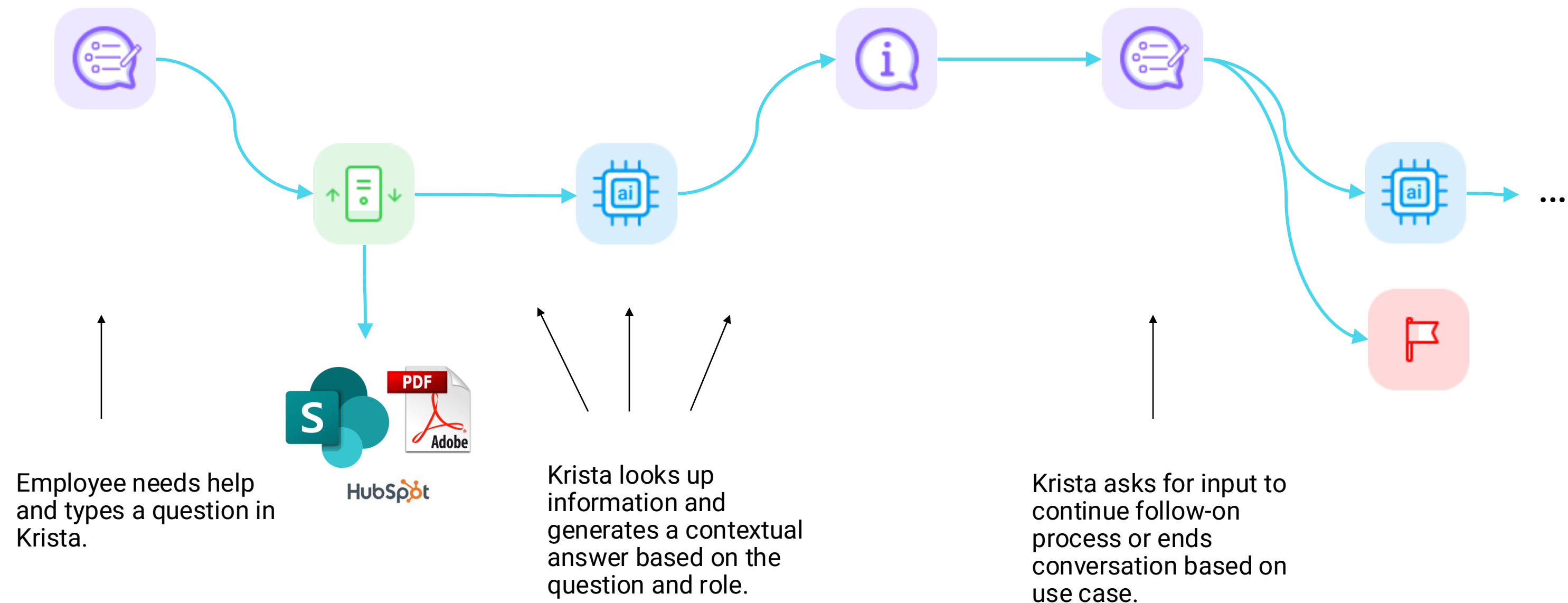
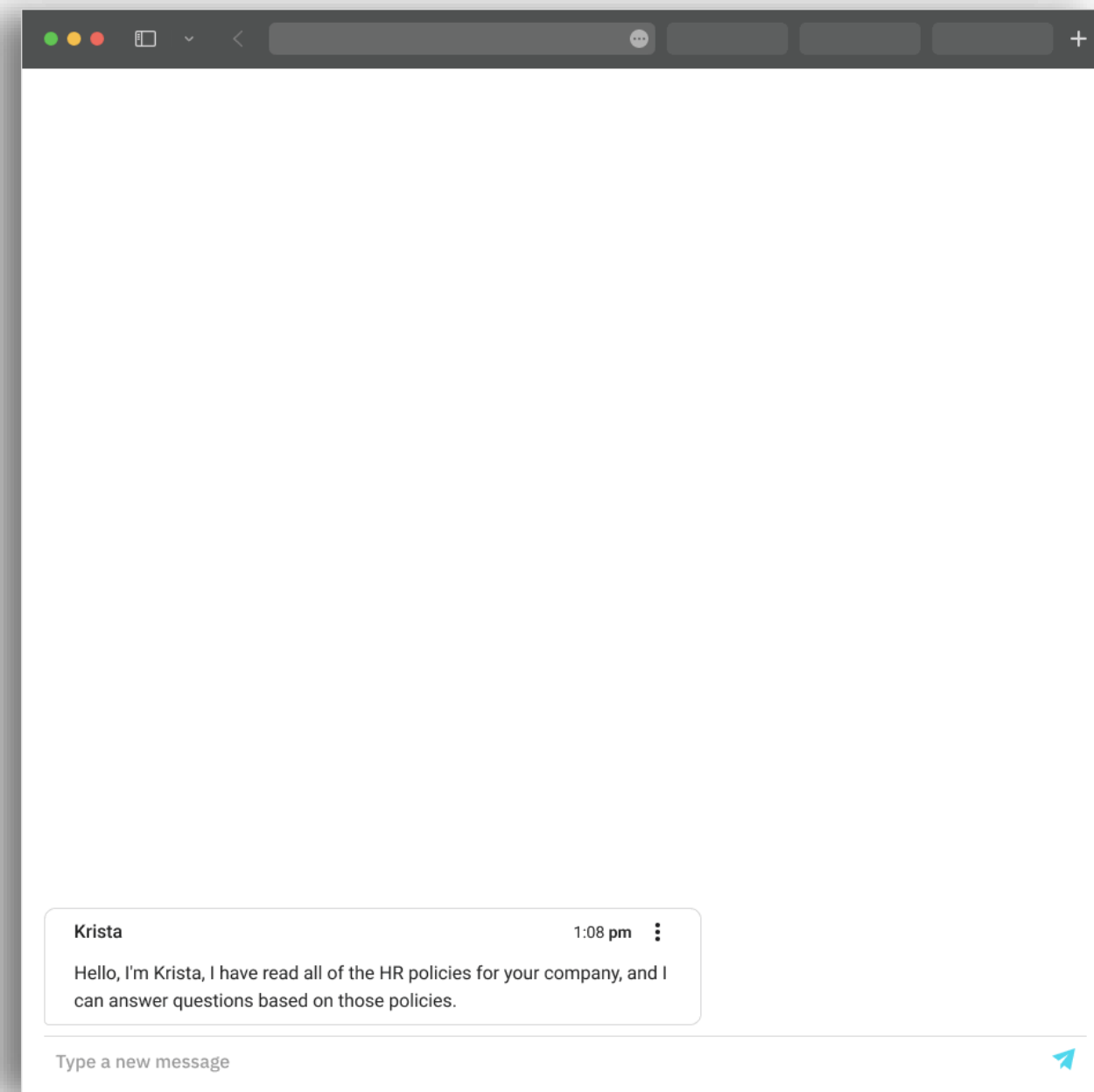
Premier Partners go beyond reselling Krista by offering certified professional services, including implementation, configuration, and ongoing support. These partners receive the highest level of enablement, exclusive marketing opportunities, and priority technical assistance to help drive AI transformation for their clients.

Let's Talk

Krista is a transformational enterprise-wide Agentic platform designed to easily deploy orchestrated AI agents into business processes. Krista enables you to automate processes using everyday language across your people, existing systems, and AI to accelerate business outcomes.



Krista Knowledge Agent

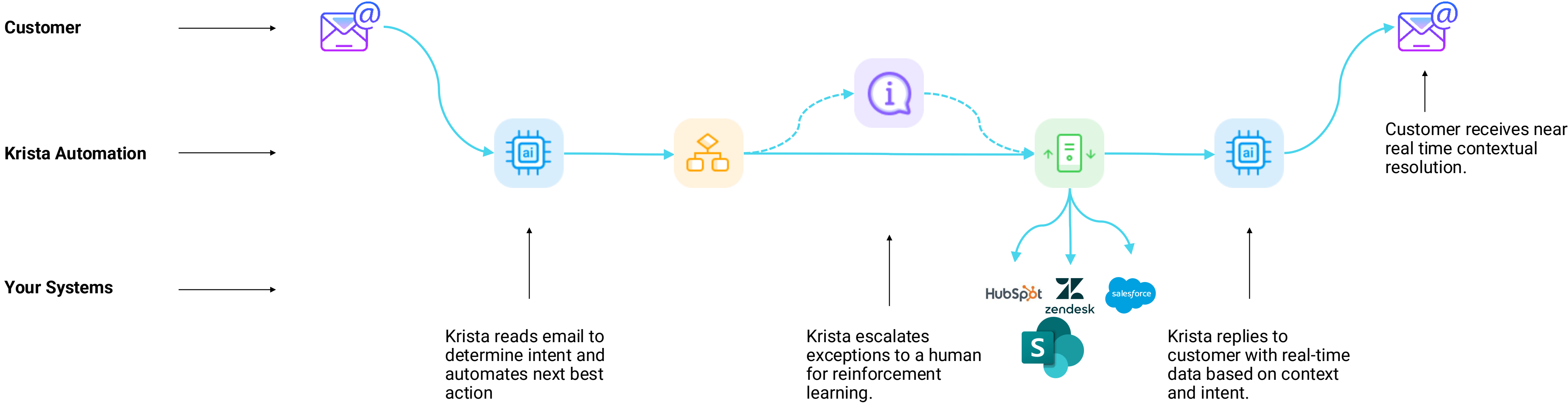


How Krista Works:

- 1.Comprehensive Understanding:** Krista reads and comprehends your organization's policies, procedures, and standard operating documents to provide accurate answers.
- 2.Role-Based Access:** By defining specific attributes, Krista ensures that employees receive information pertinent to their roles, locations, and access permissions.
- 3.Immediate Responses:** Employees can ask Krista questions in natural language and receive instant, precise answers, reducing time spent searching for information.
- 4.Continuous Learning:** Krista learns from interactions to improve its responses, ensuring information remains current and relevant.
- 5.Rapid Deployment:** Krista integrates seamlessly with your existing systems, allowing for quick implementation and immediate benefits.

Implementing Krista's AI-led Knowledge Management Assistant empowers your organization to operate more efficiently, ensures consistent information dissemination, and enhances overall employee experience. This strategic move positions your company to meet internal and external demands effectively while optimizing resources.

Krista Email / Chat Agent



How Krista Works:

- 1. Understanding Customer Needs:** Krista employs natural language processing to interpret customer inquiries, determining the intent behind each message.
- 2. Automated Sorting and Response:** Krista categorizes incoming inquiries and initiates appropriate actions, such as consulting FAQs, checking order statuses, or summarizing updates.
- 3. Personalized Interactions:** Krista tailors its responses to align with individual customer preferences, strengthening relationships and boosting satisfaction.
- 4. Process Orchestration:** Krista orchestrates customer complete service workflows, reducing the dependence on extensive training for representatives and enabling them to concentrate on delivering high-quality service.
- 5. Secure Access:** Krista integrates with your current systems while maintaining strict data security and compliance through secure role-based access controls.

By implementing Krista's AI-led email and chat agent, your organization can enhance customer service quality, improve response times, and achieve operational efficiencies. This strategic move positions your company to meet customer expectations effectively while optimizing internal resources.

Create Global Knowledge Agent from Gong Data

