

Disrupted

EMEA Newsletter - Edition 3

Welcome to this month's edition of Disrupted Newsletter

In our previous issues, we explored the transformative power of AI Agents and mapped the evolving tech landscape with our 2025 Tech Radar.

Today, we're turning your attention to a game changing frontier; strategic Application Managed Services (AMS). Now, IT leaders are expected to be strategic masterminds - driving innovation, accelerating agility, and making a tangible impact on the business bottom line. This evolution marks a pivotal moment, shifting the focus from simply keeping the lights on to redefining how we lead in the digital era.

This is a real, tangible shift, and we're here to bring you detailed insights and the receipts that prove just how impactful this change can be. Join me in this edition as we detail how AMS, coupled with the advanced capabilities of autonomous digital systems, is transforming IT operations from reactive maintenance into proactive innovation. Together, we can explore how this integrated approach not only streamlines operations but also sets the stage for sustainable growth and redefines IT leadership for a new era.



Duncan Mears
EMEA VP

The Strategic Imperative: How Application Managed Services Are Redefining IT Leadership

By our Technology and Solutions Office in EMEA – Vitor Domingos

The days when IT was solely responsible for “keeping the lights on” are rapidly behind us. What was once measured by uptime and cost savings now demands a shift towards digital transformation. Today's tech landscape requires CIOs and CTOs to evolve from infrastructure custodians into strategic visionaries; driving innovation, agility, and business growth.

Modern IT leaders face a dual mandate: they must ensure the reliability of critical systems whilst also spearheading transformative initiatives. When internal teams are bogged down by routine maintenance tasks like patching and troubleshooting, it becomes nearly impossible to pursue strategic projects or explore emerging technologies. This division of focus not only stifles innovation but also widens the gap between IT operations and broader business objectives.

Application Managed Services (AMS) have emerged as a powerful strategic partner. By offloading routine operational tasks to expert providers, organizations unlock unprecedented efficiency and agility. AMS leverages proactive monitoring, data-driven optimization, and specialized expertise to turn IT from a reactive function into a proactive engine of innovation - freeing CIOs and CTOs to concentrate on high-value initiatives that drive digital transformation, accelerate growth, and redefine leadership in today's competitive landscape.



So, why AMS is more than just a cost-cutting measure?

Because it gives your team the freedom to focus on what really matters; innovating, growing, and adding true value to your business. Here are some key benefits that illustrate how strategic AMS shifts your focus to strategic priorities:

- **Shifting Focus to Strategic Priorities:**
By partnering with an expert AMS provider, internal IT teams can offload routine tasks and devote more time to launching digital products, driving cloud migrations, and exploring emerging technologies.
- **Enhancing Efficiency and Productivity:**
With proactive monitoring, automated processes, and predictive analytics at its core, modern AMS minimizes downtime and boosts application performance. This translates directly into enhanced productivity and a smoother user experience.
- **Unlocking Innovation and Agility:**
AMS is about forming a true partnership that extends your IT capabilities. This collaboration brings specialized skills and innovative approaches that accelerate time-to-market and enable rapid adaptation to market changes.
- **Improving Cost Predictability:**
Unlike traditional IT models, which often result in unpredictable expenses, strategic AMS offers clear Service Level Agreements (SLAs) and transparent pricing models. This allows for better budgeting and tighter cost control.
- **Strengthening Security and Compliance:**
Modern AMS providers bring deep expertise in security and compliance, ensuring that your applications remain protected in an increasingly regulated environment. With robust support and continuous monitoring, the risk of breaches is significantly reduced.
- **Data-Driven Optimization and Continuous Improvement:**
By leveraging detailed analytics and feedback loops, AMS providers continuously refine processes, ensuring that your IT operations are not only efficient but also aligned with your strategic objectives.

In short, **AMS is redefining the role of IT leadership.** It empowers CIOs and CTOs to transform their organizations from reactive support units into proactive, innovation-driven hubs. Choosing the right AMS partner is like selecting the ideal co-pilot for your digital transformation journey. For CIOs and CTOs, the real value lies in working with a partner who not only ensures smooth IT operations but also drives strategic innovation. Your AMS provider should empower your team to move beyond routine maintenance, enabling you to focus on growth and value creation.

Look for an AMS model that delivers these key benefits:

- **Prioritized Support:** Incidents are triaged based on impact and urgency, ensuring that critical issues are resolved swiftly by experts.
- **Multichannel Access:** Access support through multiple channels, whether via automated agents, IT service management platforms, or direct, personal communication, so you always get the help you need.
- **Continuous Feedback Loops:** Benefit from processes that evolve with performance data and user input, ensuring ongoing improvement.
- **Data-Driven Optimization:** Leverage analytics to pinpoint areas for better performance, efficiency, and user experience.
- **Innovation Hubs:** Gain access to dedicated teams focused on automating manual tasks and enabling self-service, empowering your users with greater

autonomy.

- **Rock-Solid SLAs:** Partner with providers that not only promise results but also consistently deliver them, with a strong commitment to meeting Service Level Agreements.

At Hitachi Digital Services, we've developed a model that embodies these principles. When evaluating your AMS partner, ask if they offer these critical features - just as we do. With the right AMS co-pilot, you can transition from reactive maintenance to proactive innovation, positioning your organization for sustainable success.

Listen to EMEA CTO – Mark Stubbs talking about AMS here.

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Agentic AI Approach to AMS for Automation, Development, and Training

Building on the powerful impact of a strategic AMS partnership, it's time to elevate our conversation even further. As we've seen, the right AMS model can transform IT from a reactive support function into a proactive, innovation-driven engine.

Now, let's explore the next frontier; integrating Agentic AI within AMS to drive Automation, Development, and Training. Just as AI Agents evolved from simple assistants to dynamic digital collaborators, Agentic AI is poised to revolutionize how IT functions even further. By embedding intelligent, self-optimizing agents into AMS, organizations can automate routine tasks with greater precision, accelerate development cycles, and offer adaptive training solutions that continuously evolve. This next phase isn't merely an incremental improvement; it's a paradigm shift that redefines the possibilities for IT leadership.

Transforming Automation

- **Proactive and Autonomous Operations:**
Agentic AI systems can monitor application performance in real time, predict issues before they occur, and even initiate corrective actions autonomously. This proactive approach minimizes downtime and ensures continuous, optimized performance.
- **Streamlined Processes:**
By integrating Agentic AI into your AMS framework, routine tasks such as patch management, system updates, and performance tuning are not only automated but are executed with a level of precision that traditional methods simply can't match.



Accelerating Development

- **Enhanced Code Synthesis and Deployment:**
Leveraging the power of large language models and machine learning, Agentic AI supports rapid development cycles. It can generate code snippets, assist with debugging, and even recommend improvements, accelerating the journey from development to deployment.
- **Collaborative Innovation:**
Acting as a digital teammate, Agentic AI fosters a collaborative environment where human expertise and machine efficiency combine. This synergy enhances the overall development process, leading to more robust and innovative IT solutions.

Revolutionizing Training

- **Dynamic Learning Platforms:**
With Agentic AI, training programs evolve into interactive, personalized experiences. IT teams can access real-time insights, adaptive learning modules, and hands-on simulations that reflect the latest trends and technologies.
- **Bridging the Skills Gap:**
As technology advances at breakneck speed, continuous learning is essential. Agentic AI ensures that your teams are not only up-to-date with current technologies but are also equipped to drive future innovations. This dynamic training approach helps bridge the skills gap and fosters a culture of continuous improvement.

After leveraging AMS to transform your IT operations, this next step is clear: integrate Agentic AI. Together, proactive automation, accelerated development, and dynamic training form a cohesive framework that empowers your team and drives innovation. Embrace this next evolution to turn routine maintenance into a strategic engine for growth.

Hear more from further Hitachi



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