



Together makes progress

Deloitte GenAI-enabled innovation in application management services

Reimagine. Run. Improve—continuously.

Deloitte's approach to Innovation in application management services helps organizations redesign and continuously improve core business functions by **streamlining workflows, automating tasks, and adopting new digital capabilities**. When combined with **Generative AI (GenAI) tools**, Operate models become more **intelligent, adaptive, and value-oriented**—accelerating measurable improvement across operations.

Why innovation matters

Innovation is how organizations convert constant change into advantage—enabling **faster execution, lower cost-to-serve, reduced risk, improved experiences, and greater agility** as business needs and regulatory expectations evolve.

Deloitte's GenAI-powered innovation in application management services offers:



Industry-leading experience

to design solutions that are tailored, and compliant



End-to-end managed services

that drive sustained value—not one-time gains



Tested GenAI platforms

to accelerate enterprise-level automation and adoption



Human-in-the-loop

oversight blending Artificial Intelligence (AI) power with judgment and safety controls



Continuous innovation

with solutions that learn, adapt, and improve over time



Real-time analytics

for smarter, faster decision-making



Agility and scalability

to support growth and change



Responsible AI by design,

embedding trust, transparency, and ethics throughout

The value: Potential Benefits



Accelerated operational performance

Automate workflows and intelligently validate tasks to increase speed, reduce errors, and lower costs.



Stronger compliance and risk mitigation

Real-time monitoring and audit-ready documentation help keep operations aligned and proactively manage risk.



Continuous improvement and innovation

Solutions learn from workflow data to identify bottlenecks and scale enhancements as needs change.



Empowered workforce and upskilling

Augment teams, free capacity for higher-value work, and support adoption through change management.



Agility and scalability

Rapidly scale operations and integrate new capabilities with minimal disruption.



Enhanced stakeholder and client experiences

Faster, more consistent, and more personalized service delivery builds satisfaction and trust.



Strategic decision-making and advanced insights

GenAI-powered analytics deliver real-time metrics, predictive signals, and actionable recommendations.

How Deloitte's GenAI solutions enable Innovation in Application Management Services?

Zora AI™ for Acceleration of Business Functions: Zora AI™ is a suite of AI agents designed to emulate human decision-making patterns for critical enterprise functions, heralding the dawn of a new digital workforce era

Finance Automation

- **Cash Application:** Smart matching of 1: many and many:1 invoices and payments
- **Guided Buying: Digital assistant to create purchase requisitions**
- **Autonomous Sales Order Processing:** Automated creation of sales orders from various data sources
- **Deloitte Ascend™:** GenAI-powered touchless accounting and forecasting



Procurement and supply chain transformation

Streamline contract analysis, demand forecasting, and supplier onboarding with automated extraction and risk prediction.

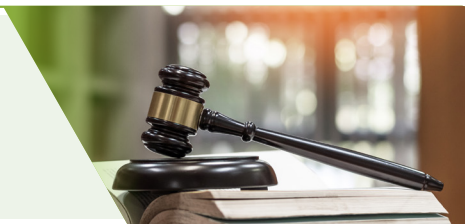
- **Kinetic platform:** Modular workflow engine for real-time automation



Regulatory compliance and risk

Automate monitoring, policy updates, and audit preparation while proactively surfacing anomalies.

- **Regulatory compliance intelligence:** tracks regulatory change using GenAI/NLP



Customer and employee service operations

Use virtual agents and workflow automation to resolve queries, manage HR tasks, and improve experiences across channels.

- **Intelligent client interaction suite:** Conversational and sentiment AI
- **Kinetic Platform:** Workflow, ticketing, and case management for HR and service operations



IT operations and service management

Enable proactive monitoring, automated troubleshooting, and intelligent service desk operations.

- Event monitoring, root-cause analysis, and automation
- **Kinetic workflow orchestration:** Dynamic ticketing and resolution processes



Document, content, and knowledge management

Automate review, extraction, summarization, and knowledge access across unstructured content.

- **GenAI knowledge bots:** Context-aware content retrieval



Success story—Deloitte Ascend™ Helps Reduce Invoice-Posting Failures, Strengthening Period Close Timeliness and Enhancing Operational Efficiency

A multinational beverage manufacturer faced recurring invoice-posting failures that increased manual rework and drove higher accounting and application-support effort during month-end close—raising risk to timely invoice close and revenue recognition.

Deloitte leveraged Deloitte Ascend™ tools - Case Management and Digital Insights to analyze billing-document incidents at scale, identify the primary error drivers, and shift the team from repetitive ticket resolution to targeted, long-term remediation.

Based on expected operational impacts, the client was positioned to save approximately 200 user hours per year by reducing manual invoice posting; reduce effort by nearly 200 accounting hours per year and approximately 300 application-support hours; and drive an expected ~8% month-over-month decline in ticket volume—helping improve the timeliness and reliability of invoice close and revenue recognition activities.

GenAI-enabled Operate outcomes

Deloitte's GenAI-enabled application management services help organizations modernize and continuously improve critical processes—streamlining workflows, automating complex tasks, and delivering real-time insights across functions like Finance, HR, and Compliance. Combining leading AI platforms, deep practitioner experience, responsible AI practices, and end-to-end managed services, Deloitte helps clients sustain performance gains, strengthen compliance, and scale tailored solutions. The potential result: faster operations, empowered teams, improved stakeholder experiences, and a more future-ready operating model.



Ready to scale continuous improvement into enterprise value?

Discover how Transform enables leaders to simplify operations now and accelerate transformation for the future.



Explore our GenAI offerings



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