



Together makes progress

Transform at scale with generative AI (GenAI)-powered application management services

The Transform phase is the value-creation engine of the managed services journey—helping leaders align technology investments to business priorities and deliver measurable outcomes. By optimizing workflows from concept to delivery, organizations can adapt faster, innovate more confidently, improve efficiency, and build long-term resilience.

Why technology-enabled transformation matters?

Technology-enabled transformation helps organizations:



Future Proof Technologies: Pivotal, Fit-for-Purpose Architectures



Business Model Agility: Faster Time to Market



Work, Workforce & Workplace of the Future: Virtual, Automated, Augmented Workforce



Enable innovation through new products, services, and business models.



Accelerate decision-making with data, analytics, and real-time visibility.



Elevate experiences through personalization and convenience.



Build resilience to withstand disruption and stay competitive.

Common challenges to scaling technology

Organizations often struggle with:



Legacy systems that slow integration and modernization.



Skills gaps in modern engineering, data, Artificial Intelligence (AI), and product delivery.



Cultural resistance that stalls adoption and behaviour change.



Cost constraints across investment, run, and ongoing support.



Cybersecurity and compliance complexity as technology footprints expand.

How we help clients keep pace with rapid technology change with AI

We help clients stay ahead of fast-moving technology change by building a repeatable “sense–test–scale” engine that connects emerging innovations to measurable business outcomes—while keeping people, risk, and governance at the center.

What we deliver?



Trend Sensing and Market Scan: Ongoing monitoring of emerging tech (GenAI, automation, cloud, and cybersecurity) and competitor signals to identify what matters now.



Value-to-Strategy Mapping: Translate trends into prioritized use cases tied to growth, efficiency, risk, or customer experience; define value hypotheses and success metrics.



Rapid Experimentation Factory: Agile sprints, pilots, and minimum viable products run by cross-functional “tiger teams” to validate quickly and scale what works.



Talent Enablement and Adoption: Role-based training, hands-on workshops, and capability uplift to embed new ways of working—not just new tools.



Modern Architecture Enablement: Modular, cloud-native, application programming interface-driven foundations to improve integration, scalability, and speed.



Fast Release and Feedback Loops: Continuous integration/continuous delivery and user feedback cycles to accelerate deployment and iteration.



Change, Risk and Governance: Structured change management, clear decision rights, and controls for compliance, cybersecurity, and responsible AI.

Potential Benefits of Ascend™ AI-Enabled Application Management Services Transformation

Increased efficiency and productivity through workflow automation and agent assisted execution

Agility and scalability via repeatable playbooks and faster release cycles

Enhanced risk mitigation and compliance with stronger controls, monitoring, and auditability

Better decision-making through real-time insights and enterprise visibility

Why Deloitte for Transform (GenAI + Application Management Services)

Deloitte’s approach is **business-led**, enabled by **technology and data**, and delivered by **multidisciplinary teams** with practical, industry-relevant accelerators—so clients can transform faster, realize value sooner, and stay ready for what is next.

Differentiators that improve turnaround time



Tested accelerators and toolkits
(frameworks, templates, automation, and analytics) to reduce build time



Deep industry experience
to identify the right use cases quickly and avoid rework



Integrated change management
from day one to improve adoption and speed



Agile implementation
with clear sprint outcomes and frequent value checkpoints



Global delivery network
to scale capacity and maintain momentum

Client story—Building an AI CoE to scale adoption and outcomes

An oilfield services provider engaged Deloitte to establish an AI Center of Excellence (CoE) and accelerate the delivery of AI solutions across the enterprise. Deloitte executed a phased roadmap—establishing the CoE, delivering early Finance MVPs, and then scaling AI solutions beyond Finance. To demonstrate early impact and build stakeholder confidence, Deloitte implemented forecasting models across accounts payable, accounts receivable, inventory, and cash flow. Deloitte also led AI “Art of the Possible” workshops to align leaders on where AI can unlock value and to convert ideas into a prioritized, decision-ready pipeline through a structured intake process. Deloitte operationalized ongoing delivery through Deloitte’s ALOPS.D platform with an 8–10-week release cadence—including user testing and production deployments—creating a durable, repeatable engine to identify, build, deploy, and run AI use cases over time.

GenAI as the Engine of Modern Application Management Services Transformation

Deloitte’s integration of Generative AI into managed services—together with ServiceNow’s Now Assist—demonstrates how GenAI can transform business operations by automating complex workflows, delivering intelligent recommendations, and enabling real-time issue resolution. The result is improved service efficiency and effectiveness, freeing teams to focus on higher-value strategic work while delivering faster, and more accurate outcomes for clients. This highlights GenAI’s role as a catalyst for innovation, operational excellence, and sustained client value in a rapidly evolving professional services landscape.



Discover how Deloitte can help you modernize and run operations smarter with GenAI across the application management services journey—see what’s possible.



Explore our GenAI offerings



Srinath Vamaraju

Principal | Deloitte Consulting LLP

svamaraju@deloitte.com

+1 949 439 6837

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