



SOFTWARE

Accelerate Your IBM Bob Adoption

The managed way to run generative AI.



Celerity's IBM Bob Managed Service is built around IBM® Bob, IBM's generative AI assistant. Correct implementation, consumption management and responsive support are the real challenges of running AI successfully. Celerity takes care of those challenges, allowing teams to focus on realising value from AI.

The baseline, whichever route you choose:

Coin reporting:

Monthly visibility of consumption, so spend never drifts unnoticed.

Full support:

First, second and third line, with your IBM cases owned to closure.

Case ownership:

We hold the IBM relationship on your behalf, start to finish.

Annual sessions:

Two four-hour sessions a year, taken as consultancy or education.

IBM Platinum Partner | IBM Power specialists | One accountable team | Governed from day one

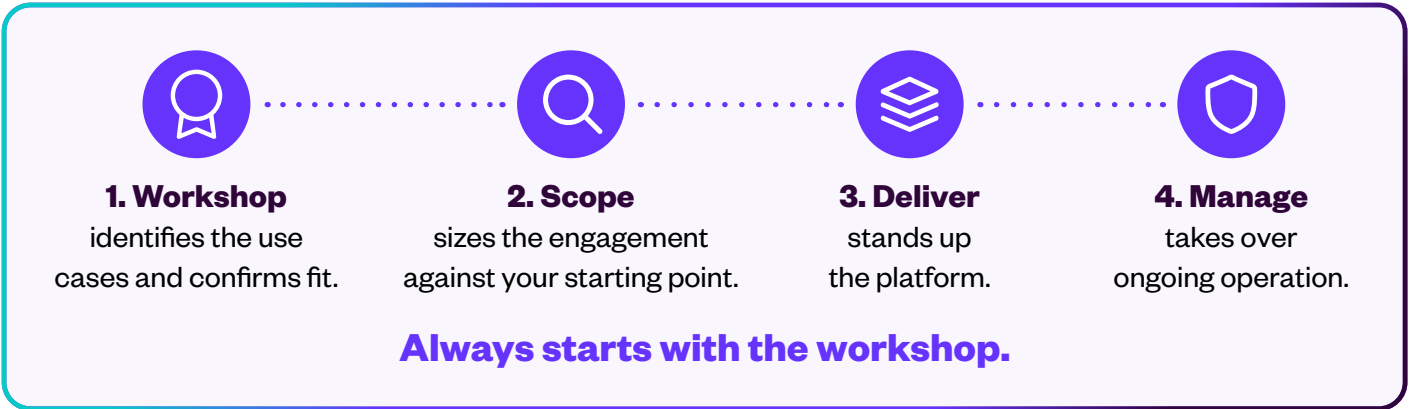


Licence it, or let us run it for you

Both routes start with Celerity. The difference is who manages the platform day to day.

	Bob Resell	IBM Bob Managed Service
Who runs it	YOU DO	CELERITY DOES
What you get	Your licences, with our deployment engagement as an option	End to end operation, monthly reporting, and advice on getting more out of it
Best when	You have the skills in-house and need the right licence shape	You want a faster outcome, managed by a trusted partner

Service	What it adds	Ref
Licensing	IBM Bob licences with premium packages	M1
Licensing + Professional Services	Guided deployment engagement	M2
Managed Service	Coin reporting, full support, case ownership	M3
Managed Service + Managed AI	Managed IBM watsonx Orchestrate® alongside Bob	M4
Managed Service + IBM Standard Use Cases	Workshop plus IBM delivery of a named use case	M5





Who this is for



CIO:

Deals with AI spend that the board expects a return on, spread across tools that have evolved independently. A single governed service brings usage, costs and outcomes into one place, with monthly reporting and Celerity managing the IBM relationship.



CTO:

Deals with no agreed AI architecture and proofs of concept that never reach production. A secure, production-ready environment provides a multi-model approach without single-vendor lock-in, with a clear path into watsonx Orchestrate as agentic capabilities mature.



Head of Development:

Deals with cycle times the business won't accept, and a modernisation programme stuck under manual rework. A workshop identifies where Bob earns its keep, then IBM's standard use cases deliver it.



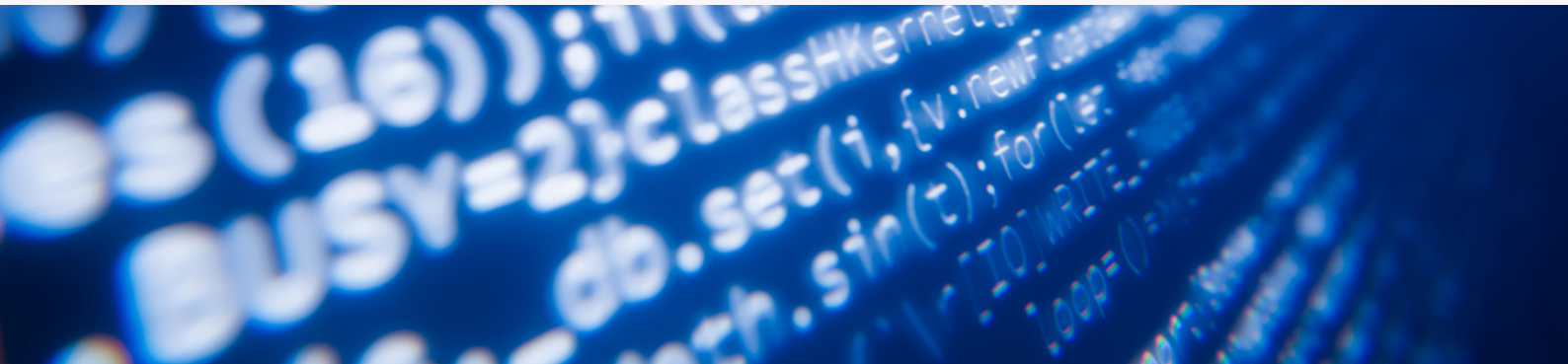
Head of Risk, Legal and Compliance:

Deals with increasing AI adoption without corresponding governance, oversight or auditability. The service provides controlled access, audit trails and defined operating processes. Compliance is never assumed, and data residency is assessed against your specific requirements.



Use cases

Java modernisation, IBM i, mainframe, security and resiliency, legacy refactoring, SDLC transformation.
Bob is a development assistant. Uses outside development are credible but scoped as workshop engagements, not off-the-shelf.



The Detail, For Architects & Procurement

Once you’ve decided this is the right fit, here’s what governs the service day to day.

Deployment	Resell: guided engagement, your administrators execute. Celerity installs, configures and keeps it current.
Integration	Works inside your existing tools, with context on your own codebase. Multi-model. Optional extension into managed IBM watsonx Orchestrate.
Support	First, second and third line, Celerity driving cases to closure. Severity 1: 1 hour response. Severity 2: 2 hours. Severity 3 and 4: 4 hours. Response targets are suspended while a case awaits information from the customer. Service hours 08:00 to 18:00, Business Days. Two sessions a year, one or the other.
Reporting	Monthly, coin usage against entitlement.
Out of scope	Other vendor AI tools. Compliance certification. HR, service desk and finance uses are scoped engagements, not standard.

Contact marketing@celerity-uk.com to book your workshop, and see how quickly your coin spend is brought under control, your IBM cases stop stalling in a queue, and the whole platform becomes someone else’s job to run rather than yours.

Transforming Technology. Empowering People.

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