

TBM Conference



Next-Gen Enterprise Operations: AI, Platform Integration, and Predictive Intelligence

Aaron Bockelie, Konstantin Popov, Matthew Robinett, Corby James & Jonathan Einav

NOVEMBER 2025

Presented in partnership with



Introductions



Konstantin Popov

VP, Enterprise Tech &
Financial Management

Cprime



Aaron Bockelie

Senior Principal Consultant
and AI Solutions Lead

Cprime



Matthew Robinett

VP, Global ServiceNow & Experience
Transformation Practice Leader

Cprime



Corby James

Senior Customer
Service Advisor

IBM



Jonathan Einav

CEO &
Co-founder

Fintastic

Key Topics

- **The Challenge:** Disconnected systems and fragmented decisions
- **The Vision:** AI-enabled operating models for adaptability, intelligence, and integration
- **Human + AI Collaboration:** Augmenting capability and trust
- **The Framework:** TBM as the foundation for meaningful AI and unified intelligence
- **The Enabler:** Model Context Protocol (MCP) connecting platforms and driving automation

Example Use Case

The Scenario:

A critical enterprise service experiences a performance degradation.

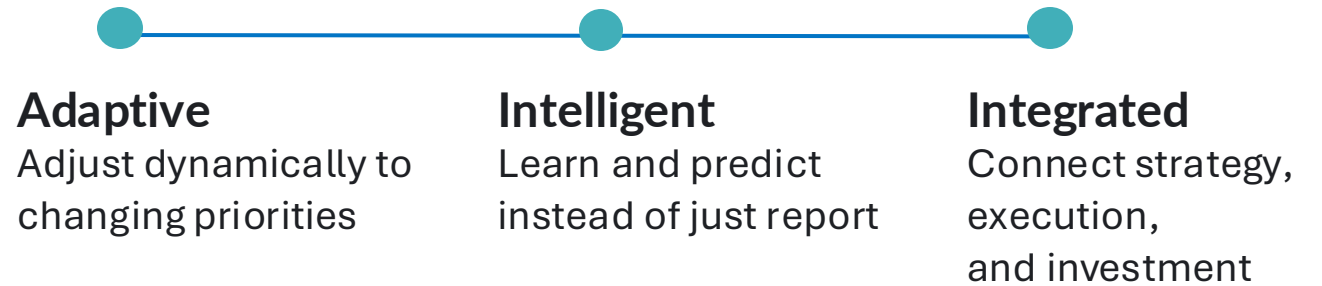
Disconnected systems are holding you back

Competing today requires operating models built on a strong foundation where AI enhances insight, speed, and performance across the enterprise.

Why The Traditional Approach Isn't Working:

Challenge	Business Impact
Manual oversight can't keep pace	Critical issues discovered after customer impact
Reactive decisions leave value on the table	\$Millions lost to preventable outages
Disconnected systems create blind spots	40% of tech spend unaccounted for
Strategy and execution remain siloed	Projects launched without capacity or budget

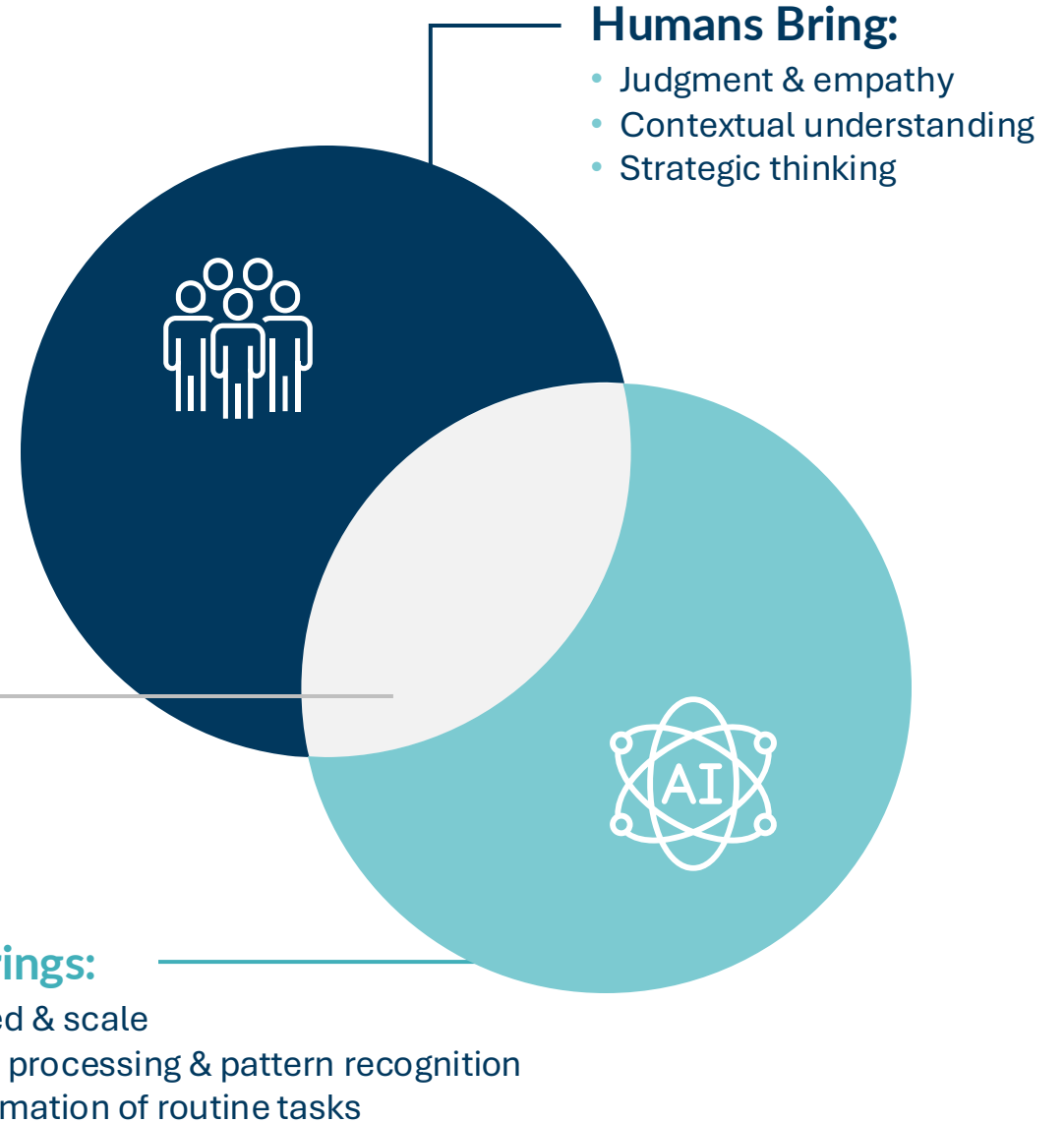
Real connection comes from systems that are:



AI-enabled operating models make this possible by infusing adaptability, intelligence, and integration into the way organizations sense change, make decisions, and execute with precision.

Human and AI Collaboration

Goal: Design systems where **AI augments** human capability—building trust, clarity of roles, and continuous learning.



TBM – Making Enterprise Data Meaningful to Humans and AI

TBM isn't just a cost model, it's the semantic layer that makes Human and AI recommendations trustworthy.

TBM provides the "language" that connects:

- Strategic initiatives (*TargetProcess*)
- Financial outcomes (*Fintastic.ai*)
- Operational reality (*ServiceNow*)



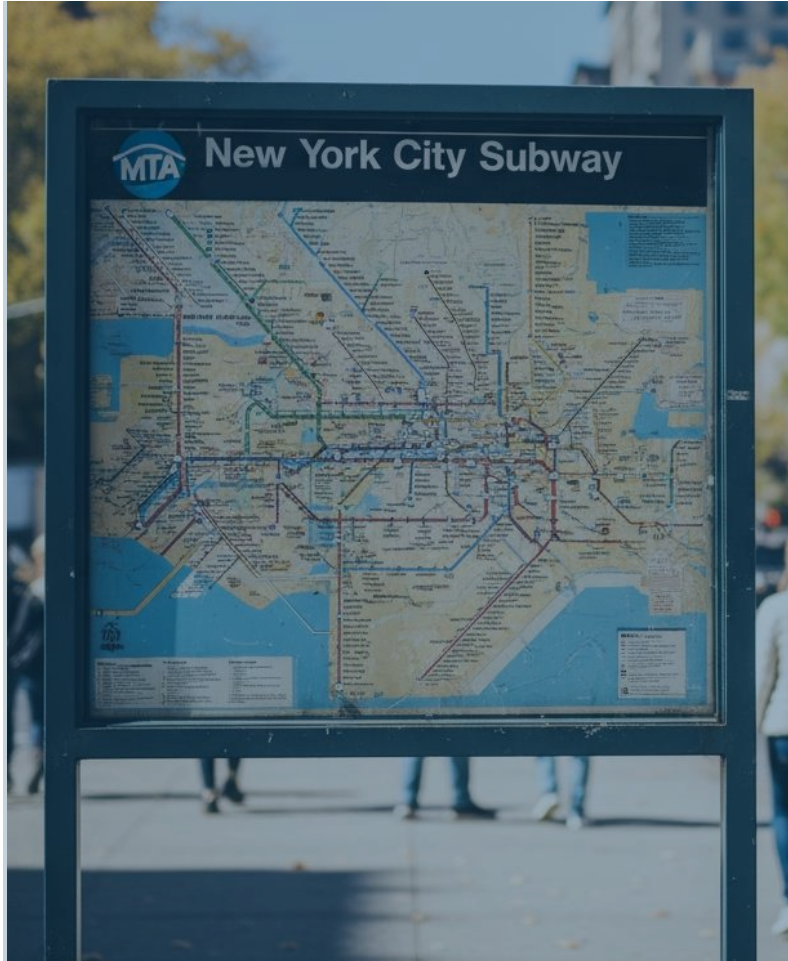
Without TBM

Humans and AI sees numbers without business context



With TBM

Humans and AI understands strategic intent and financial reality



The Intelligent Enterprise "Map"

Data, Integration, and Business Process Automation

By combining structured automation with context-rich routes in a graph, we foster an enterprise that is *Integrated and Intelligent*.



**Data of Grounded Truths =
Tracks & Power**



Graph Navigation = Subway Lines
These reveal relationships, context, and enable accurate, efficient operations.



Integration = Streets
API connections and data pipelines link systems across the enterprise for seamless information flow.

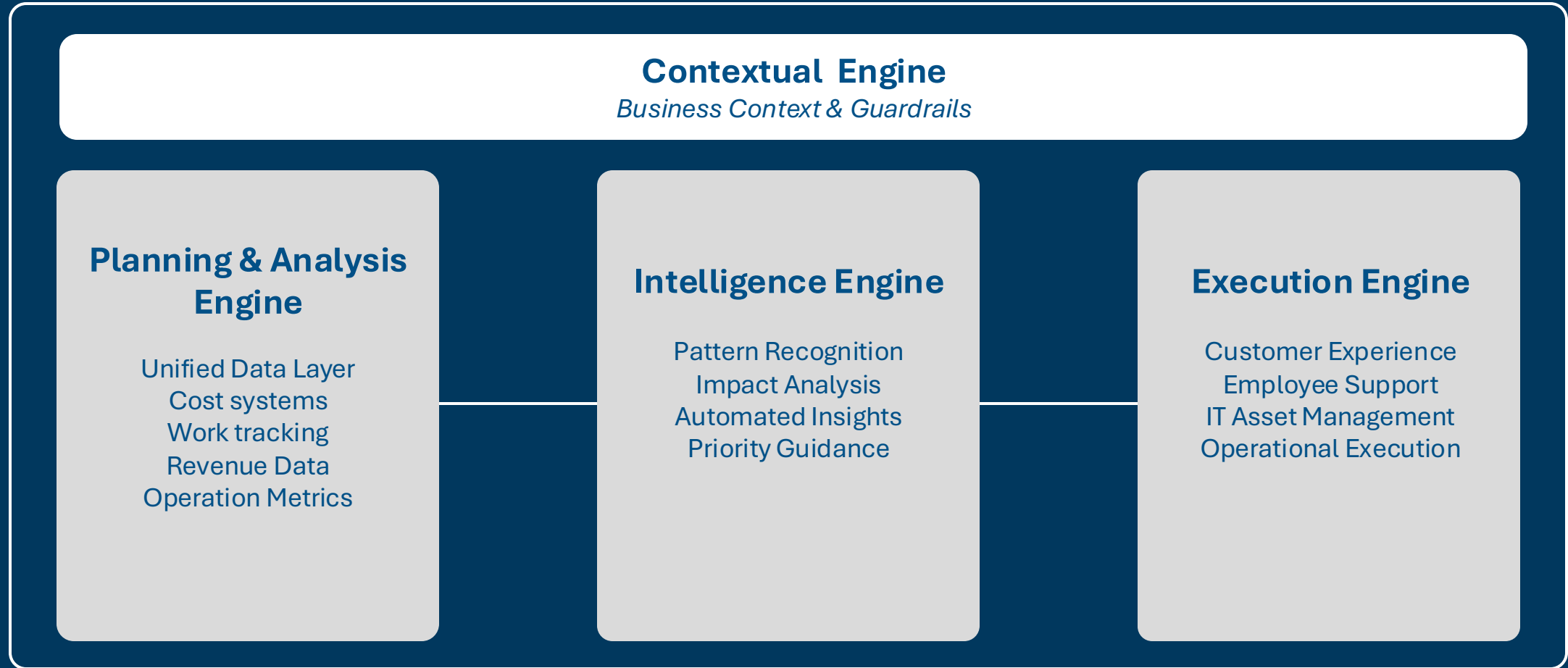


**Business Process Mapping =
Signals & Street Signs**
Workflows, rules, and automation define and enforce how work moves through the organization.

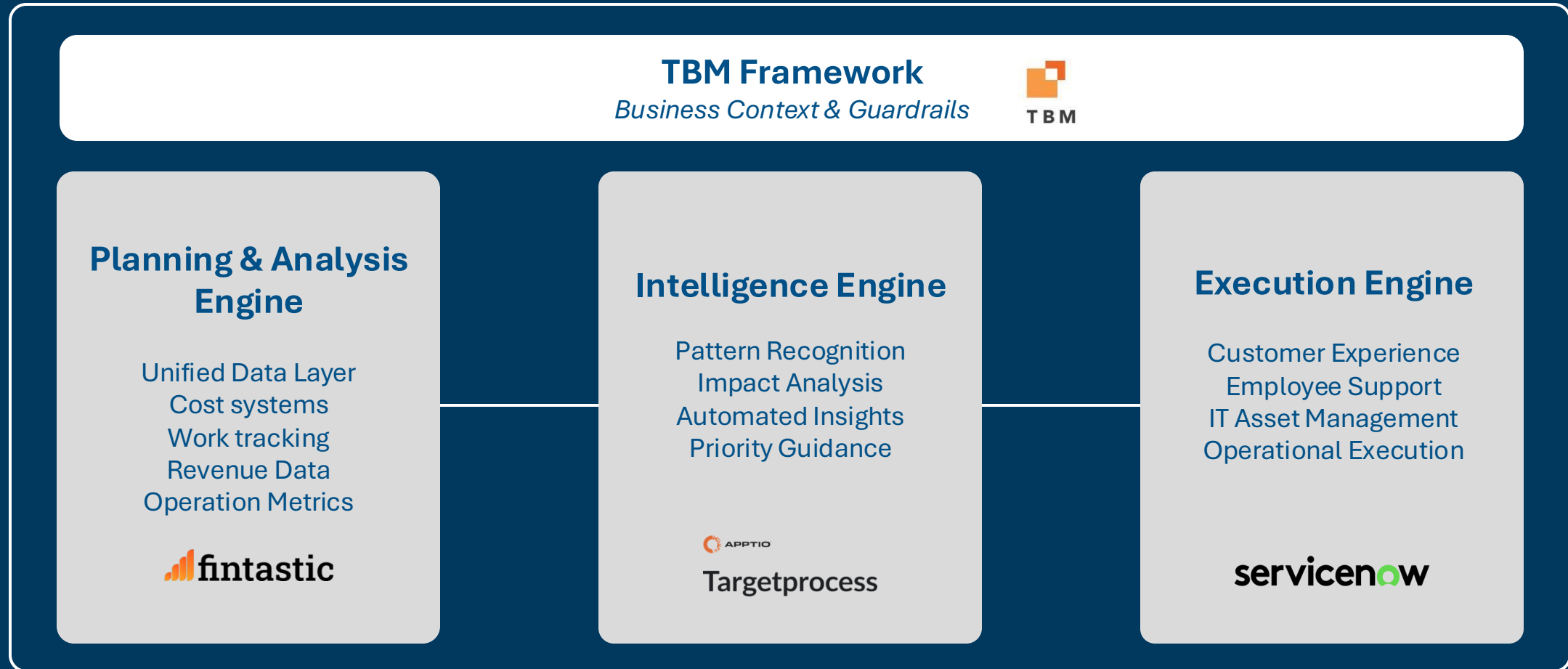


People and AI Systems
navigate this same framework (City)*

Key Components: AI-Enabled Operating Models



Three Platforms, Unified Intelligence



Model Context Protocol

MCP transforms your integrated platforms into an AI-readable operating system.

Model Context Protocol (MCP) is an open standard that enables AI systems to maintain context as they move between different tools and datasets, replacing fragmented integrations.



Without MCP

Build custom connectors
for every tool
($M \times N$ problem)



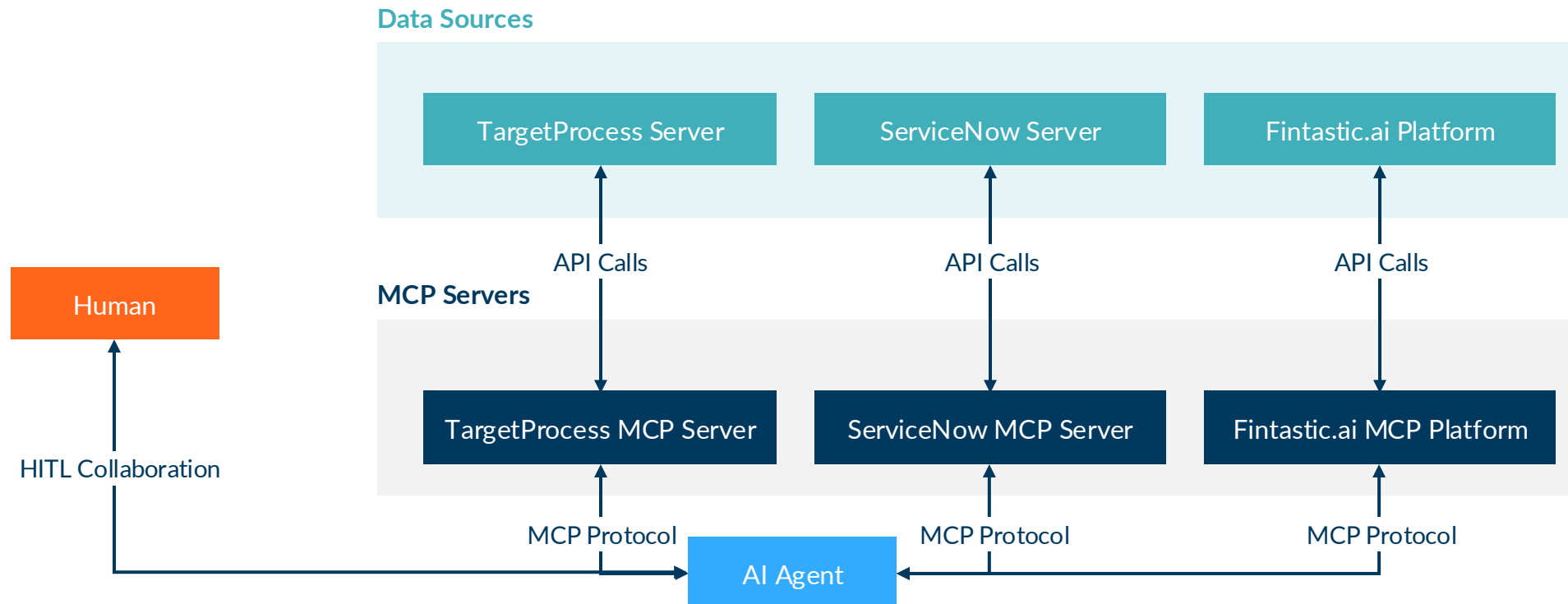
With MCP

Build once, connect
everywhere
($M + N$ solution)

MCP provides a universal interface between the functional AI System and the Data System it must interact with.



MCP Server Architecture



How MCP Unlocks Access to Graph Knowledge

By integrating knowledge graph concepts across multiple platforms, we can transcend isolated systems and capitalize on the value inherent in our data sets. AI reasoning models now operate with awareness of the concepts and purpose of the data and knowledge, surfacing new insights and powering practical use cases.

A using the target process tool, let's look for levers of power and influence

Strategized discovery of high-impact organizational work items. ▾

I'll help you explore TargetProcess to identify levers of power and influence. Let me start by discovering what's in the system and then search for strategic, high-priority, and cross-functional initiatives.

T inspect_object

• Catalogued organizational hierarchies to pinpoint influence mechanisms. ▾

Now let me search for strategic objectives and portfolio-level items that typically represent organizational levers of power:

^ 44 steps

T search_entities

• Synthesized power dynamics and strategic objectives comprehensively. ▾

Based on my analysis of TargetProcess, here are the **key levers of power and influence** in the organization:

Strategic Business Outcomes (Highest Level)

Critical Business Outcomes:

- **"Improved customer service experience"** - Open status
- **"Hit the market first with self driving cars"** - Open status

These represent the ultimate organizational goals that drive all other activities.

Value Streams (Strategic Business Flows)

The organization operates through **6 key value streams**:

1. **Cloud Platform** - Infrastructure foundation



Making it Real

The Scenario:

Some Service Fails or is performance deficient in an application→

The Traditional Way

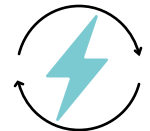
- Manual ticket creation
- Engineer searches each system separately:
- ServiceNow: Past incidents
- Targetprocess: Teams/projects
- Fintastic.ai: Budget/impact
- Find fix → coordinate → deploy

AI-Enabled

- AI detects → Auto-ticket
- MCP queries all platforms simultaneously
- Auto-remediation → Stakeholder alerts

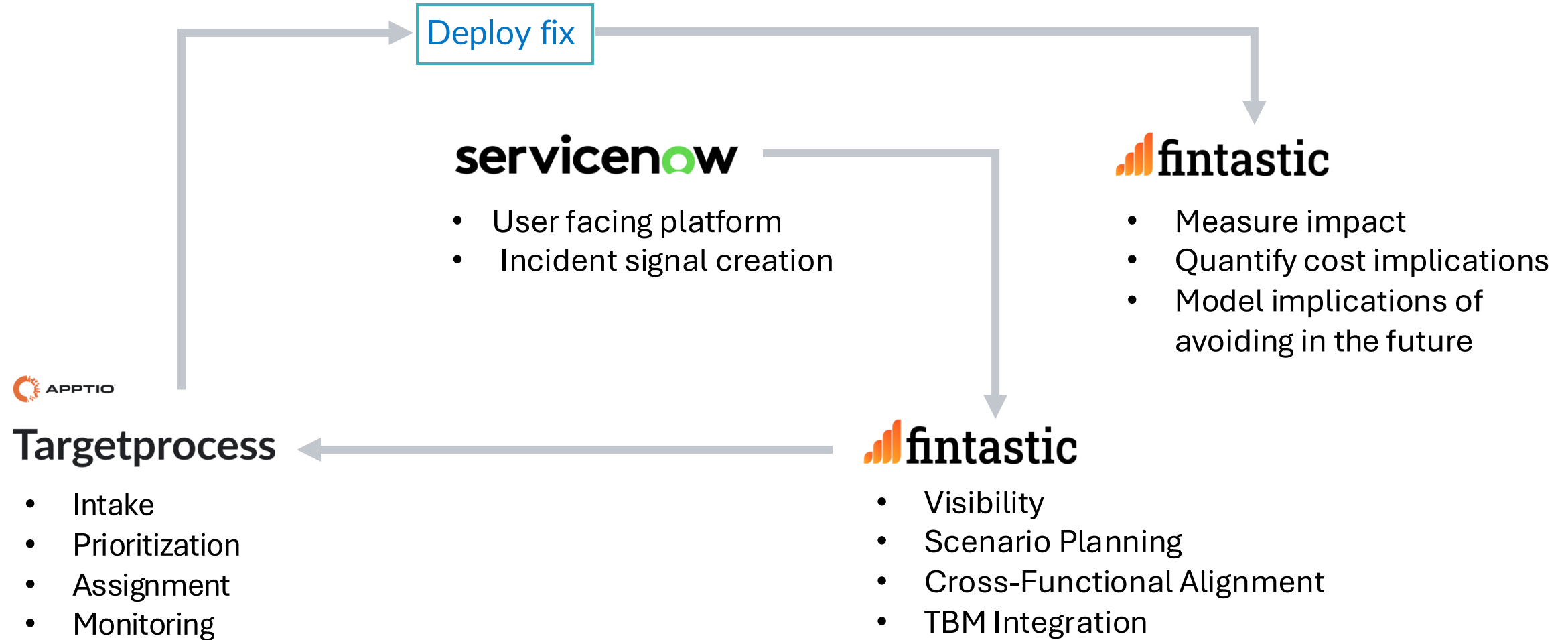
97%

faster resolution



Automatic
learning loop

Supply Chain



From Fragmented Systems to Unified Intelligence



Visible Data

The Foundation Of Trust

Impact:

- Leaders operate from shared truth
- No more "surprise" costs 6 months later
- Board-ready insights on demand



Accessible & Integrated Platforms

Breaking Down Silos

Impact:

- 10x more decisions with same resources
- Cross-functional analysis in minutes, not weeks
- AI becomes practical, not aspirational



Measurable Outcomes

Profitable Growth, Not Just Growth

Impact:

- 15-25% improvement in technology ROI
- Fund what delivers customer & enterprise value
- Self-optimizing operating model that learns

Result: An enterprise operating model that gets smarter with every decision. Your people, amplified by AI, making better decisions across your entire operating model.



Thank You

Scan to connect & learn more

