



P R E S S R E L E A S E

BlueCallom ramping its sales with 2,000 additional Sales Agents.

Zurich, Dec 20.

BlueCallom is ramping its sales force by building 2,000 AI Sales Agents, helping their human sales force selling its "AgenticBlue" Business Solutions. The number includes customized sales agents for the BlueCallom Partners that will help enter the corporate market. Under the reign of senior entrepreneur and CEO Axel Schultze, the BlueCallom team has built a multi-agent development platform and the first enterprise-level Agentic AI Solutions that could not be developed with conventional Software. Approximately 20 additional Agentic AI developers are hired now.

"This is our start into the 'Year of agents", manifesting our vision that we do not replace people but augment the human intelligence and together surpass artificial intelligence no matter what". CEO Axel Schultze said in a press interview.

BlueCallom claims to be the leading supplier in Agent and Multi-Agent solution design allowing teams to build what was impossible before. BlueCallom is an 'Agent First' company and even reduced coding inside agents to the max. The NLAIDE agent development design method is based on natural language and decided *prompt* over *code* in order to maximize the involvement of intelligence.

"AgenticBlue" is a mindset and an agentic AI platform with a scalable multi-agent network design, a mindful pay-per-use business model that says good buy to SaaS, and a new way productivity is measured and compared to the cost of each agent. Altogether, it is built with the purpose of driving 'human intelligence augmentation' and an inherited economic reason to never replace humans with AI, just to reduce cost.

The company has over 300 companies on BlueCallom.ai so far and launching an AI driven and AI Agent supported market engagement in January 2025.

Products are available for trial right now and as a solution to activate from the BlueCallom Exchange on January 7th.

About BlueCallom:

BlueCallom is a pioneer in the field of agentic AI, i.e. autonomous artificial intelligence that is able to act and make decisions independently using next-generation agents - but can also be monitored by human employees at all times. This enables companies to make leaps in innovation and productivity that were previously considered impossible. For example, the turnkey solutions can close productivity leaks and increase efficiency, drive innovation autonomously, evaluate reports, and develop proposals for solutions for managers.

BlueCallom received the German Innovation Award in 2024 for its innovation framework and GPTBlue software. The company was founded in 2022 by Axel Schultze and is headquartered in Zurich. Further information can be found at <https://bluecallom.com/>.