



PRESS RELEASE

BlueCallom Unveils Revolutionary Prompt-over-Code (PoC) Design Method

Zürich, Switzerland - January 29th, 2025 – BlueCallom, a leader in innovation management, is proud to announce the launch of its groundbreaking Prompt-over-Code (PoC) Design Method. This innovative approach redefines the integration of Agentic AI into complex workflows, offering unparalleled flexibility and intelligence in process design.

Traditional coding methods often struggle with the intricacies of non-linear processes such as innovation and transformation. Recognizing this challenge, BlueCallom has developed the PoC Design Method to seamlessly embed Agentic AI solutions into every facet of a process or workflow. By prioritizing prompts over rigid code structures, PoC enables the creation of dynamic and adaptable workflows previously unattainable with conventional software.

"Our journey began in 2021 with the development of early versions of Agents, which we termed 'Multifunctional Prompts,'" said Axel Schultze, CEO of BlueCallom. "Over time, we realized that by granting Large Language Models (LLMs) more freedom through prompt-based design, we achieved more intelligent and flexible responses. This led us to make the conscious decision to embrace Prompt-over-Code as our core design principle."

The PoC Design Method leverages prompts and LLMs to drive intelligent workflows, utilizing code only when necessary. This approach allows for the incorporation of specific functions such as algorithms, deep learning mechanisms, API access, or natural language processing tasks, resulting in processes that are not only intelligent but also adaptable to external changes.

"Intelligence, in this context, means creating autonomous processes that can learn and adjust based on external changes," Schultze added. "With the PoC Design Method, we bring intelligence to the forefront of process design, enabling businesses to build dynamic workflows that were previously impossible with conventional software."

BlueCallom's Prompt-over-Code Design Method represents a quantum leap in process design, offering businesses the tools to create intelligent, adaptable, and efficient workflows. By moving away from traditional coding and embracing prompt-based design, BlueCallom is paving the way for the future of Agentic AI integration.

For more information about the Prompt-over-Code Design Method, please visit [BlueCallom's official blog post](#)

About BlueCallom

BlueCallom is a leader in Agentic AI Business Solutions, enabling organizations to achieve goals previously deemed impossible. Specializing in solutions unattainable with conventional software, BlueCallom has pioneered new business applications, including Productivity Optimizers, Autonomous Innovation, and Business Navigators. In 2024, BlueCallom received the German Innovation Award for its Innovation Framework and GPTBlue software. Our mission is to transform business operations through intelligent AI solutions that enhance productivity, master complexity, and drive innovation beyond traditional capabilities. For more information, please visit <https://bluecallom.com/>

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