



## PRESS RELEASE

### **BlueCallom Launches AgenticBlue: Transforming AI from a Shadowy Sidekick to a Mission-Critical Enterprise Investment**

*Zürich, Switzerland - February 12th, 2025* – BlueCallom, a pioneer in Agentic AI Business Solutions, announced the launch of **AgenticBlue**, its a breakthrough Enterprise AI Management Platform. Designed to manage all unsupervised AI properties such as Prompts, Agents, and Multi-Agent solutions into strategically aligned, mission-critical investments. Those AI assets already represent a significant value.

#### **Bridging the Gap from Shadow AI to Strategic Investment**

As artificial intelligence continues to reshape industries, many organizations have found themselves struggling with the unintended consequences of Shadow AI—the unregulated use of AI tools across departments. While these early, independent AI implementations have driven creativity and productivity, they have also introduced significant risks, such as data security vulnerabilities, compliance challenges, and inefficiencies in operations. Without a structured approach, businesses face fragmented efforts, lack of strategic oversight, operational conflicts, and difficulties in tracking performance and return on investment.

AgenticBlue is designed to solve these challenges by providing a **unified, enterprise-grade AI management platform** that aligns AI initiatives with business objectives. By centralizing AI investments, team collaborations, and governance policies, the platform ensures that AI is not just another experimental tool but a **core driver of sustainable business growth**.

#### **A Comprehensive Solution for Enterprise AI Management**

AgenticBlue offers a strategic framework that enables organizations to plan, implement, and scale AI initiatives effectively. The platform provides **clear goal-setting and alignment** with business strategies, ensuring that AI deployments contribute directly to long-term company objectives. By integrating **team collaboration tools**, AgenticBlue allows cross-functional teams to work seamlessly, breaking down silos and enhancing innovation.

Beyond collaboration, the platform includes **investment and resource management capabilities**, giving businesses the ability to track budgets, optimize AI expenditures, and

allocate resources efficiently. With **real-time operational oversight**, companies gain transparency into AI usage, performance, and compliance with AI regulations.

BlueCallom's CEO, Axel Schultze, emphasized the significance of this launch:

*"With AgenticBlue, we are not just offering another AI tool. We are providing a transformative platform that enables organizations to manage AI as a mission-critical investment. Our solution empowers businesses to strategically align AI with their core objectives while ensuring security, compliance, and measurable results."*

## Empowering Organizations Worldwide

AgenticBlue is designed for companies that want to **move beyond the pitfalls of Shadow AI** and establish AI as a **structured, scalable, and high-impact** part of their operations. By bringing AI governance, investment tracking, and operational transparency under one framework, the platform enables businesses to make data-driven decisions, optimize productivity, and maximize return on investment.

The future of AI in business is **not just about automation** but about making AI an **integral part of strategic decision-making**. AgenticBlue offers enterprises tools they need to confidently navigate this transformation, ensuring that AI is used responsibly and effectively at every level of the organization.

For more information about AgenticBlue and how it can help enterprises manage and scale AI effectively, visit [BlueCallom's Enterprise AI Management](#).

### About BlueCallom

BlueCallom is creating **Agentic AI Business Solutions** that enable organizations to achieve goals previously assumed to be impossible. The company focuses on **business solutions that go beyond the capabilities of conventional software**, pioneering new application classes such as **Productivity Optimizers, Autonomous Innovation, CIR-Optimizer for banks, Business Navigator, Autonomous Multi-Tier Trade Networks**, and more.

These **autonomous agentic AI solutions** operate continuously in the background of any business, while tailored human interaction points—designed for decision-making, input provision, and process reviews—ensure that humans remain in control. The overarching vision is to build **systems for Human Intelligence Augmentation**, enhancing human decision-making rather than replacing it.

In 2024, BlueCallom received the **German Innovation Award** for its **Innovation Framework and GPTBlue software**. Additionally, BlueCallom's CEO was named "**Most Influential CEO 2024 Switzerland in Gen AI Business Solutions**." Headquartered in **Zurich, Switzerland**, BlueCallom is at the forefront of AI-driven business transformation, providing solutions that redefine what's possible.

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