



Empowering an AI enabled workforce

Softcat Summit 2026

Why are you here?

1 Reduce TCO

2 Improve digital experience

3 Accelerate transformation

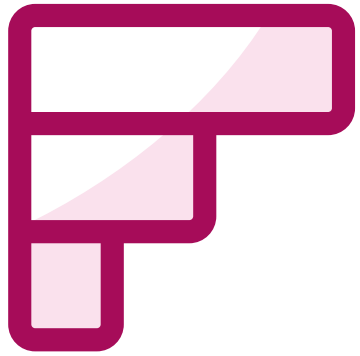
What are the key outcomes you're looking for?



Scan to vote for your top 3 answers.



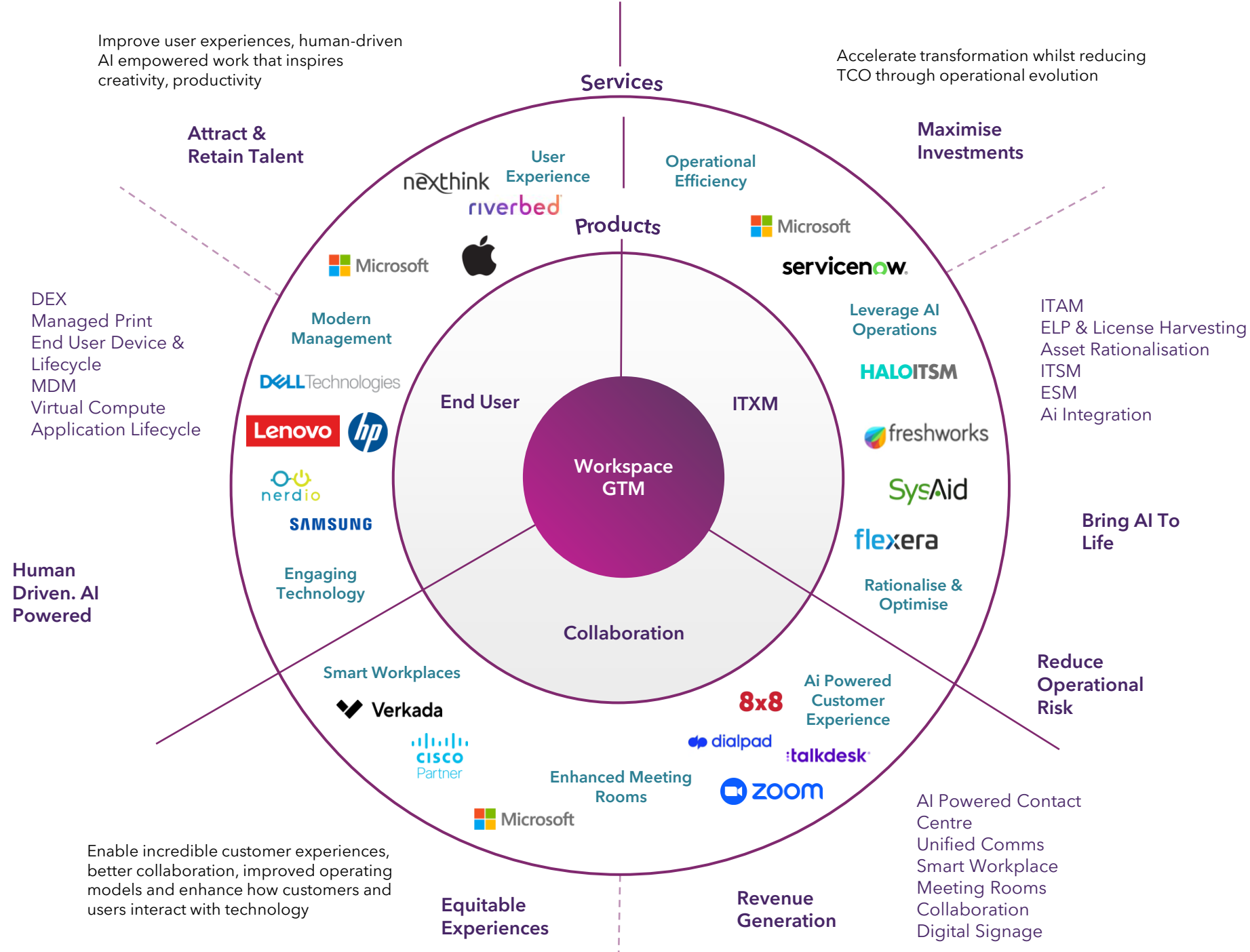
Join #1755 776



What are the key outcomes you're looking for?

Workspace

Helping organisations reduce TCO, accelerate transformation and inspire incredible digital experiences



Speakers



Kelly Calver

Head of Workspace,
Softcat



Andrew Duce

EMEA Resell and
Distribution Leader,
ServiceNow



George Dunn

UKI Collaboration
Sales Director,
Cisco



Oliver Meadows

Senior Team Lead
ITXM,
Softcat



Craig Griffiths

Collaboration Senior
Team leader,
Softcat

Let's talk outcomes

Let's talk outcomes

Customers

Improved customer experience - how it feels!

Reduced wait/call times

Knowledgeable support

Intelligent chat/bots that work

Connect across many channels

Speak to a real human (when it's right to do so)

Users

Technology just works!

Increased self-service and quick fixes

Reduce context switching and disruption

Automate basic tasks, spend time on value

The right tools to do the job

Improved compliance

← Data & AI Strategy →

**Traditional work
before AI**



**Work done
by people**

**Work done
by AI**

Low value, high repetition



**Work done
by people**

**Work done
by AI**

High value, low repetition



Work done
by people



Work done
by AI

Human-driven, AI-powered work



Work done
by people

Work done
by AI

How do we turn AI on for customers?



How do we enable customer excellence
and ease of doing business?

Customers expect more.

How do we turn AI on for customers?

Cost optimisation

Virtual agents

Reduce MTTR/FCR

Meaningful insights

**Augmentation
& automation**

Unlock revenue

**Management
& after care**

**Security
enhancement**

**Seamless
engagement**

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**How do we turn on and simplify AI
for your business?**

Enterprise service is changing

How do we turn AI on for users?

Faster resolutions

Service inefficiencies

**Aligning the right
resource**

Reduce noise

**Delivering
meaningful insights**

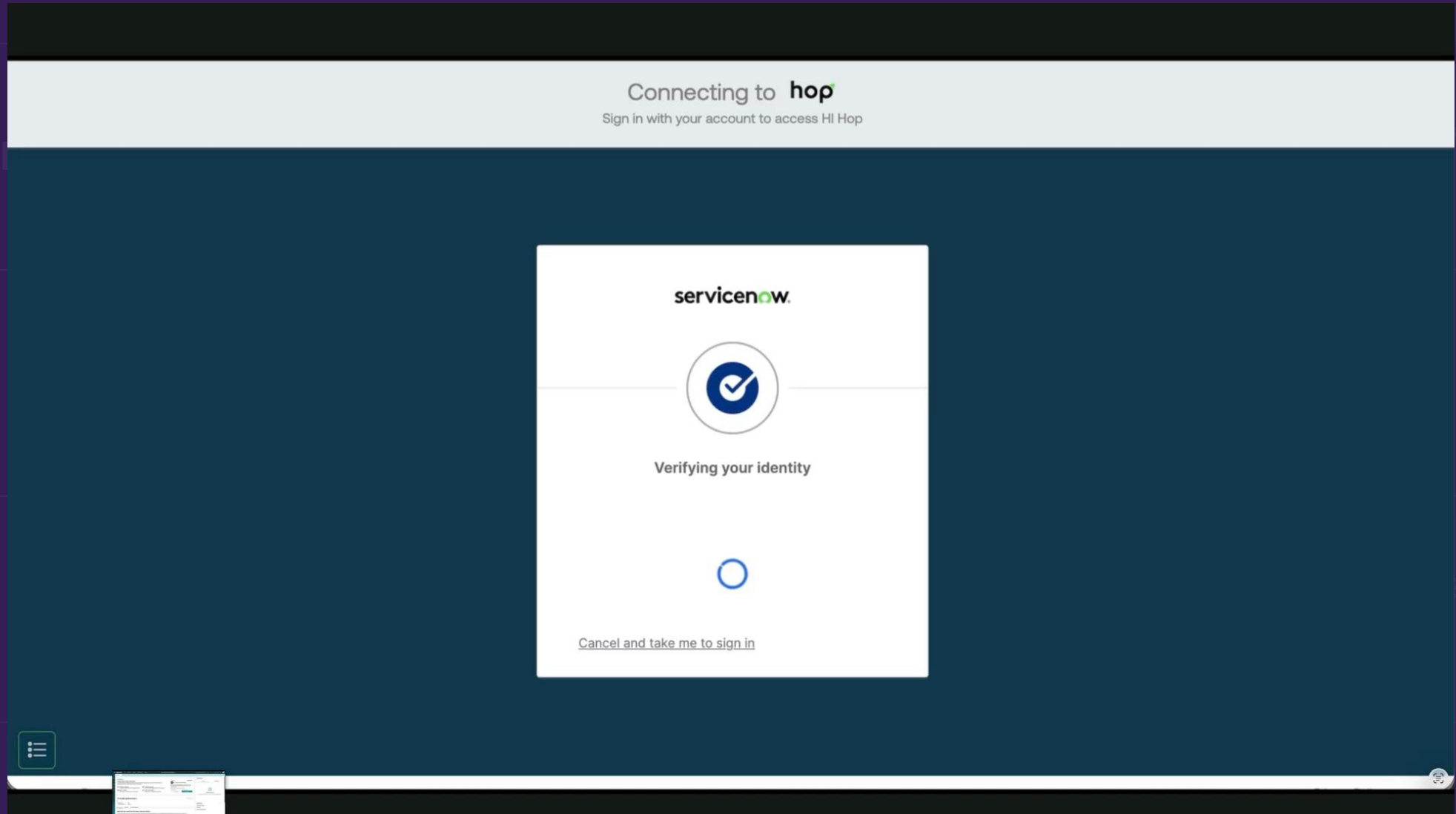
Cost savings

**Technology
rationalisation**

Speed intelligence

**Enterprise service
management**

How do we turn AI on for users?



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Service inefficiencies

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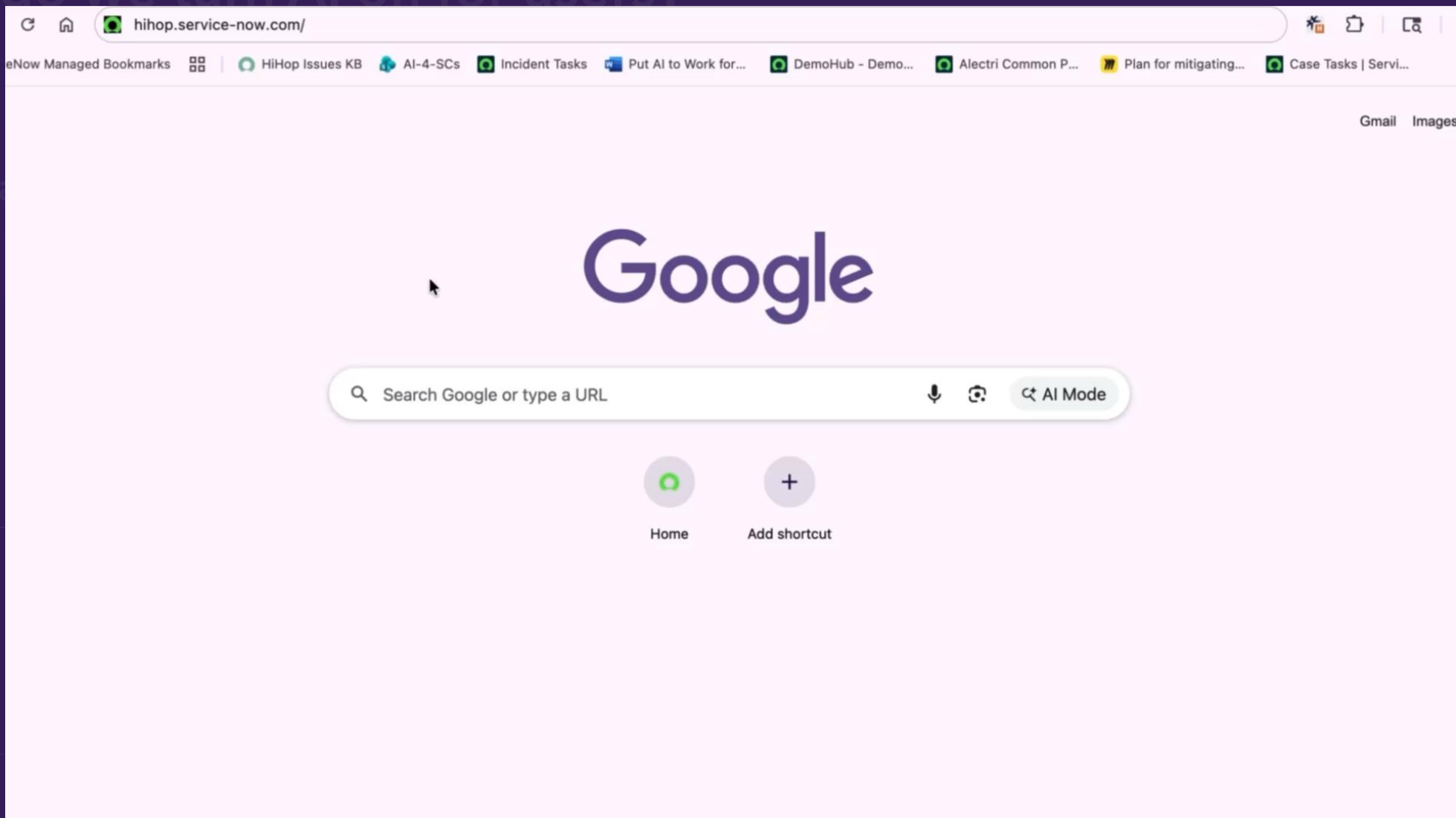
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Service inefficiencies

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rationalisation**

Speed intelligence

**Enterprise service
management**

When do you turn on AI for your workforce?

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2 Improve digital experience

3 Accelerate transformation

What next?

Want to hear more? Let's continue the conversation...

✦ Speak to your Softcat Account Manager



ServiceNow
customer
event (June)



AI-Powered
Contact
Centre event
(September)

 SOFTCAT

Thank you