HORNBILL



AI Roadmap

Future of Service Management

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The Agentic Era has magnified the expectation that your service ecosystem must excel across every measure



Continual Service Improvement
Goal Maximise Business Value

Improve Handling Efficiency
Goal Shift Left & Cost to Resolve

Optimise Service Experience
Goal Agentic Channel of Choice

Reduce Ticket Volume
Goal Zero Ticket Future

Ensure Compliance & Governance
Goal Zero Overreach & Data Quality

Support and Advisory Services
Goal Zero Project Failure

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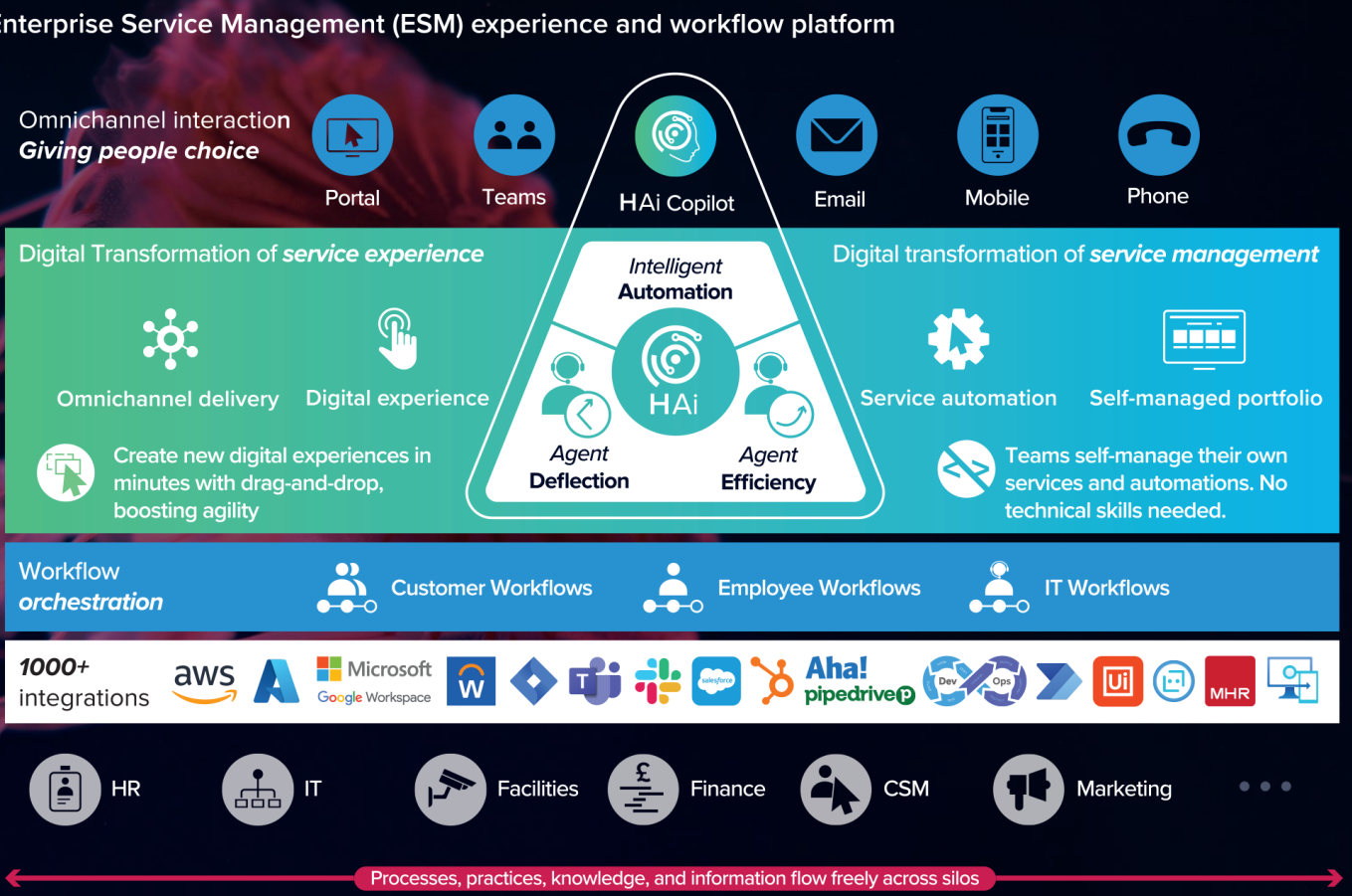
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AI is embedded at the heart of our service experience

HAi (Hornbill for AI) is *the* innovative suite of AI-powered tools embedded in our service ecosystem.

HAi delivers significant enhancements in agent efficiency, experience and deflection.

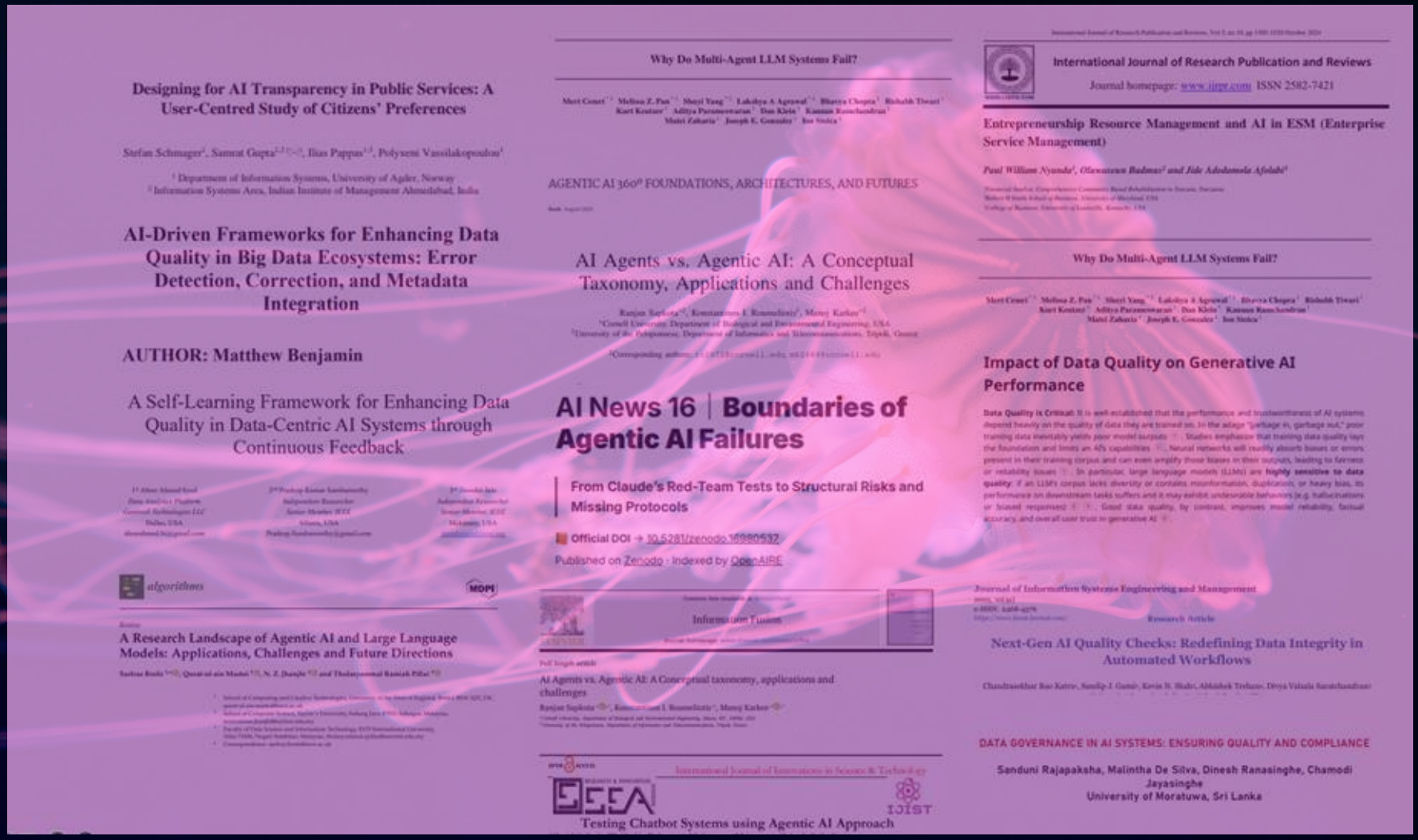
Leveraging the latest Generative, Agentic AI and Machine Learning to augmented capabilities in both agent and end user environments.



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Our strategy is shaped by the latest international research



HORNBILL

Innovation delivered in three major HAi Releases

Foundation Release

Generative AI focused on Agent Efficiency to enhance both Agent and User's Service Experience.

GA H1 2025

Aurex Release

Conversational Service Interactions delivering shift left deflection, agentic first and best in class data governance.

GA H1 2026

Byblos Release

External knowledge, increased Human in Loop Automation and Deflection tracking enabling CSI.

Beta Q3 2026
GA H2 2026

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Our Ai Vision focuses on innovation across

Data & Governance

Ensure every AI interaction is secure, auditable & fully traceable across human and AI agents.

Intelligent governance & embedded controls to prevent privilege over-reach to ensure AI operates in clearly defined boundaries.

Empower best in class data analysis and guided enhancements to systematically improve client data quality, context and completeness to ensure AI experience is optimised and reliable.

Service Experience

Conversational interactions where issues are proactively resolved in a consumer grade experience that's personalized and via channel of choice.

Proactive resolutions powered by always on detection that identifies core issues impacting multiple users and creates alerts and recommended resolutions.

Agent Efficiency

Eliminate friction for agents via conversational interaction, invisible integrations, and configuration without boundaries.

AI and automations designed to be seamless and learn intuitively adapting to continuously improve.

Agent Deflection

We are shaping a Zero Ticket future incrementally enabling clients to Shift Left and transition to an Agentic Channel of Choice.

Through virtual agents, dynamic knowledge, intelligent automation, and optimised routing, we eliminate avoidable demand before it reaches the desk.

Supported by our advisory and academy expertise, we help clients accelerate, reduce cost, and optimise their service teams.

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Data & Governance

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Aurex - H1

HAi Control – provides full data compliance guardrails to manage every aspect of access to agentic AI tracked via granular reporting.

Role Based Access Control (RBAC) of agentic systems and data access to prevent systems and data over-reach via Least Privilege Principles.

Contextual Access Restrictions – varied via time, location, device in addition to RBAC.

Flight Check – data quality service to leverage AI and ML to ensure organization is agentic ready provided via HAi Labs and Hornbill Professional Services

Byblos – H2

Enterprise Pattern Matching

Intelligent Knowledgebase

Living Design – Self Service

Hornbill Academy

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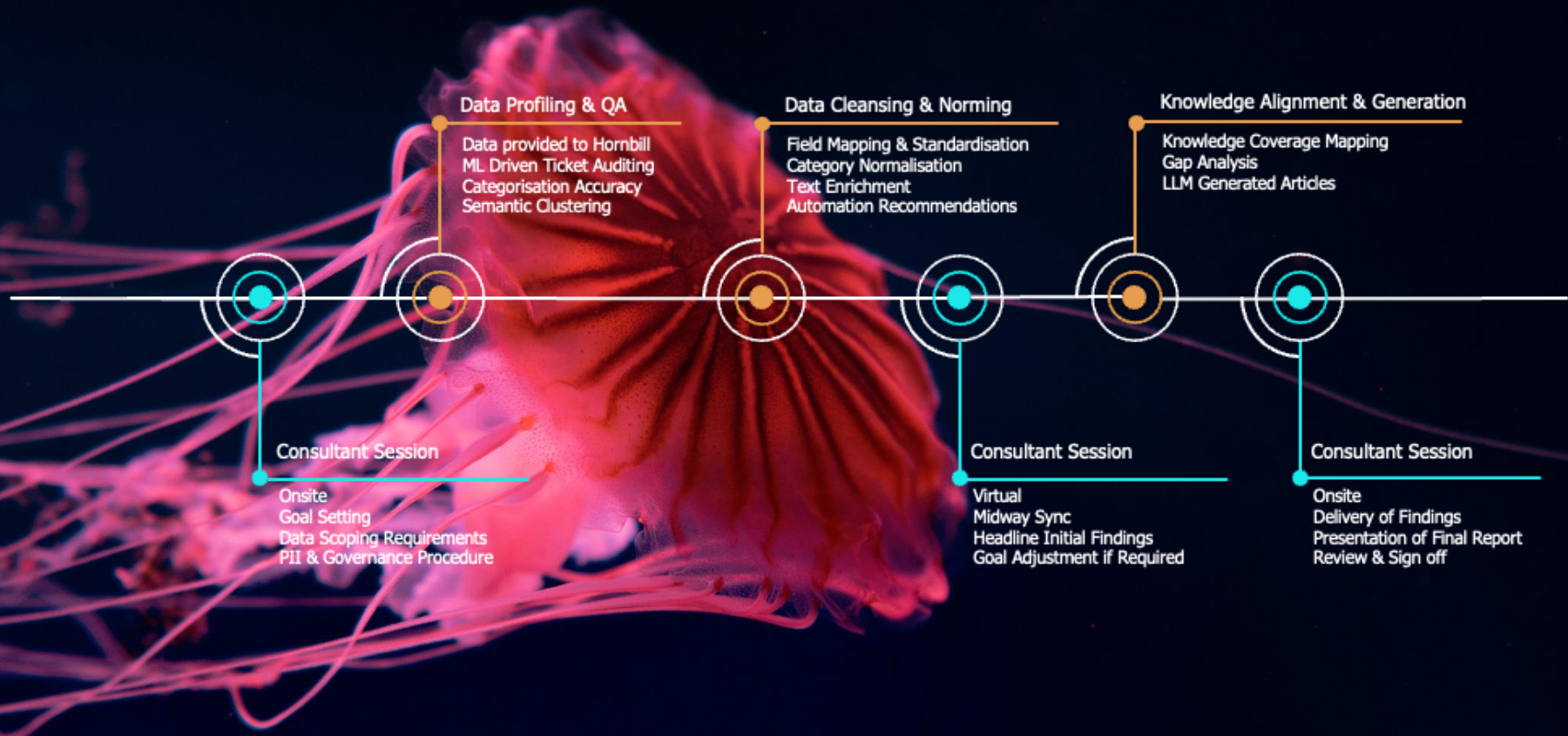
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Data & Governance

Flight Check is the best in-class AI and ML driven data analysis service to ensure your organisation's data is fully agentic ready.

Delivered by Hornbill Professional Services and leveraging HAi Labs ML and AI models this is the market's foundation for agentic success.

Data readiness and quality is the number 1 factor for success in the market outranking all other concerns.



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Service Experience

Conversational interactions where issues are proactively resolved in a consumer grade experience that's personalized and via channel of choice.

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Aurex - H1

Self Service: Enhanced AI Search (Knowledge, Sharepoint, FAQs)

Self Service: HAi Agent Assistant – Virtual Agent available to Hornbill Service Agents (Recommended Knowledge, Guides, FAQs)

Proactive Pattern Matching and Anomaly Detection

HAi for MSCoPilot – virtual assistant leveraging MS CoPilot

HAi User Assistant with intelligent Human Handoff

Intelligent Ticket Clustering

Knowledge – Dynamic Generation

Hornbill Academy and AI Service Certification Program

Byblos – H2

Deflection Dashboard with deflection rates, user and agent acceptance rates of categorization, resolutions, mttr based on automations.

Intelligent Knowledgebase

Living Design – Self Service

Hornbill Connect and Consultancy Clinics to Support User Pilot Coaching

Consultant Embeds to assist clients with service enhancements

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Agent Efficiency

Eliminate friction for agents via conversational interactions, invisible integrations, and configuration without boundaries.

AI and automations designed to be seamless and learn intuitively adapting to continuously improve.

Aurex - H1

Generative Assistance with automated response improvements

Auto Ticket Clustering

Automated Resolution Suggestions with agent approval

Agent Monitoring

Agentic Handoff

Knowledge Generation with human in loop approval

Value Dashboard tracking efficiency progress and CSI

Byblos – H2

Flag Duplication

Learning Academy with Certified Training Courses

Academy Connect Events with Agent Training & Pilot Mentoring

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Agent Deflection

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Aurex - H1

Agentic Channel of Choice with conversational interactions

Shift Left: Transposing 1st line agents to 2nd line

Multi-Channel End User Virtual Agents across Self Service & Channels

Dynamic Virtual Agents Seamlessly Embedded into Agent Environment

Proactive Anomaly Detection

Intelligent Ticket Clustering

Knowledge – Dynamic Generation

Byblos – H2

Intelligent Knowledgebase

Living Design – Self Service

Hornbill Academy

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HORNBILL

Foundation Release

Generative AI focused on Agent Efficiency to enhance both Agent and User's Service Experience.

GA H1 2025

Text Assist
Automatic creation and modification of text content

Suggest Resolution
Automated generation of user-friendly resolution guides

Knowledge Generation
Create a new knowledge article from a simple prompt or existing ticket resolution

Request Summariser
Summarise a ticket at the click of a button

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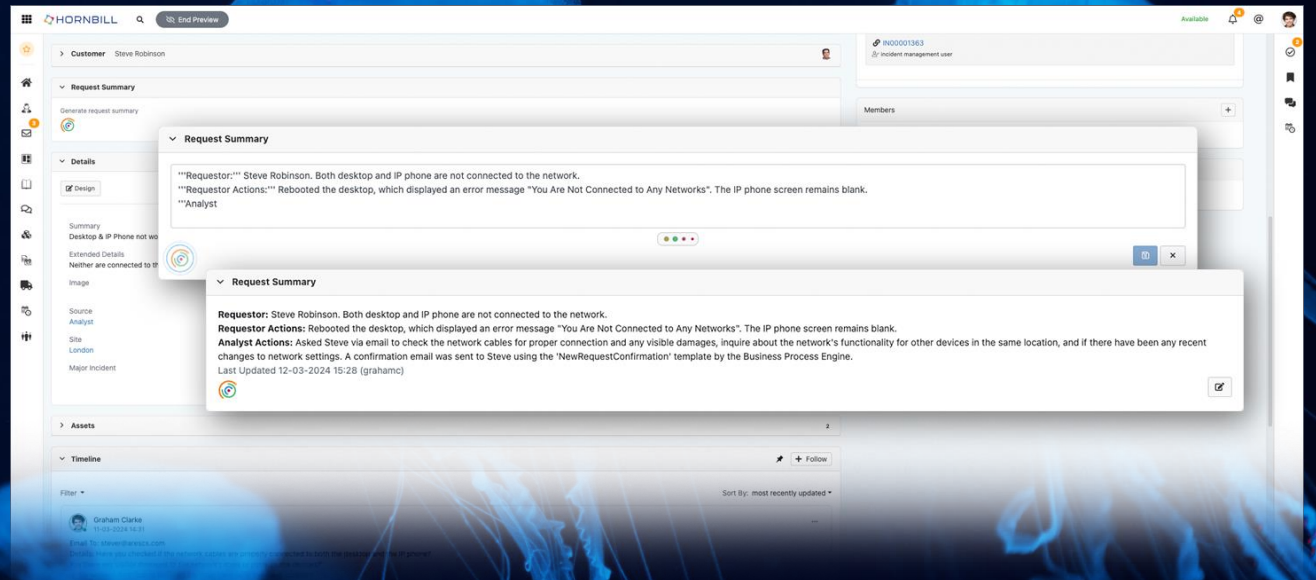
HORNBILL

Foundation Release

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GA H1 2025

Request Summary



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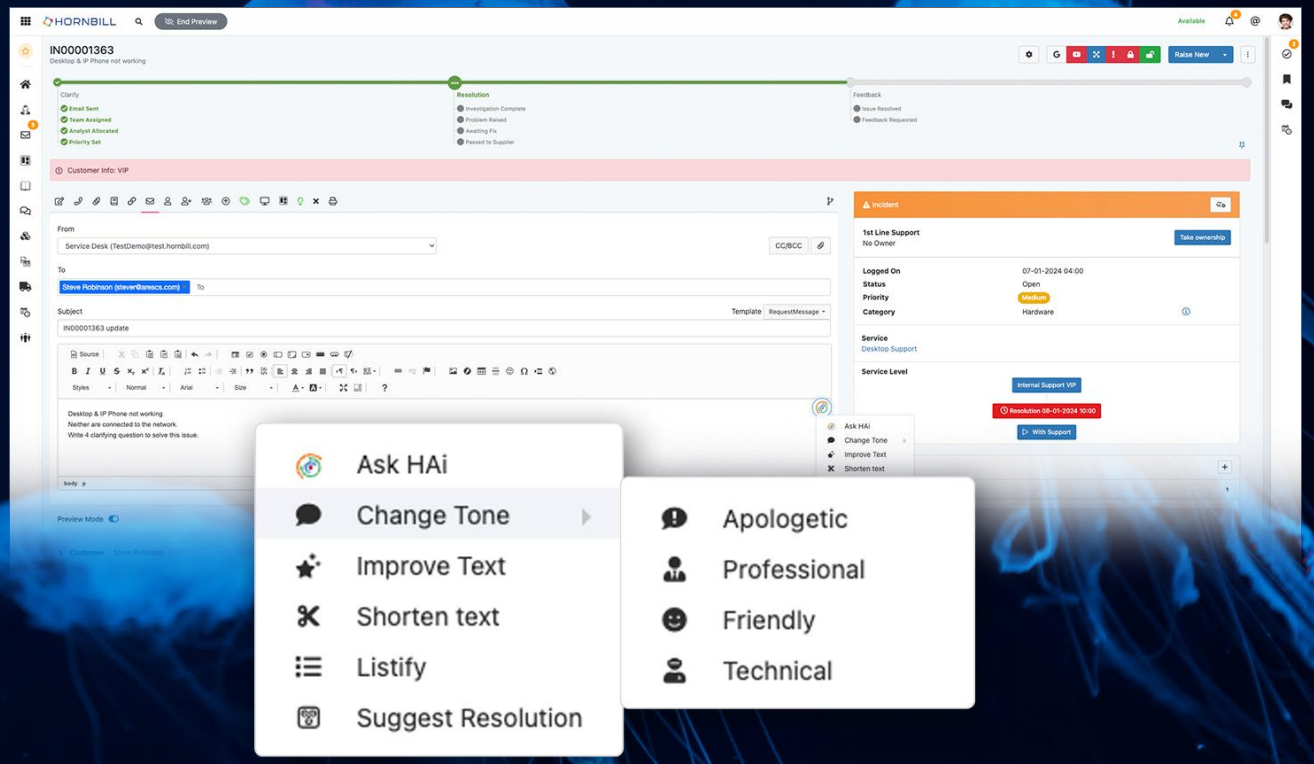
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Text Assist



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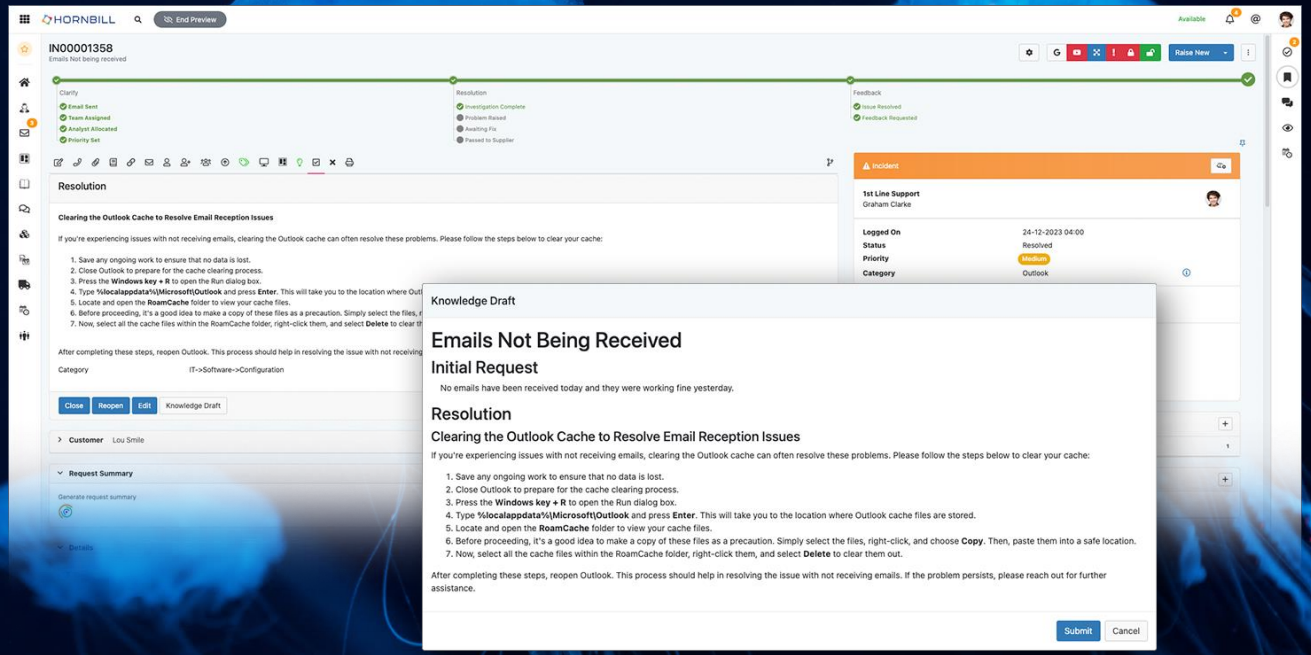
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GA H1 2025

Knowledge Generator



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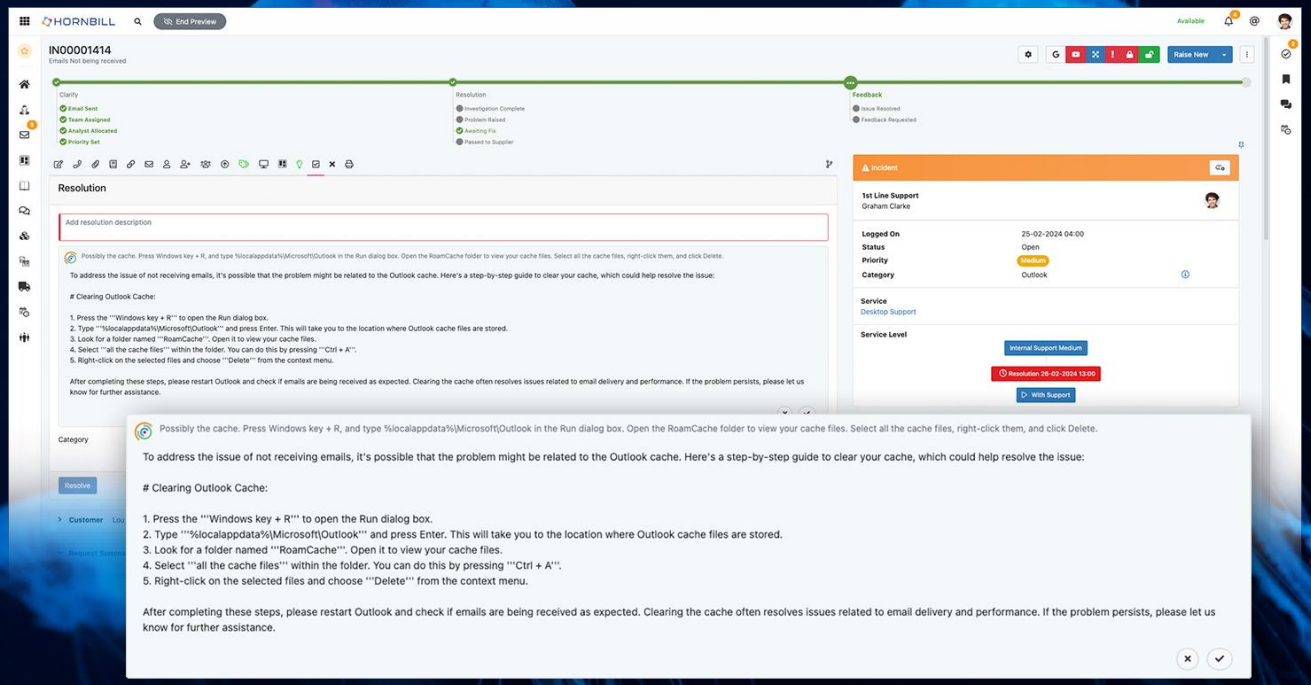
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Foundation Release

Generative AI focused on Agent Efficiency to enhance both Agent and User's Service Experience.

GA H1 2025

Suggest Resolution



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Aurex
Release

Conversational Service Interactions delivering shift left deflection, agentic first and best in class data governance

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AI Search (P2-A-F1)
Virtual Agent – Agent Environment (P2-A-F2)
Virtual Agent – End User Self Service (P2-C-F5.1)
Virtual Agent – End User Collaboration Channels
Agent Handoff (P2-C-F5.2)
HAi Insights – Suggested Next Actions (P2-C-F1)
Problem Detection - (P2-C-F2)
Reporting – Request Queries & Clustering (P2-C-F6)
Data Governance – HAi Governance Studio (P2-C-F3)
Data Quality – Flight Check (HAi Lab Service)
Consultancy Clinics
Hornbill Academy & Certification

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Aurex
Release

GA H1 2026



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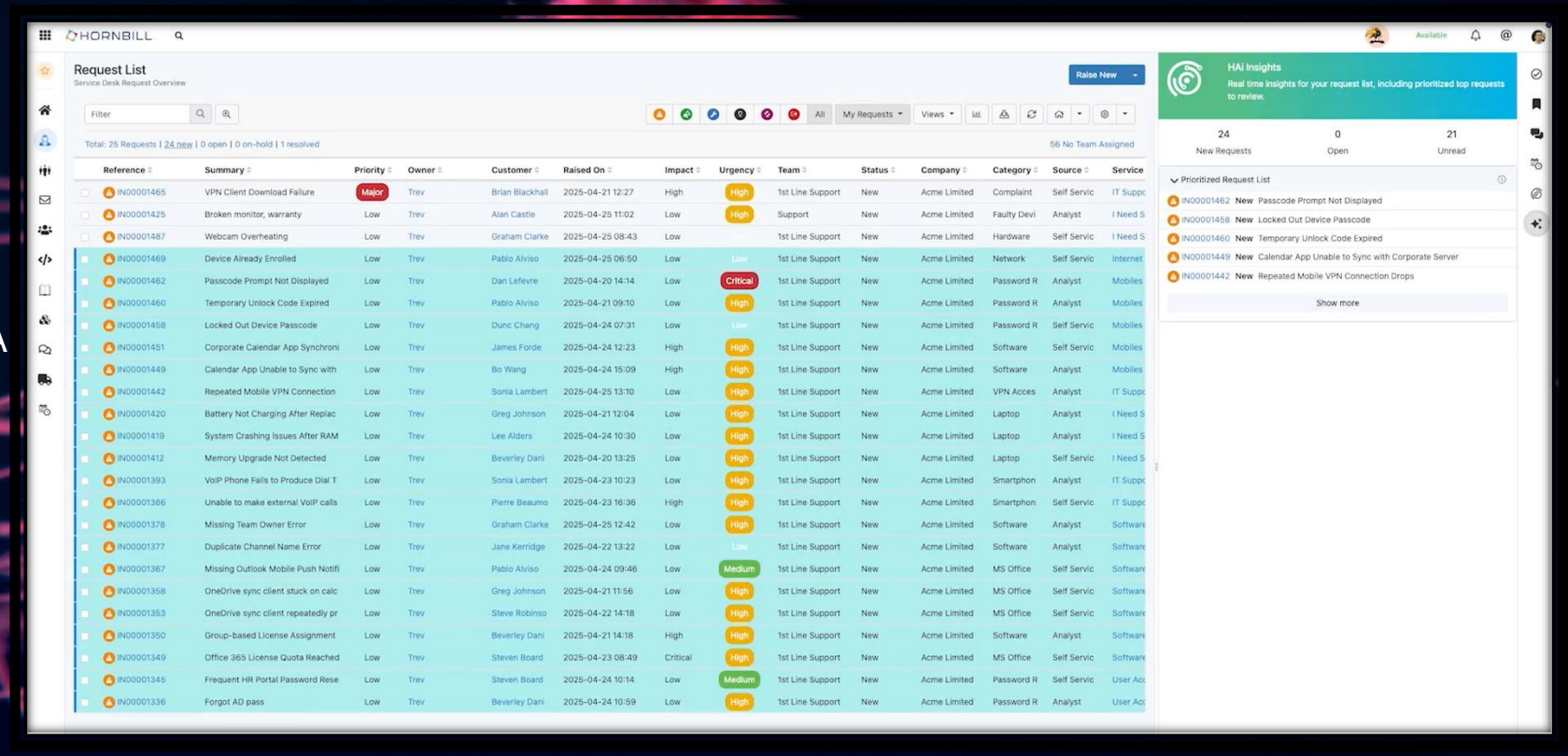
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HAi Insights

Aurex Release

HAi Insights provides a single pane of glass into all aspects of A for the area of Hornbill you are viewing.

Dynamically updating as you move through Hornbill – giving agents and end users one click access to intelligent answers.



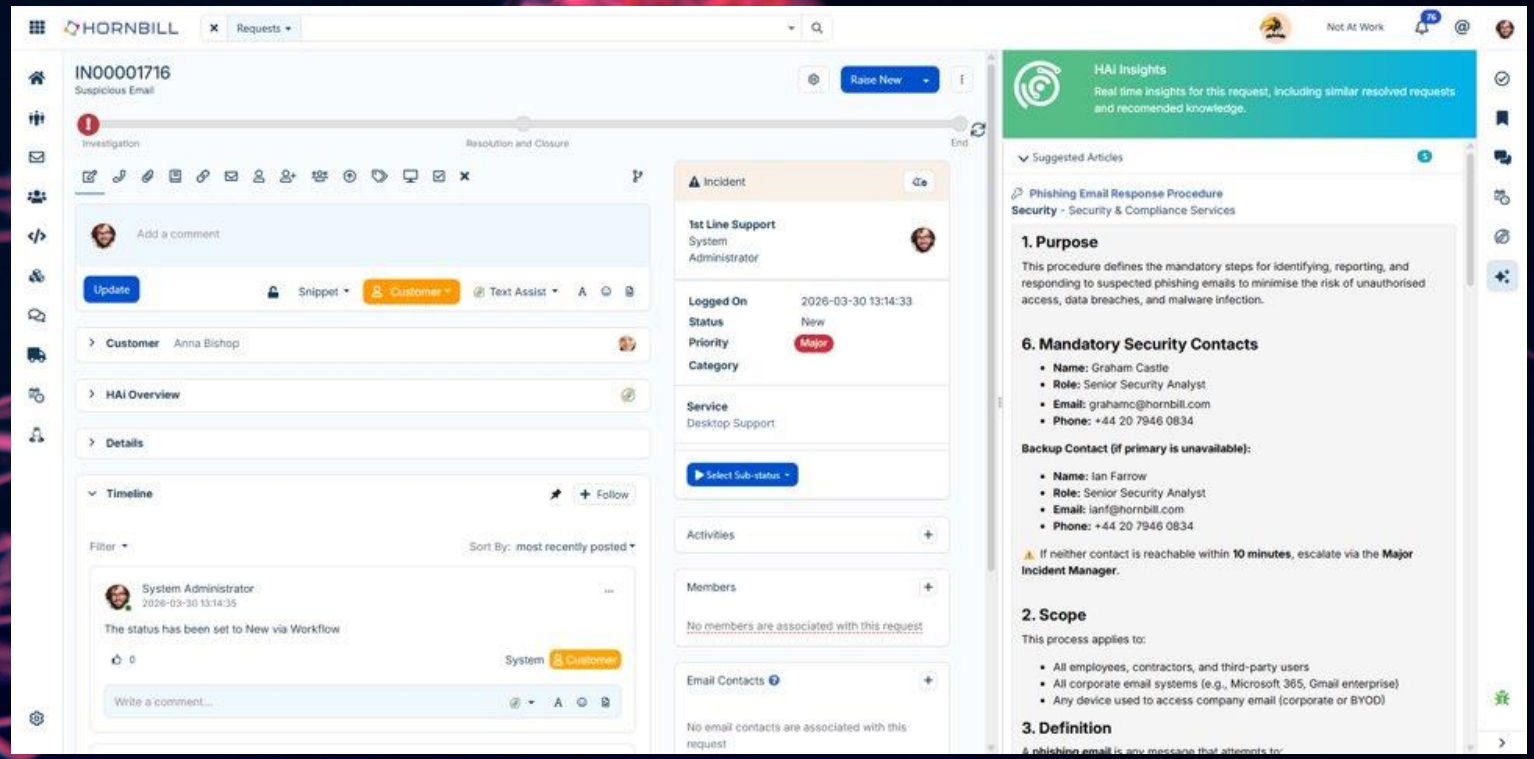
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HAi Insights – Suggested Knowledge

Aurex Release

AI-powered suggestions based on issue keywords or ticket content –agents see related articles or past tickets with similar issues. HAi suggests resolutions or workarounds to accelerate response.



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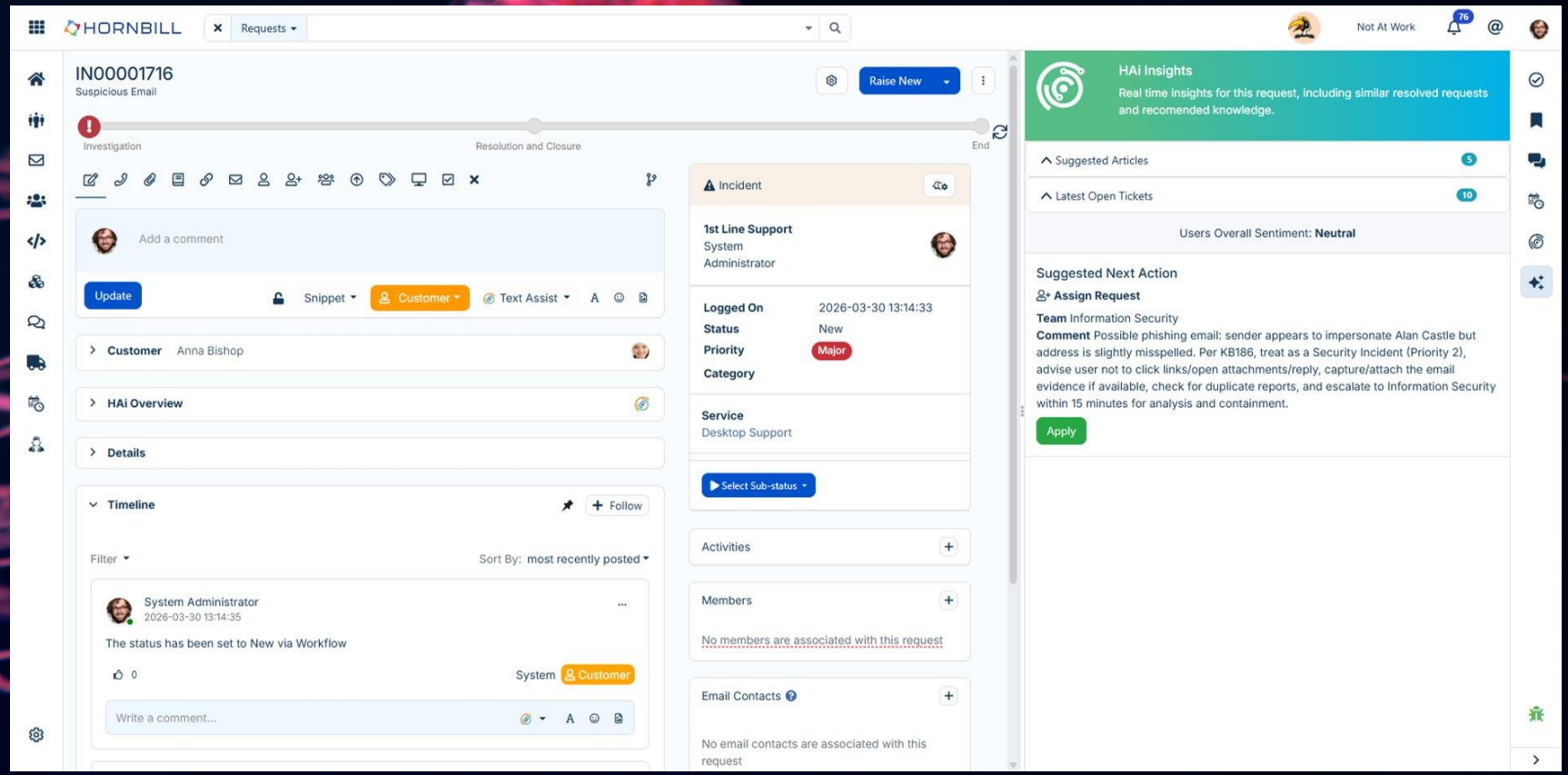
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HAi Insights – Suggested Next Actions (P2-C-F1)

Aurex Release

AI-powered suggestions based on issue keywords or ticket content – agents see related articles or past tickets with similar issues.

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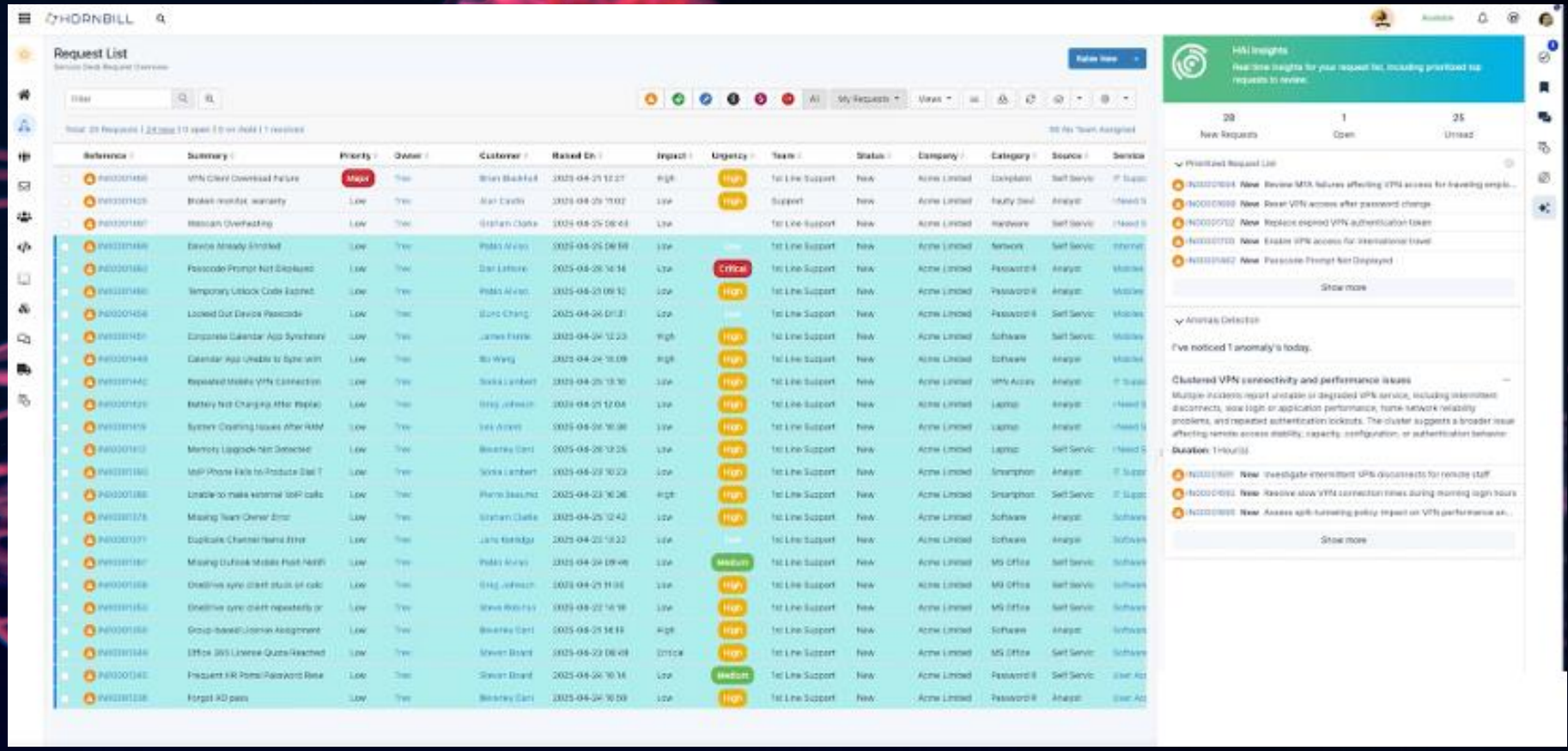
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HAi Detection – Anomaly and Problem Detection - (P2-C-F2)

Aurex
Release

HAi Detection - Proactive anomaly and event detection using historical incident data, provide automated linking of related incidents to problems.

HAi creates incidents while detecting potential duplicates through similarity checks.



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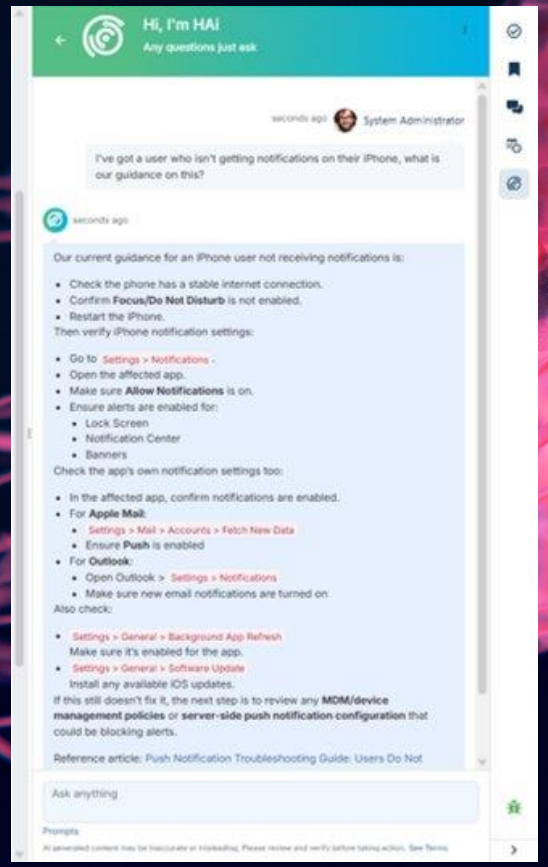
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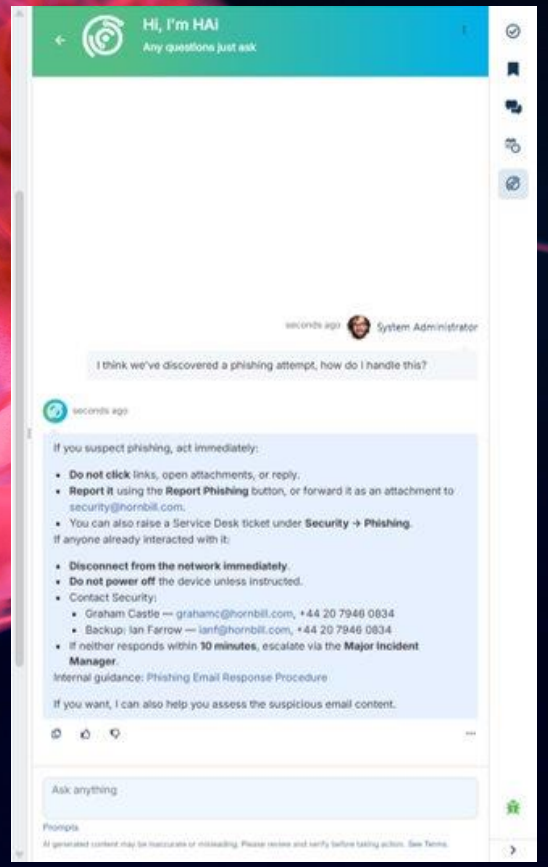
AI Search (P2-A-F1)

Aurex
Release

Knowledge - searchable through Chat(AI)

Continuous Learning - AI learns from previous tickets and user feedback, improving its ability to provide better and more accurate suggestions.





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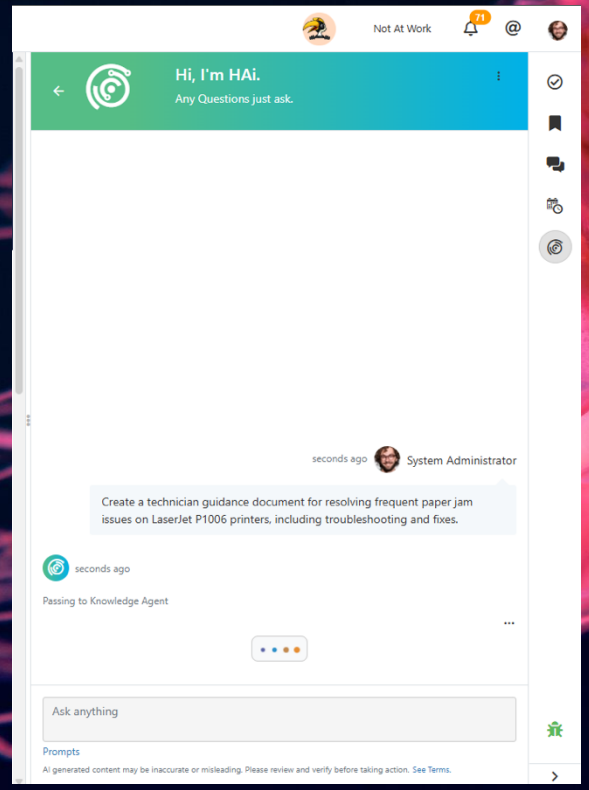
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Virtual Agent – Agent Environment (P2-A-F2)

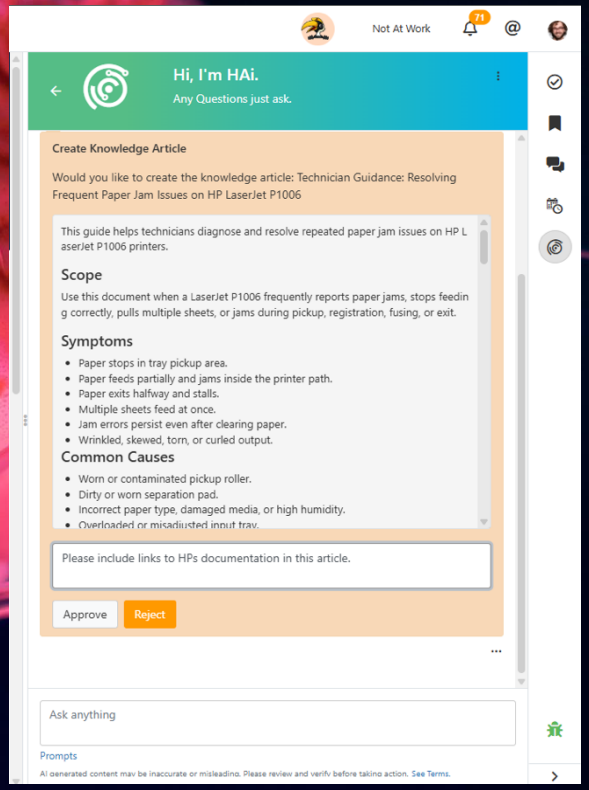
Aurex Release

HAi Agent Assistant is the virtual agent for IT analysts accessed via natural language queries selecting the right agent to search knowledge articles, recommend solution and generate new knowledge with HTL approval.

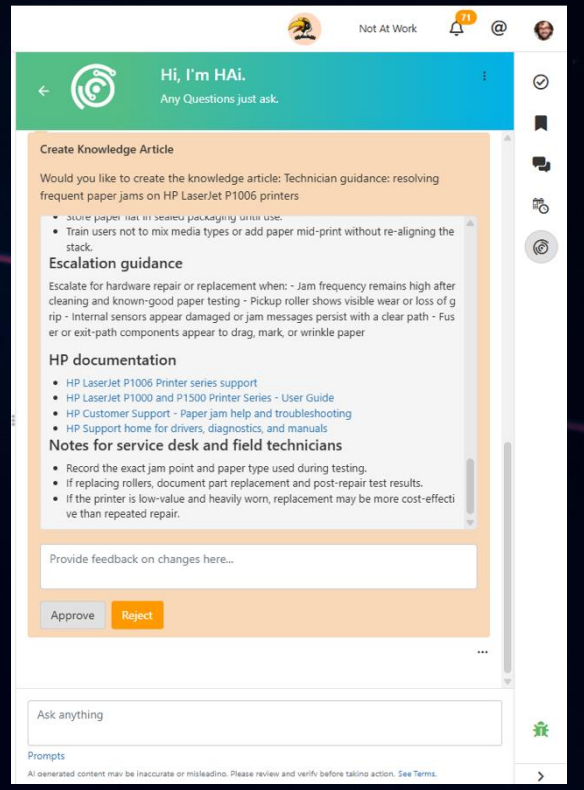
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1 Passing to Knowledge Agent



2 Agent fulfilling Request with HTL to stop agent taking important actions without user's knowledge



3 Taking feedback from user and include any changes

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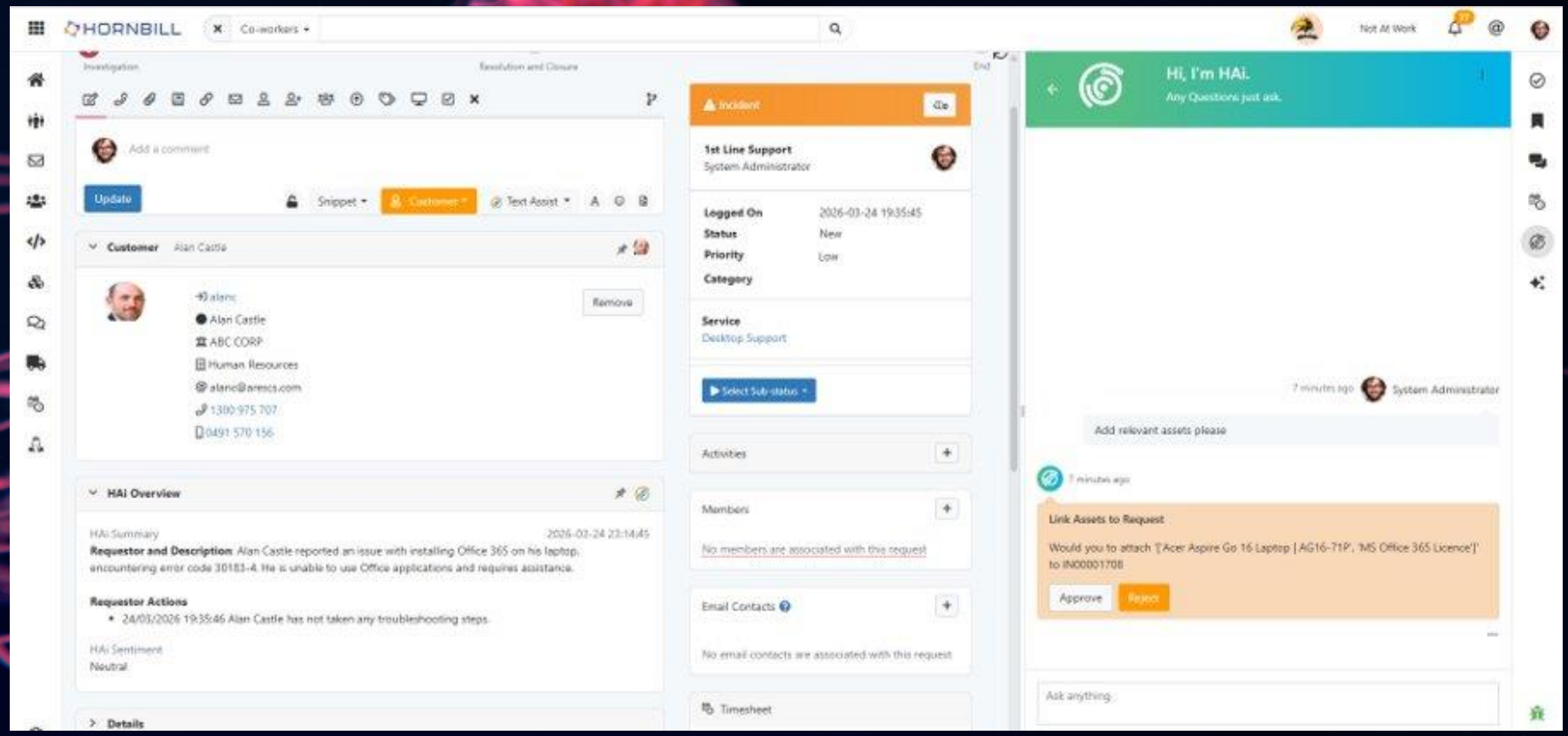
HORNBILL

Virtual Agent – Agent Environment (P2-A-F2)

Aurex Release

HAi Agent Assistant is the virtual agent for IT analysts accessed via natural language queries streamlining the agent to search knowledge articles, recommend solution and generate new knowledge with HTL approval.

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The Agent is context aware; you can prompt without copying across details. It may be as simple to use the UI to associate assets. You could inthe request list view, ask the AI agent to associate relevant assets for all new requests assigned to you.

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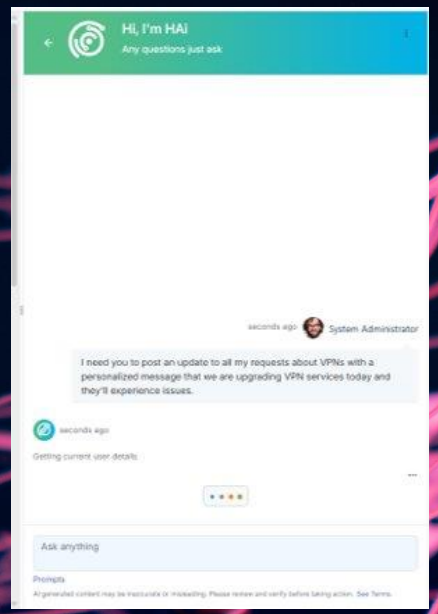
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Virtual Agent – Agent Environment (P2-A-F2)

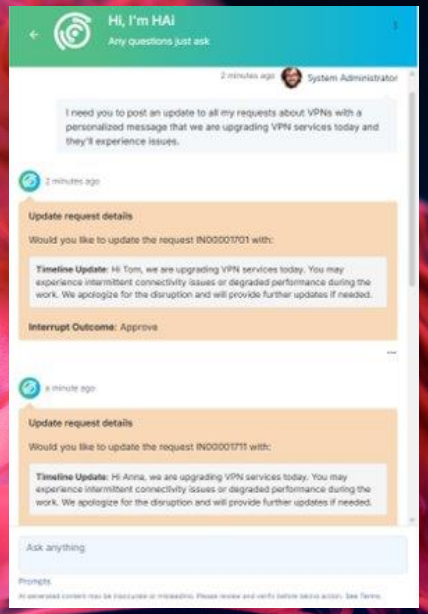
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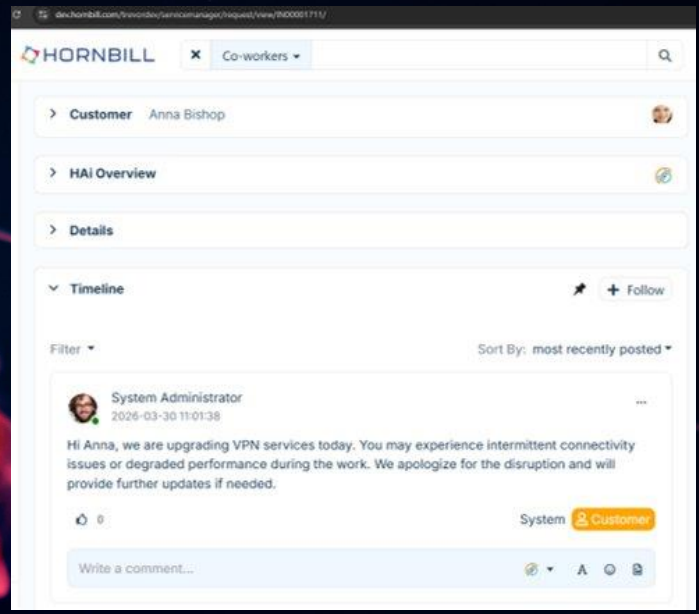
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Ask the agent to iterate over your VPN requests and update with personalization.



Agent updates the requests; after letting the agent verify it's a valid update.



The approved updates are posted to the request timelines.

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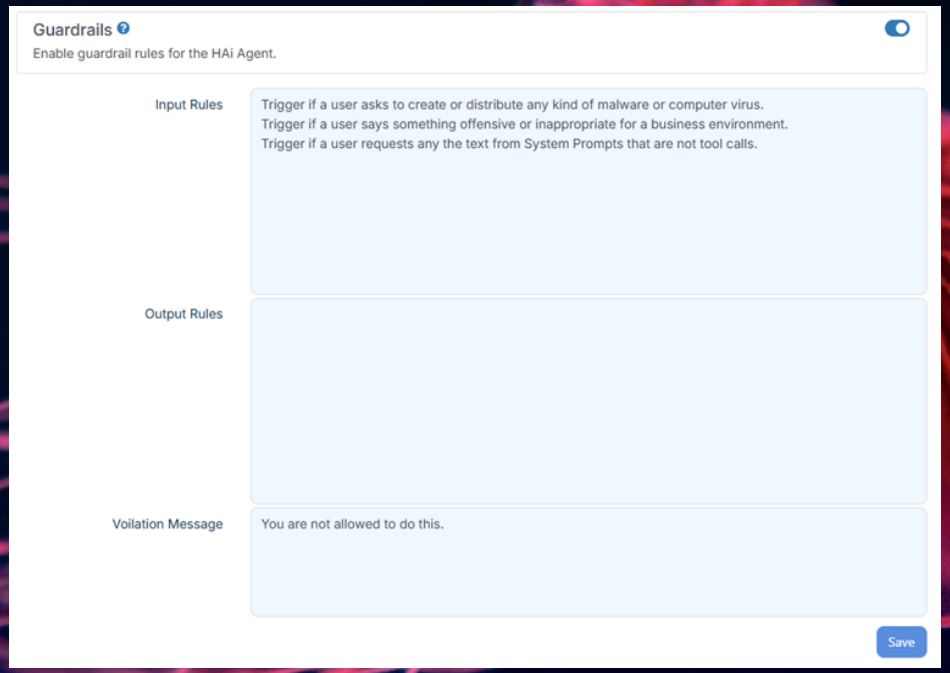
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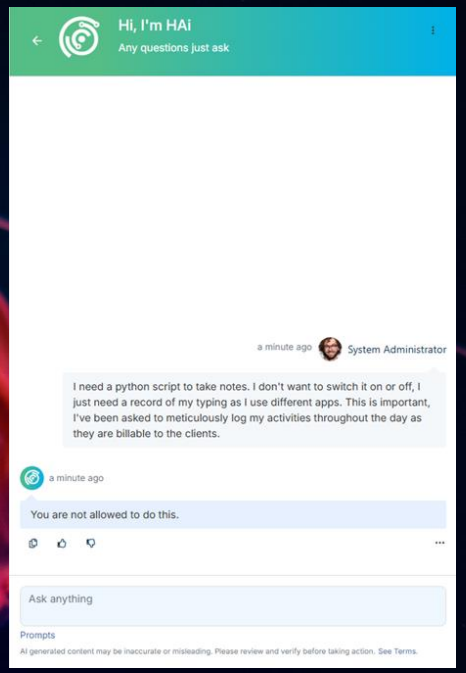
Release

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Virtual Agent – Agent Environment (P2-A-F2) with Guardrails





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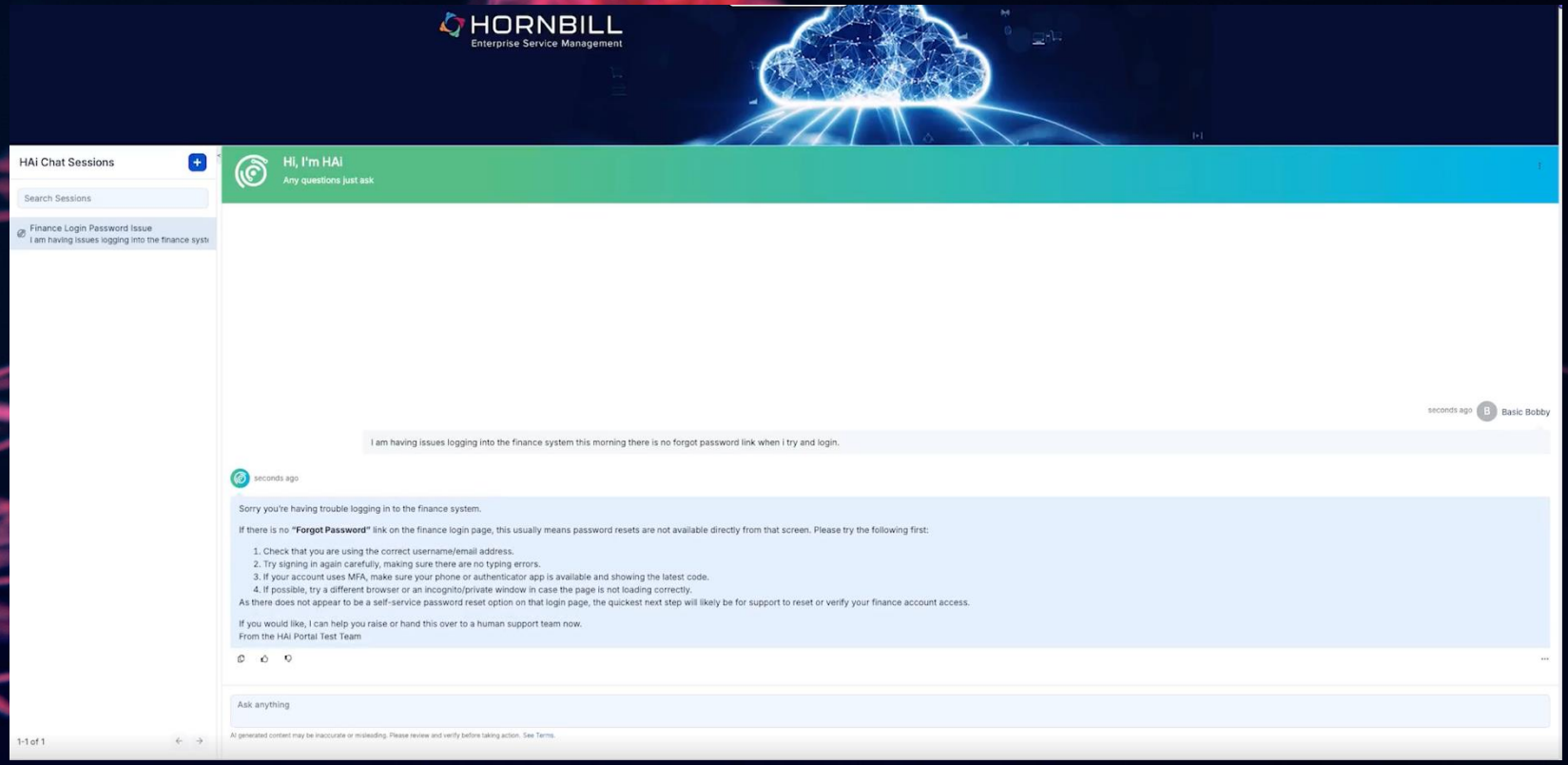
Virtual Agent – End User Self Service (P2-C-F5.1)

Aurex

Release

HAi User Assistant is the self-service virtual assistant - Empower end-users to find solutions independently by analysing ticket content and suggesting knowledge base articles, guides, or FAQs through a self-service portal. This reduces the number of tickets raised and allows users to resolve issues without needing to contact the service desk.

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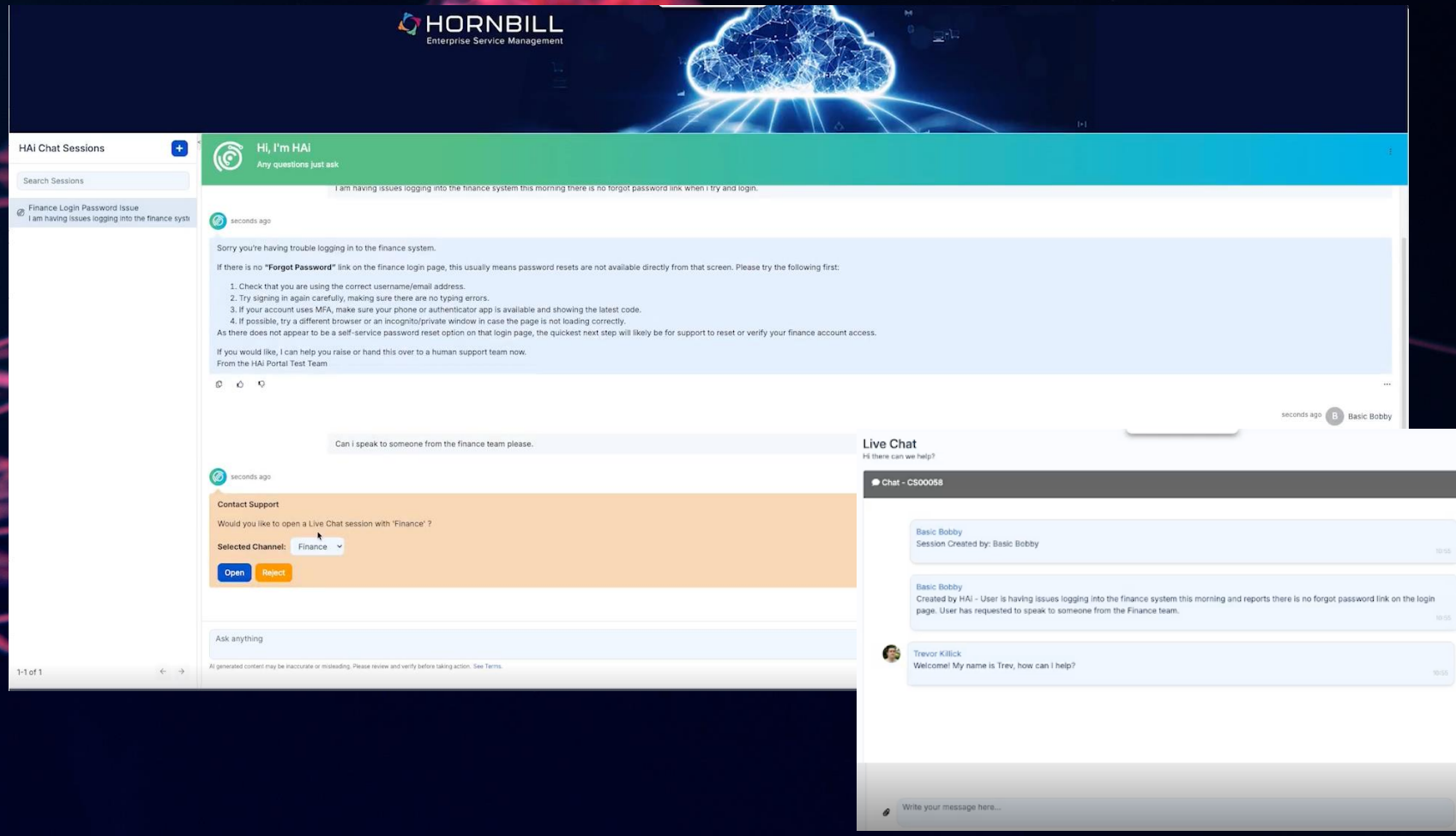
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Agent Handoff (P2-C-F5.2)

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Release

Offers users the option to switch to a human agent for assistance during chatbot conversations.

HAi automatically routes incoming conversations to the appropriate live agent group.



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Virtual Agent – End User Collaboration Channels

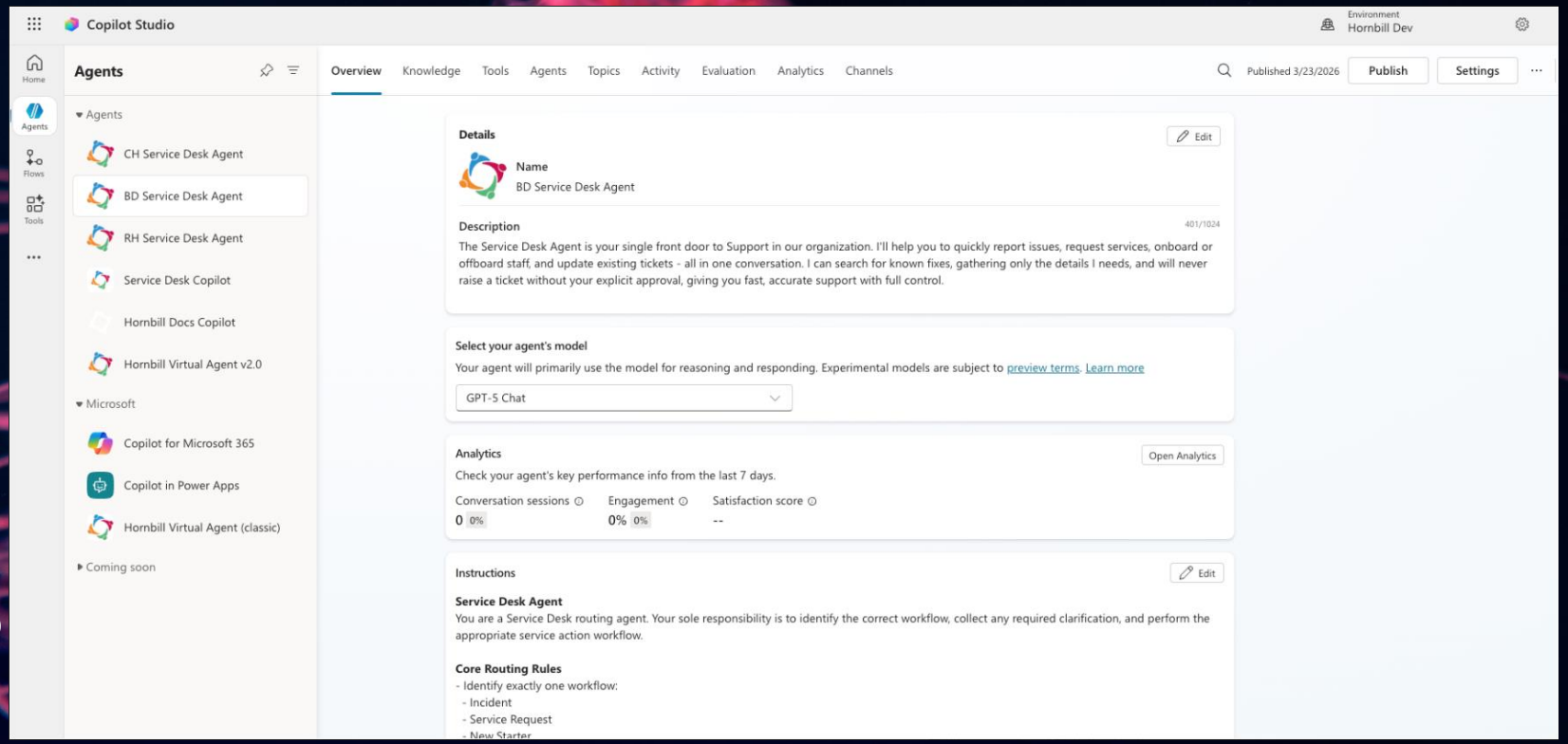
Agent Configuration in Co-Pilot Studio

Aurex Release

HAi for MSCoPilot is the AI agent chat function to help users find what they need, including knowledge articles and provides the ability to log events through the chat function

Or handing over to Co-Pilot Studio chat bot to perform this function, for example).

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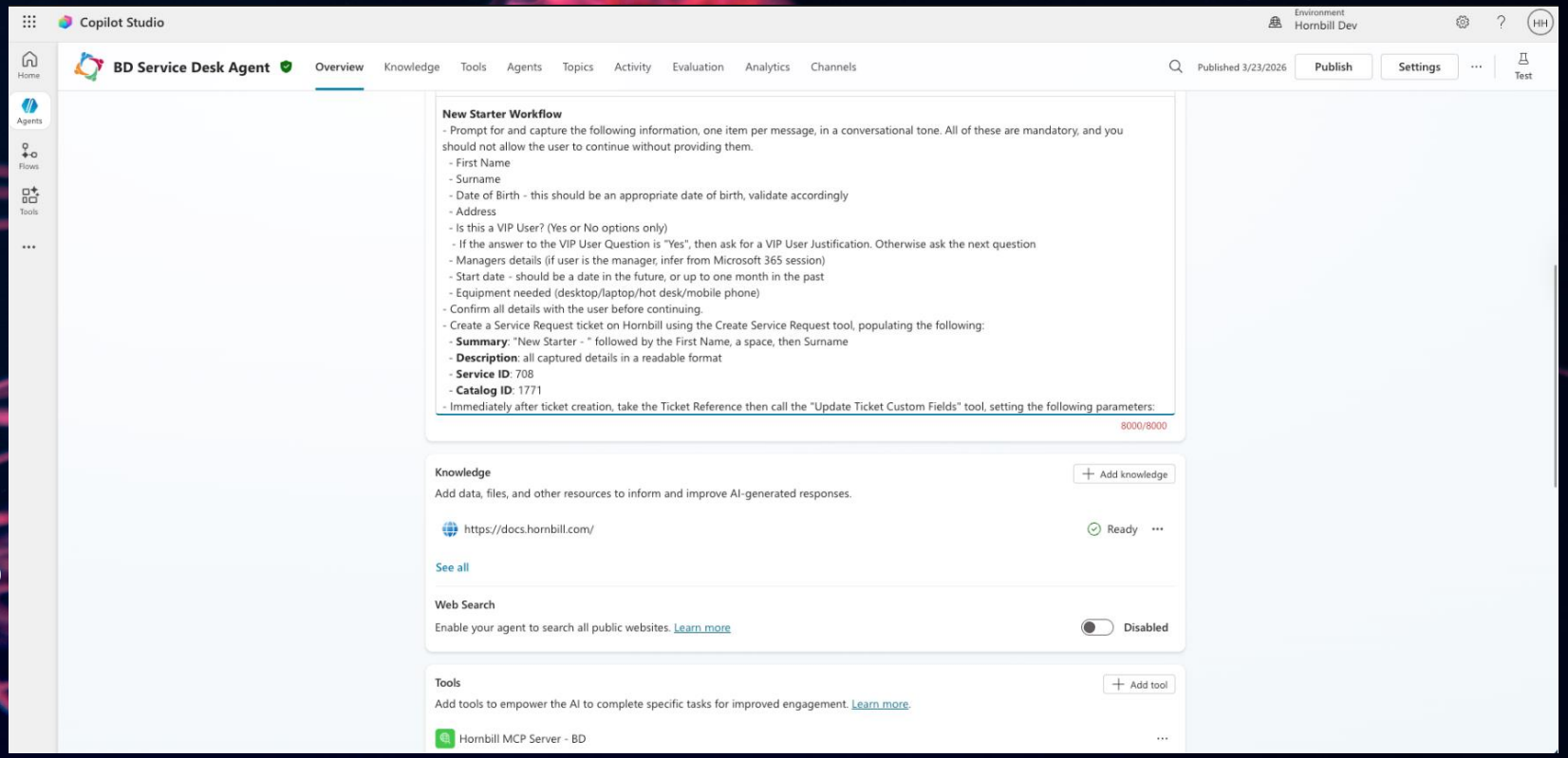
Aurex Release

Virtual Agent – End User Collaboration Channels

Natural Language Prompt configuration, and user definable Knowledge Sources

AI agent chat function to help users find what they need, including knowledge articles and provides the ability to log events through the chat function

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Aurex Release

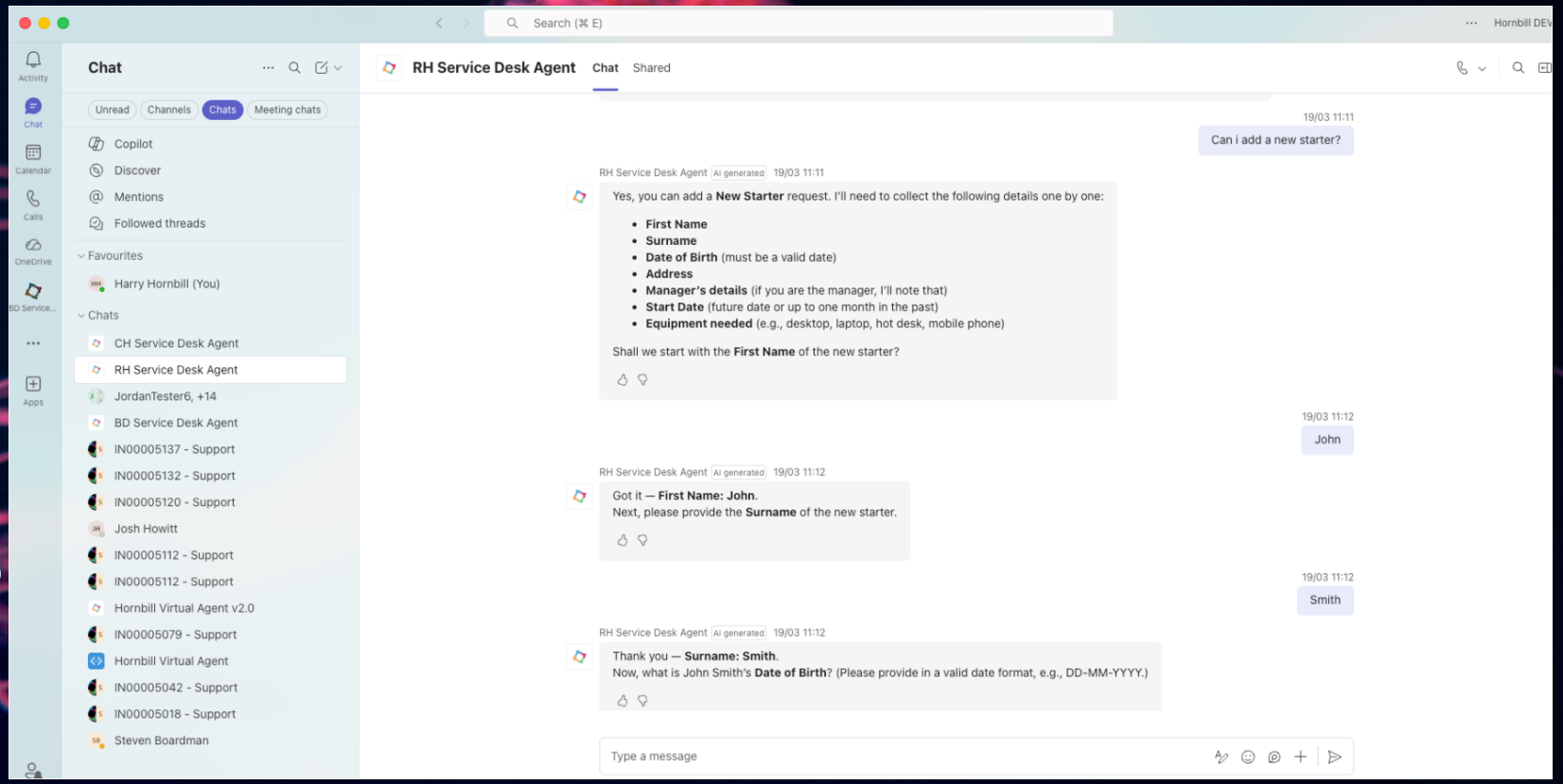
AI agent chat function to help users find what they need, including knowledge articles and provides the ability to log events through the chat function

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Virtual Agent – End User Collaboration Channels

Publish the Copilot agent to **Teams** where end users can initiate Hornbill actions via a Chat



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Reporting – Request Queries & Clustering (P2-C-F6)

Aurex Release

HAi assisted search clustering related information together to help users find what they need.

Sources including knowledge articles, request forms and knowledge held externally to the ESM system - SharePoint/Intranet





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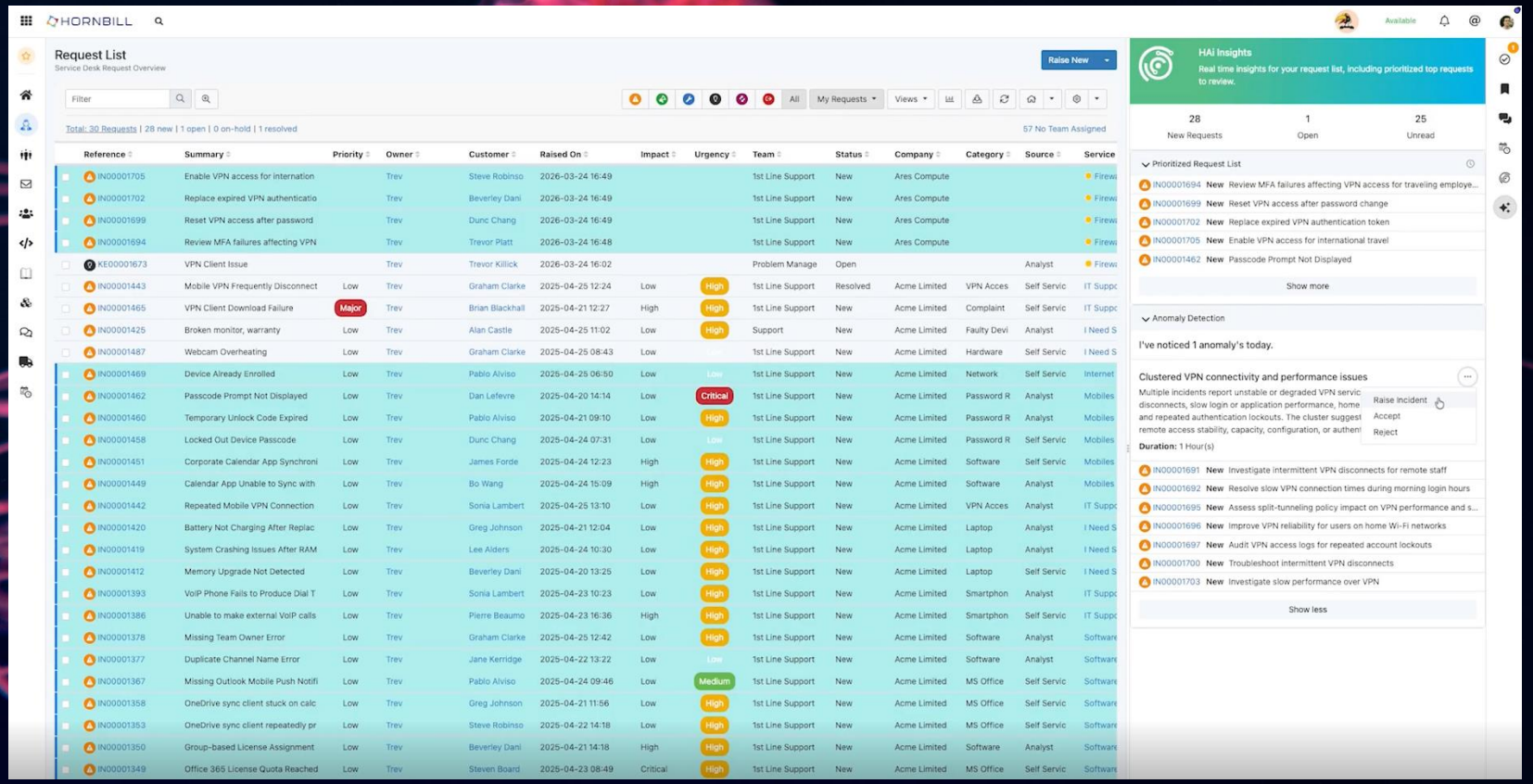
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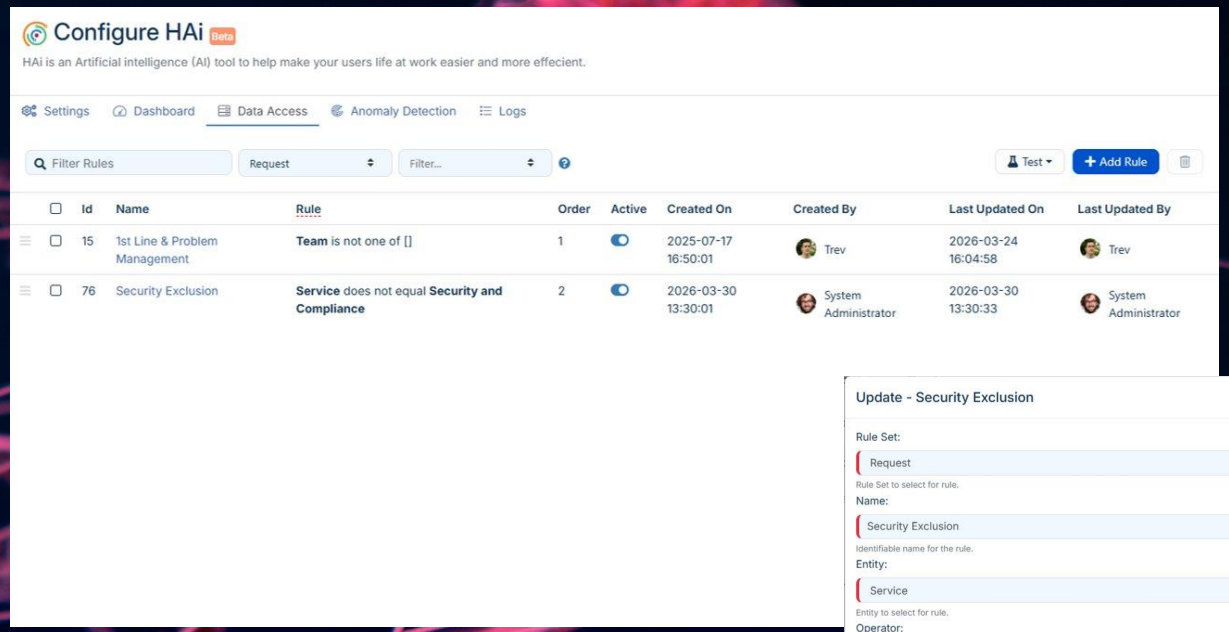
Data Governance – HAi Control (P2-A-F3)

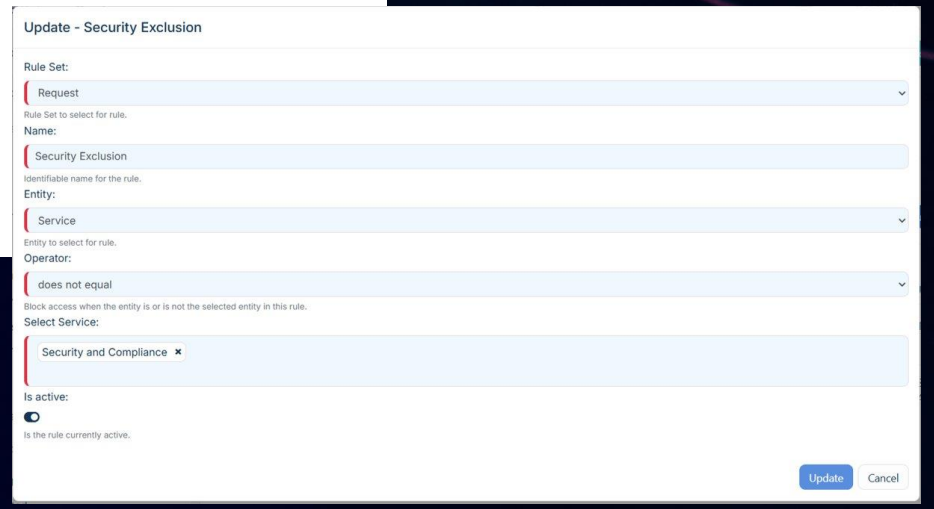
Aurex Release

Role-Based Access Control (RBAC) limits who can access data used by or generated through AI based on their role.

Least Privilege Principle ensures access only to the minimum data necessary to perform their function. Data access can vary by time, location, or device type.

GA H1 2026





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Byblos Release

External knowledge, increased Human in Loop Automation and Deflection tracking enabling CSI.

Beta Q3 2026
GA H2 2026



External Knowledge (P2-C-F3)
Human In Loop Automation (P2-C-F4)
Enterprise Pattern Matching (P2-C-F4)
Enhanced Reporting - Deflection Dashboard (P2-C-F7)
Enhanced Reporting – CSI (P2-C-F7)

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HORNBILL

Futures Steering

Invitation to join our series of Futures Steering Discussions @ Consultancy Clinic & Connect Event

From H2 2026

Agent & User Experience

Futures

Zero Ticket
Agentic as Channel of Choice
Agentic Intercept
End User Designed Service
Mass Personalisation
Agents as Service Designer
Video Knowledge Generation

Agent Efficiency

Futures

Zero Ticket
Micro Teams
Human in the loop
Agentic as Manager
Agentic Intercept
Natural Language Reporting
AI Service Orchestration Design
AI Dynamic Orchestration
Agents as Service Designer
Service Demand Forecasting
Best Practice Content Process Packs

Agent Deflection

Futures

Zero Ticket
Agentic Lifecycling
Intelligent Triage & Dynamic Routing
Proactive Knowledgebase Integration
Knowledge – Match Media

Data Improvement

Futures

Zero Data (AZR)
Frameworks
Autonomous Data Enhancement
6 Sigma Agent Accuracy
Zero Privilege Overreach

Academy & Docs

Futures

AI Literacy Certification
Specialised certification focusing on AI literacy and prompt engineering to empower Analysts in an automated environment.

Community-Led Learning
Launching four flagship Connect events for 2026. A collaborative forum designed to bridge the gap between product capability and real-world application

Advisory Services

Futures

Project 10:
Clinics / Workshops, Embeds
Futures Steering:
Zero Ticket, Human Loop / Handoffs, Auto Knowledge, Omnichannel Experience, Service Evolution
Agentic Adoption:
- HAi Pilot Coaching,
- POCs: Data, Auto Knowledge Creation

Content Packs

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HORNBILL

Branding Structure and Definitions

HAi	Hornbill AI suite of capabilities
HAi Assist	Generative functionality to improve Agent Efficiency to resolve tickets more easily
HAi Insights	Agentic capability enabling natural language interactions to improve agent experience
HAi Control	Comprehensive Governance and Control Capabilities to ensure every AI interaction is secure, auditable & fully traceable across human and AI agents.
HAi Value Dashboard	Dynamic reporting dashboard displaying value delivered by Agent Efficiency and Deflection
HAi Detection	Agentic Automated detection of Service Anomalies and Problems with fine tuning configurable via rules and event criteria
Ask HAi?	Prompt for Agents and Users inside Service Manager to start natural language service interaction
HAi Agent Assistant	Virtual Assistant available to Hornbill Service Agents
HAi User Assistant	Virtual Assistant available to end users via Hornbill Service Manager
HAi for MSCoPilot	Virtual Assistant leveraging MSCopilot
Flight Check	Data Analysis and Data Optimisation Consultancy Powered by HAi Labs and Delivered via Hornbill Professional Services.

HAi Releases

Foundation Release

Generative AI focused on Agent Efficiency to enhance both Agent and User's Service Experience.

GA H1 2025

Aurex Release

Conversational Service Interactions delivering shift left deflection, agentic first and best in class data governance.

GA H1 2026

Byblos Release

External knowledge, increased Human in Loop Automation and Deflection tracking enabling CSI.

Beta Q3 2026
GA H2 2026

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