



From oversight to optimization: The untapped potential of operational data management

Redefining scale, speed, and value with AI-driven managed services



The need for AI-driven managed services

While modernization has dominated enterprise agendas, global pressures are prompting a renewed focus on augmenting business-as-usual (BAU) data operations. Service desk automation, particularly at the data operations layer, enables organizations to sustain high-impact services and effectively support data and AI initiatives. By leveraging intelligent, adaptive Agentic AI systems, enterprises can reduce operational overhead, accelerate resolution times, and transition from reactive support to resilient, self-optimizing service delivery.

Worldwide economic turbulence is reshaping the enterprise landscape. The World Bank projects 2025 global GDP growth will reach just 2.3%, the weakest performance in 17 years outside of recessions. Leading tech industry analysts such as Forrester, Gartner, and IDC have reduced 2025 growth projections for the IT sector several times since tariff issues emerged earlier this year. At the same time, U.S. technology companies face intensifying talent shortages, as H-1B visa denial rates climb and immigration pathways constrict, threatening innovation in AI, climate tech, and cybersecurity.

Modernization will lead the way toward optimizing costs and overcoming staff shortages, with managed services optimization being a critical element of success. For enterprise leaders, rapid opportunities for adding value hide beneath the surface: operational data management — particularly at the service desk level — is often overlooked, yet ripe for optimization.

While it rarely grabs headlines, this layer remains under-automated, under-optimized, and under-discussed. This is because most legacy managed services frameworks are failing to keep pace. Critical failures are flagged only after service-level agreement (SLA) breaches, routed inefficiently, and resolved through brittle, manual interventions. Job prioritization lacks intelligence. Audits are slow and error prone. Tickets bounce between teams while L2/L3 engineers burn cycles on repetitive pipeline issues that teach the system nothing. Root causes live in spreadsheets and human memory. Approvals stall. Feedback loops don't exist.

This isn't just an operational nuisance, it's a strategic liability.

Unlike large-scale modernization initiatives, however, optimizing data managed services delivery — especially through the latest in the field of AI — offers measurable cost savings via automation and augmentation, faster resolution times, and improved resilience without the heavy lift or budget strain of enterprise-wide modernization initiatives.

Persistent sees this moment clearly. The path forward isn't more dashboards or faster scripts. It's a fundamental shift from reactive support to autonomous, intelligent data operations, where every incident becomes an opportunity to learn, adapt, and accelerate.

Best practices for optimizing managed services delivery

As enterprises seek to optimize costs without sacrificing resilience, a new class of Agentic AI based solutions is reshaping data managed services delivery. This is a modular system of autonomous and semi-autonomous, task-specific agents designed to collaborate, adapt, and learn in real time to automate routine operations. Unlike traditional automation,

Agentic AI doesn't just execute predefined tasks, it augments human operators with contextual recommendations, proactively detects issues to reduce risk, and continuously improves outcomes through self-learning feedback loops while working alongside humans-in-the-loop.



Change management: Evolving SOPs with agentic learning

Agentic AI doesn't just execute; it learns and it defers to humans. As agents triage tickets and resolve analytics incidents, SOPs and data playbooks evolve dynamically through feedback loops. Role training and playbook hardening ensure operators stay aligned with agent behavior, while integrated workflows keep stakeholders informed as automation maturity grows. Finally, ROI is visible from Day Zero with human work being augmented in specific manners by Agentic AI and the benefits tracked in a quantified manner.

In AI-driven data managed services environments, specialized AI agents can automate core operational functions: pipeline monitoring, ticket creation and resolution, adherence to standard operating procedures (SOPs) and data playbooks, and enforcement of data quality, governance, and compliance standards. These agents enable proactive issue detection, rapid triaging, and intelligent remediation to reduce incident volumes, accelerate mean time to resolution (MTTR), and improve SLA performance.

For example, schema-drift ticket auto triage agents can detect and classify database anomalies in real time, automatically route them to the appropriate resolution path, and even pre-fill remediation steps

based on historical patterns, eliminating manual handoffs to significantly reduce resolution time. Similarly, L2/L3 support tasks such as pipeline log correlation, root cause analysis, and SOP enforcement can be offloaded to intelligent agents that continuously learn from incident history and operator feedback, freeing senior engineers to focus on more strategic and rewarding work.

Agentic AI systems also scale seamlessly with evolving business needs, reducing operational overhead while optimizing uptime and enhancing service delivery. With adaptive workflows and continuous optimization, they transform data managed services from reactive support into a strategic engine for resilience, agility, and business value.

The potential outcomes of intelligent data managed services delivery

Transitioning to intelligent, AI-driven managed services unlocks measurable and strategic value across the enterprise. Some of the expected benefits includes:

Technical Benefit	Business Benefit
Up to 60% of data service requests eliminated through automated resolution	Reduced operational overhead and faster time to value, freeing support teams to focus on high-impact issues and strategic initiatives
Up to 30% of incidents averted with predictive insights and proactive management	Minimized downtime and reputational risk, enabling more consistent customer experiences and protecting revenue streams
Improved SLA response and resolution times with fast, automated actions	Strengthened customer trust and retention, with measurable gains in service reliability and contractual compliance
Improved system availability and reliability through continuous monitoring and optimization	Higher productivity and business continuity, ensuring critical operations remain uninterrupted and scalable
Accelerated root cause analysis and resolution with intelligent, automated solutions	Agile problem management, reducing churn, improving cross-team collaboration, and shortening recovery cycles
Enhanced scalability to meet growing business demands	Future-proofed infrastructure and cost-efficient growth for seamless expansion without compromising performance or service quality



Measurement framework: From metrics to meaning

To drive continuous improvement, organizations must define clear baselines and targets across service-level indicators (SLIs) and objectives (SLOs). Common metrics include mean time to detect (MTTD), MTTR, first contact resolution (FCR), uptime, and change failure rate — alongside precision and recall for classification agents. A cadence-driven review process ensures alignment with business outcomes.

The future of service delivery starts here

The next evolution in data service delivery isn't about replacing human operators, it's about augmenting them with intelligent agents that collaborate, escalate when needed, and improve with every interaction.

To truly unlock the value of AI in data managed services, enterprises need more than automation — they need a transformative, AI-driven operations framework that transitions service organizations from reactive, manual processes to proactive, autonomous, and intelligent data operations.

This requires a solution that is flexible by design: Modular, expandable, and grounded in operational reality. One that embeds human oversight from the start, ensuring risk management and AI safety are not afterthoughts but foundational design principles. It must integrate seamlessly with critical enterprise ecosystems and evolve alongside business needs.

That's where Persistent's iAURA Agentic Data Managed Services stands apart. Built on 35 years of experience across diverse support scenarios and powered by partnerships with leading data and AI platforms, iAURA delivers a transformative framework for proactive, autonomous operations. Organizations

can start small, deploy a subset of agents, and expand incrementally as confidence and value grow. Every ticket, incident, and action feeds a continuous learning loop, improving model accuracy and decision quality over time.

With iAURA, enterprises gain faster resolution and lower overhead with a resilient, intelligent service layer that scales with them, learns with them, and delivers measurable business impact. Crucially, iAURA is engineered for secure, enterprise-grade integration from Day One. Its agentic architecture connects natively with enterprise ecosystems like Databricks, Snowflake, AWS, Microsoft Azure, Google Cloud, and ServiceNow — enabling real-time data exchange, policy enforcement, and seamless orchestration across hybrid environments. Built-in safeguards mean AI safety, data governance, and human-in-the-loop oversight are not bolted on but embedded into every workflow. Whether automating schema-drift ticket triage or offloading L2/L3 tasks, iAURA maintains strict adherence to enterprise security protocols while continuously adapting to evolving operational demands.



Scope boundaries: Where human judgment remains essential

Even the most advanced Agentic AI systems have limits. Tasks involving high-stakes judgment — such as changes in the databases / schemas — remain human-led by design. Clear boundaries preserve safety, compliance, and trust, especially in edge cases where automation ROI is lower or risk is elevated.

Make the shift: AI-driven service delivery is within reach

Integrating iAURA Agentic AI into data managed services empowers organizations to optimize legacy environments without the disruption of full-scale modernization. By automating routine operations, reducing risk, and continuously learning from every incident, iAURA turns AI from a tactical tool into a strategic enabler of intelligent data operations.

For decision-makers, the imperative is clear: Don't wait for large-scale modernization to unlock value. Start where impact is immediate: At the operational core. Deploy Agentic AI to drive measurable gains in uptime, responsiveness, and cost efficiency. With iAURA, the path to autonomous, resilient service delivery is actionable today.

Make your operations AI-ready — Learn how Persistent's AI Readiness framework and accelerators enable governed adoption and enterprise-grade reliability.

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About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 25,000 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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