40% Faster Resolution. 50% Lower TCO: Modernizing AMS for Tech Enterprises

How Brillio's AI-Led Framework Improves
Support Velocity, Reduces Operational Cost,
and Drives Scalable Customer Experiences

brillio

Why Traditional AMS Falls Short in Fast-Scaling SaaS Environments

For today's SaaS tech enterprises, performance issues aren't just operational - they're commercial. A slow load time, misfired upgrade, or delayed ticket response can drive churn, reduce LTV, or trigger reputational risk. As platforms scale across geographies and products, the pressure to minimize downtime while optimizing engagement and support costs has never been greater.

Yet despite widespread investment in observability and AI, many tech firms still operate with fragmented systems, reactive operations, and siloed tooling. Insights often fail to reach the right teams in time, and issue resolution depends too heavily on manual effort, impacting both support quality and speed.

Meeting this challenge requires more than smarter monitoring. It demands an AI-led AMS approach that fuses telemetry, automation, and persona-aware intelligence, delivering real-time insight, predictive triaging, and adaptive support across the SaaS lifecycle.

In SaaS and tech-driven businesses, downtime isn't just a system failure, it's a revenue leak. AMS must evolve from a support function into a growth enabler.

Brillio's Value Proposition:
AMS Designed for SaaS Scale

Brillio redefines AMS for the tech ecosystem by embedding GenAI, intelligent observability, and self-healing automation directly into the core of support and operational workflows. From resolving billing errors and API failures to enabling predictive engagement insights, we help SaaS teams streamline support, improve uptime, and scale with confidence.

Our tool-agnostic foundation preserves existing investments in platforms like ServiceNow, Datadog, and AppDynamics, while dramatically improving time to resolution and customer impact metrics. Key components include:

Tool-Agnostic Architecture – Integrates seamlessly with CRMs, cloud platforms, observability tools, and billing systems, avoiding vendor lock-in and reducing TCO by up to 50%.

Integrated AI Engine – Trained on SaaS-specific telemetry, usage patterns, and ops data to drive real-time anomaly detection, automated RCA, and incident resolution, cutting resolution time by ~35%.

Persona-Based Intelligence – Dashboards tailored for support leaders, product teams, and engineering ops deliver real-time visibility into issue volumes, feature adoption, and system health, accelerating insight-to-action.

Agentic AI Capabilities – GenAI bots autonomously triage and resolve subscription errors, billing anomalies, or user-reported issues, while executing SOPs and playbooks, boosting productivity by up to 40% and enabling predictive support.

Brillio's AI-powered AMS framework helps tech organizations unlock speed, lower cost, and support agility without replatforming or vendor lock-in.

Brillio's Capabilities:
Purpose-Built for Tech-First, Subscription-Driven Enterprises

Brillio enables SaaS providers to move beyond reactive operations by embedding intelligence, automation, and observability into the heart of application maintenance. Through GenAI-powered bots, dynamic segmentation, and industry leading modular orchestration, our AMS solution empowers technology enterprises to reduce complexity, optimize recurring revenue workflows, and personalize user engagement across product lines.

Designed for fast-scaling SaaS organizations, our AMS capabilities unify operational telemetry, AI-driven business logic, and role-based insights into a seamless service backbone that accelerates value delivery without adding tech debt.

From churn prevention to real-time monetization, Brillio's AMS brings observability, automation, and GenAI into SaaS operations, turning IT from a reactive engine into a product growth accelerator.

Predictive Churn Management
Through AI-Driven Engagement Insights

Brillio leverages machine learning to track real-time product usage trends, behavioral signals, and user sentiment extracted from logs, support interactions, and telemetry data. These insights feed into persona-based dashboards tailored for CX, product, and support teams, enabling them to identify churn risk before it materializes.

GenAI models surface disengagement patterns – such as feature underuse, dropped sessions, or long support resolution times – and recommend targeted outreach or product adjustments. 3rd party orchestration layer automates the necessary integrations to trigger in-app nudges, retention workflows, or support interventions, improving retention and reducing lifetime revenue leakage.

Identify at-risk users before they disengage using GenAI to analyze feature usage, feedback loops, and digital signals in real-time.

AI-Powered Upsell and Cross-Sell Targeting

Driving expansion in SaaS requires precision targeting. Brillio's AMS integrates dynamic segmentation models with telemetry from feature usage, licensing events, and product navigation to identify upsell and cross-sell opportunities across the user base.
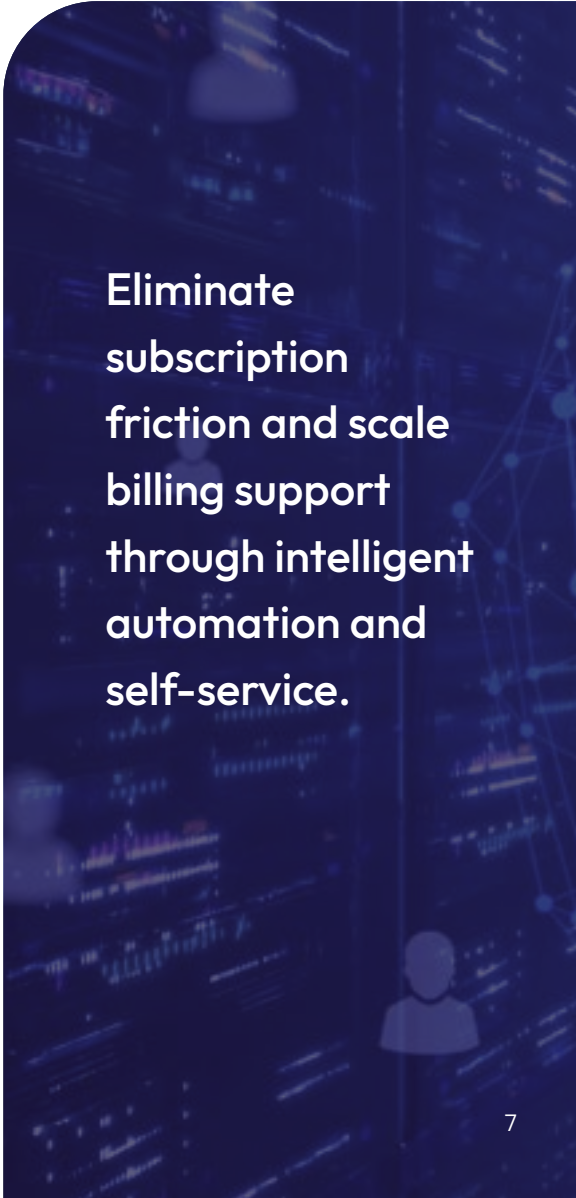
Using standardized microservices framework, we enable real-time activation of these insights across CRM, billing, and marketing systems, triggering personalized offers based on in-product behaviors or adoption milestones. GenAI agents can even suggest next-best actions to sales teams or auto-adjust upgrade flows to align with user maturity, maximizing LTV without disrupting the experience.

Surface the right offer, at the right moment, powered by real-time segmentation and usage-driven insights.

Autonomous Subscription
Operations with Agentic AI

Billing errors, account provisioning delays, and manual plan changes are some of the most frequent friction points in SaaS. Brillio resolves this by embedding agentic AI into core AMS workflows - bots that automatically triage billing inquiries, detect subscription anomalies, and execute backend tasks like account upgrades or license adjustments.

Natural language interfaces enable users to self-serve routine requests - such as "cancel plan," "add seats," "get invoice" – while automation workflows handle fulfillment securely. This not only reduces operational load on support and billing teams but also improves time to resolution and user satisfaction.

Eliminate subscription friction and scale billing support through intelligent automation and self-service.

Usage Anomaly Detection and Proactive Alerting

Brillio integrates observability tools and predictive intelligence to monitor consumption spikes, atypical API usage, or regional access disruptions. These signals are correlated across systems using industry standard event processing capabilities, surfacing actionable alerts for DevOps and support teams.

GenAI-powered root cause analysis bots explain anomalies in plain language, flagging misconfigurations, sudden load shifts, or potential abuse. This proactive posture helps prevent revenue leakage, ensures uptime, and keeps internal teams ahead of the curve.

Stop reacting to outages. Start preventing them with predictive anomaly detection and context-rich RCA.

Continuous Pricing Optimization
with Reinforcement Learning

Pricing in SaaS is never static. Brillio applies reinforcement learning to simulate customer behavior under different price points, usage tiers, or plan configurations. By analyzing user interaction history and lifecycle velocity, our models recommend adjustments that drive conversions and improve monetization efficiency.

These simulations are plugged directly into experimentation frameworks using our partner ecosystem driven integration layer, allowing product and finance teams to test new strategies in real-time, with minimal disruption and maximum revenue insight.

Refine pricing with confidence using learning models to test, adapt, and scale monetization strategies in real-time.

Unlocking Scalable Value
Through AI-Led AMS

In tech-first enterprises, uptime and feature delivery speed are table stakes - but sustained growth requires more. As SaaS platforms scale across products, markets, and user segments, enterprises must go beyond break-fix models to build adaptive, intelligent support frameworks that reduce churn, accelerate resolution, and monetize faster.

Brillio's AI-led AMS framework delivers measurable value across engineering, DevOps, CX, and operations. By embedding automation and self-healing into support queues, subscription management, and incident workflows, we reduce manual overhead and empower teams to focus on innovation and user impact.

Our tool-agnostic foundation integrates seamlessly with CRMs, observability platforms, billing engines, and cloud-native stacks - preserving your ecosystem while lowering operational drag.

Whether it's resolving billing anomalies, surfacing churn risk, or enabling real-time product upgrades, Brillio's AMS repositions IT from a reactive cost center to a predictive, always-on engine for SaaS growth.

What Organizations Gain

- **Up to 40%** productivity boost via GenAI-powered issue triaging and SOP execution

- **Up to 30%** reduction in operational cost by streamlining support and engagement workflows

- **35% faster** incident resolution with automated root cause analysis

- **Up to 50% lower** TCO through tool-agnostic integration with billing, CRM, and observability systems

- **Increased retention & LTV** through predictive churn detection and upsell automation

- **Real-time,** persona-based dashboards tailored to support leaders, product teams, and engineering ops

From 40% productivity gains to 50% lower TCO, Brillio's AI-led AMS turns tech infrastructure into a proactive growth engine, boosting support velocity, retention, and operational scalability.

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise. Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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