40% Faster Resolution. 50% Lower TCO:

Evolving AMS for Cloud-Native Enterprises

How Brillio's GenAI-Led AMS Framework
Accelerates Product Uptime, Reduces
Operational Overhead, and Powers Scalable
Customer Retention

brillio

Why Traditional AMS Falls Short for Cloud-Native and SaaS Enterprises

For modern SaaS and digital-native firms, every second of platform latency, delayed rollout, or missed incident response directly affects churn, user satisfaction, and growth metrics like LTV. As products scale across geographies and customer segments, operational continuity becomes inseparable from commercial performance.

Yet despite investments in observability and AI, most organizations remain hindered by fragmented systems, siloed telemetry, and manual triaging. Critical signals fail to convert into timely actions, placing strain on support functions and slowing engineering velocity.

Overcoming this challenge requires more than automated monitoring. It demands an AI-powered AMS model - one that blends GenAI insights, real-time telemetry, and behavior-based engagement to optimize issue resolution, proactively reduce churn, and enhance platform uptime at scale.

In cloud-native environments, downtime isn't just a service lapse - it's a growth inhibitor. AMS must evolve from reactive support to a proactive engine for product reliability and customer retention.

Brillio's Value Proposition:
AMS Designed for Cloud-Native Scale

Brillio reimagines AMS for the modern tech stack by embedding intelligent observability, self-healing automation, and GenAI-driven insights into every layer of SaaS operations. From resolving subscription and billing issues to predicting feature disengagement, we help fast-scaling teams boost uptime, reduce churn, and deliver measurable customer impact.

Our platform-centric, tool-agnostic foundation integrates with systems like ServiceNow, AppDynamics, and Datadog, while drastically reducing resolution time and improving product stickiness. Core components include:

Tool-Agnostic Architecture – Seamlessly connects with CRMs, observability stacks, and billing platforms to avoid vendor lock-in and reduce TCO by up to 50%.

Integrated AI Engine – Uses SaaS-specific telemetry and usage patterns to drive real-time anomaly detection, automated RCA, and incident triage, accelerating resolution by 35%+.

Persona-Based Intelligence – Real-time dashboards for support, engineering, and product teams highlight key engagement metrics and enable faster prioritization.

Agentic AI Capabilities – GenAI bots autonomously resolve errors and anomalies, execute SOPs and playbooks, and increase support productivity by up to 40%.

Brillio's GenAI-powered AMS enables cloud-native firms to drive speed, reduce operational costs, and improve support agility - without replatforming or vendor lock-in.

Brillio's Capabilities:
Built for Cloud-Native, Subscription-Driven Enterprises

Brillio empowers cloud-native firms to move beyond reactive IT by embedding GenAI intelligence, persona-aware telemetry, and automation directly into the application lifecycle. Through predictive insights, AI-powered bots, and modular orchestration, our AMS solution helps reduce complexity, streamline recurring revenue workflows, and personalize engagement across product tiers.

Purpose-built for high-growth SaaS environments, Brillio's AMS unifies observability, behavior-based triggers, and subscription analytics into a seamless foundation - driving uptime, agility, and value delivery without increasing tech debt.

From churn prediction to revenue optimization, Brillio's AMS infuses GenAI, telemetry, and automation into cloud-native operations, transforming AMS from a reactive function into a strategic product enablement layer.

Predictive Churn Management
Powered by GenAI Engagement Insights

Brillio's AMS solution helps cloud-native firms minimize churn by embedding GenAI-driven engagement intelligence into everyday product operations. By analyzing real-time digital signals - such as feature adoption, sentiment shifts, and usage frequency - we equip product, CX, and support teams to detect early signs of disengagement.

These insights flow into persona-based dashboards tailored to different business functions, enabling proactive action before user drop-off occurs. GenAI models highlight churn drivers like underused features, long ticket resolution times, or abandoned sessions, and trigger targeted workflows such as in-app nudges, dynamic re-engagement campaigns, or service-tier adjustments.

Paired with 3rd-party orchestration, Brillio's approach drives smarter retention while reducing revenue leakage and improving lifetime value - without slowing down product evolution.

Anticipate churn before it happens - using GenAI to decode behavior patterns, usage drops, and session signals in real-time.

AI-Powered Upsell and Cross-Sell Targeting

Revenue expansion in cloud-native businesses depends on surfacing personalized offers without disrupting the user journey. Brillio's AMS uses GenAI-driven segmentation and telemetry from feature usage, product navigation, and licensing events to dynamically identify upsell and cross-sell opportunities.
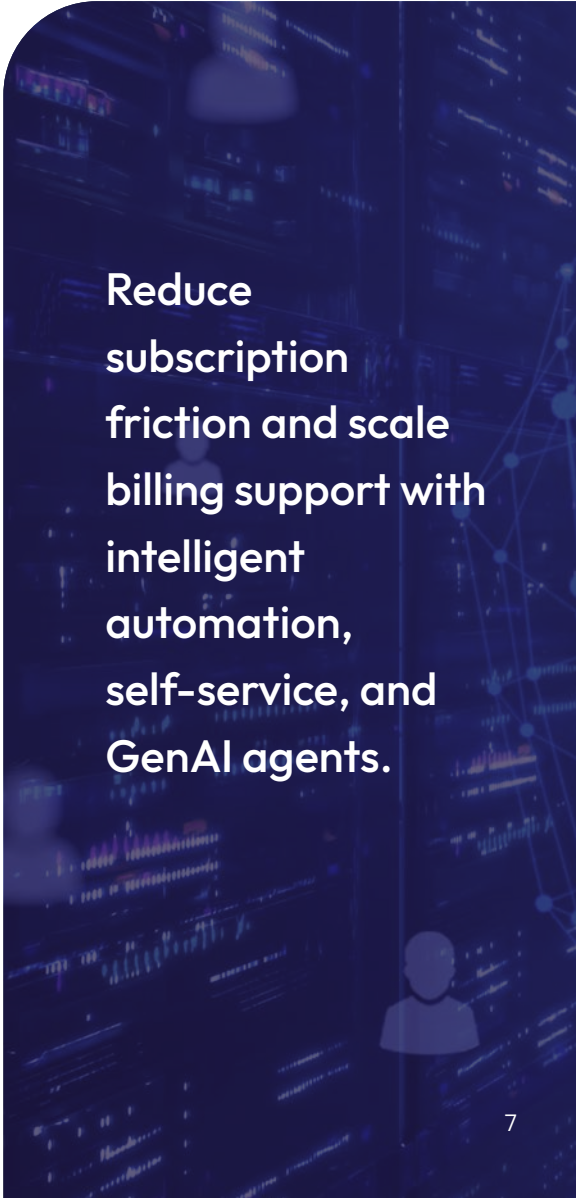
Built on a microservices-based foundation, our AMS activates these insights across CRM, billing, and marketing ecosystems - triggering context-aware actions based on in-app behaviors, adoption patterns, and account milestones. GenAI agents can suggest next-best actions to sales teams or auto-adjust upgrade flows, driving higher LTV while keeping the experience seamless.

Deliver the right offer at the right moment - powered by GenAI, real-time usage signals, and behavioral segmentation.

Autonomous Subscription Operations with Agentic AI

In cloud-native environments, billing errors, provisioning delays, and manual account changes are major friction points. Brillio eliminates these inefficiencies by embedding agentic AI into AMS workflows - enabling bots to triage subscription inquiries, detect anomalies, and autonomously manage backend operations like license adjustments and plan upgrades.

Natural language interfaces let users self-serve common requests such as "cancel plan," "add seats," or "download invoice," while secure automation workflows handle fulfillment in the background. This reduces operational overhead on support teams, shortens resolution times, and enhances customer satisfaction - without adding complexity.

Reduce subscription friction and scale billing support with intelligent automation, self-service, and GenAI agents.

Usage Anomaly Detection and Proactive Alerting

Brillio's AMS integrates observability stacks and predictive intelligence to proactively detect API anomalies, usage spikes, and regional service disruptions before they affect customers. These signals are correlated across cloud systems using event-driven architecture to surface actionable insights for DevOps and support teams.

GenAI-powered root cause analysis bots provide plain-language explanations of anomalies, highlighting misconfigurations, unusual load behaviors, or potential abuse. This proactive stance minimizes downtime, mitigates revenue risk, and keeps cloud-native teams operating ahead of the curve.

Don't just react to outages - prevent them with **predictive anomaly detection and explainable AI-powered RCA.**

Continuous Pricing Optimization with Reinforcement Learning

In SaaS and cloud-native businesses, pricing must evolve with user behavior. Brillio's AMS applies reinforcement learning to test how customers respond to different pricing tiers, usage thresholds, and subscription models. By analyzing lifecycle signals and interaction histories, our GenAI models recommend dynamic pricing adjustments that boost conversions and optimize revenue flow.

These learnings feed directly into experimentation frameworks - enabling product and finance teams to validate new strategies in real time through a partner-integrated ecosystem layer. The result: monetization decisions grounded in intelligence, not guesswork, with minimal operational disruption.

Adapt pricing strategies in real time – using learning models to simulate behavior, maximize LTV, and drive monetization outcomes.

Unlocking Scalable Value Through AI-Led AMS

In cloud-native environments, speed alone isn't enough - sustained growth requires adaptive infrastructure that scales with products, customers, and usage patterns. Brillio's AMS delivers this by embedding GenAI, automation, and self-healing intelligence into every layer of the support and operations lifecycle.

Our framework unifies product, engineering, and CX workflows - detecting churn risk, resolving incidents faster, and enabling subscription intelligence without disrupting platform velocity. Seamlessly integrated with your observability stack, billing systems, and CRMs, Brillio's tool-agnostic AMS reduces operational drag while preserving your existing cloud-native investments.

Whether resolving billing anomalies, executing targeted outreach, or automating support workflows, Brillio repositions AMS from a reactive IT function to a strategic, always-on growth engine for SaaS success.

What Cloud-Native Organizations Gain

- **Up to 40%** boost in support productivity with GenAI-led triaging and SOP execution

- **30%+ reduction** in operational overhead through automated subscription workflows

- **35% faster** resolution with real-time anomaly detection and RCA

- **50% lower TCO** via seamless integration across billing, CRM, and observability

- **Higher retention** and LTV through AI-driven churn prediction and upsell orchestration

- **Persona-based** dashboards for real-time insights across product, support, and engineering

From 40% productivity gains to 50% lower TCO, Brillio's GenAI-led AMS transforms tech operations into a proactive engine for growth - enhancing uptime, retention, and operational agility at scale

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.

https://www.brillio.com/
Contact Us: info@brillio.com

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