



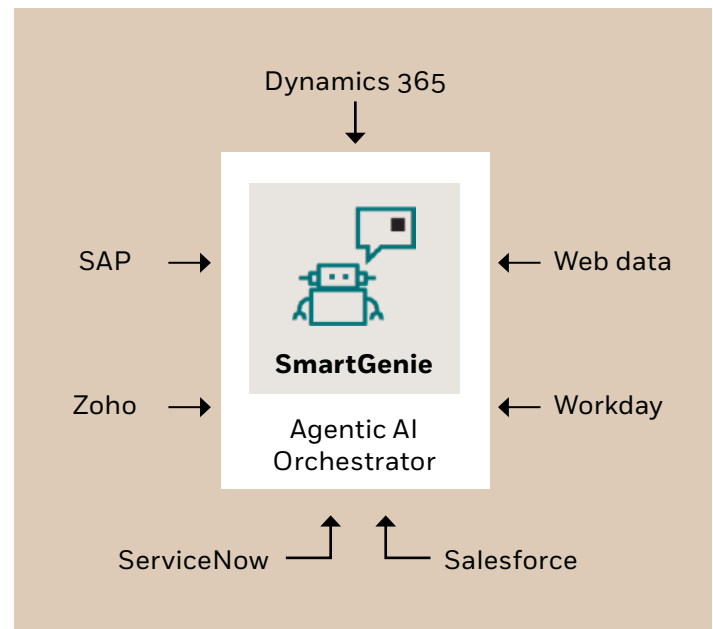
UST SmartGenie

Agentic AI orchestrator

UST SmartGenie combines LLM agents, GenAI, and automation, bringing intelligence and autonomy to business operations. From answering questions and automating workflows to making real-time decisions, SmartGenie empowers your workforce with on-demand AI assistance.

Domain-specific smart agents—such as report generators, contract analysts, or customer assistants—act as your digital workforce. Automation accelerates service delivery, while natural language interactions improve the user experience.

The SmartGenie platform integrates seamlessly with enterprise ERP, CRM, and ITSM environments used by customer service, technical support, HR, finance, and supply chain. Whether single agent tasks or multi-agent workflows, the SmartGenie establishes a central point of access for enterprise data and the application ecosystem.



Conversational AI

Knowledge Search

Structured Data
Query

Content Generation

Use cases for agentic AI are endless:

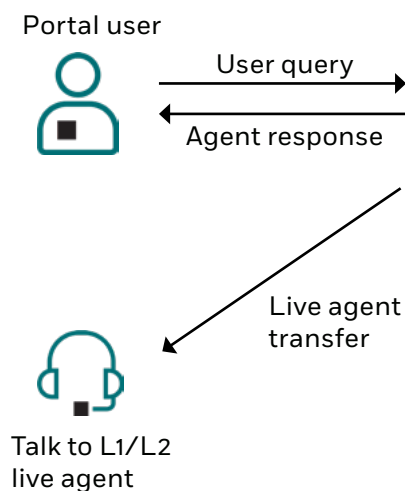
- Enhance customer support with a reliable, always-available AI assistant via phone—designed to efficiently handle complex customer service and technical support inquiries with accuracy and consistency.
- Improve every stage of the employee experience—from onboarding to retention—with an intelligent assistant trained in company policies and guidelines.
- Empower business analysts by translating natural language into SQL commands without any help from IT, directly querying structured data for analysis or data exploration.

Example: L0 support

In this example, the SmartGenie agent provides AI-driven self-serve support for users of a company portal, handling simple queries, guiding on processes, and reducing reliance on human support.

1. Intelligent responses are crafted through a knowledge search of relevant internal and external documents, user guides, and websites.
2. As the conversation progresses, the agent continues to search and synthesize data to troubleshoot issues or problems.
3. Leveraging SmartOps Automation, the agent takes action on behalf of the user to create a service ticket or update an existing case.
4. If an agent detects a need for escalation, the user is automatically transferred to a live agent for L1/L2 support.

L0 support model



SmartGenie Knowledge Search example

Guides, FAQs, webinars, maps

Government guidance and procedures

Relevant legislation and regulations

Internal policies and procedures

SmartOps Automation Stories

Raise a 'Case'

Update Case

ServiceNow

Build your own agentic workflows

An intuitive no-code/low-code build environment accelerates development, letting you visually create automation processes. The SmartGenie architecture is framework agnostic. You are free to use AutoGen, LangGraph, CrewAI, and others to build anything from simple to supervisor agents. The platform also provides:

- **Seamless integration:** SmartGenie integrates with Model Context Protocol (MCP) tools and secure Agent-to-Agent (A2A) processes to aid development of complex orchestrated workflows.
- **Reusable components:** Agents plug directly into business workflows created in UST's SmartOps intelligent automation platform.



SmartGenie Agent Marketplace

The SmartGenie marketplace accelerates adoption into the enterprise ecosystem, providing a growing library of pre-built agents using conversational AI, content generation, knowledge search, and structured data querying in natural language.

These adaptable AI models ease the burden of creating customized workflows for your unique data and tasks requirements. Here are some of the pre-built agents available from the SmartGenie marketplace:

Conversational AI	Knowledge search	Structured data query	Content generation
DocGenie Chatbot	Contract analyst	Utility bill query	SWOT generator
DocGenie Voice	HR policy agent	Healthcare plan enrollment data analyst	
	Bond analyst		

Conversational AI

DocGenie Chatbot: AI-powered information retrieval from any PDF or image. Ask questions via chat and get precise answers in seconds.

DocGenie Voice: The easiest way to interact with your data. Upload a PDF or image and use the multilingual voice prompt to make natural language queries.

Knowledge search

Contract Analyst: Instantly extract and analyze volumes of documents. Group hundreds of PDFs, such as contracts or legal texts, and then query them using a straightforward chat interface.

HR Policy Agent: Empower employees with instant answers to HR policy questions. No more searching through or cross-checking lengthy documents or intranet sites. Just ask in a chatbot to get clear, accurate responses in seconds.

Bond Analyst: Simplify bond research with AI-powered document analysis. Upload a bond prospectus and extract the required details without sifting through hundreds of pages of financial jargon.

Structured data query

Utility Bill Query: Have a Q&A session with your utility bill. Get immediate insights using natural language queries. The SmartGenie agent automatically generates SQL commands without any IT involvement.

Healthcare Plan Enrollment Data Analyst: No need to burden your IT team for analytics and reports. Non-technical users can use natural language queries and AI-powered SQL generation to converse with structured healthcare data.

Content generation

SWOT Generator: Generates a SWOT (strengths, weaknesses, opportunities, threats) report from customer or industry surveys. Simply upload your XLS results file and turn raw structured and unstructured survey datasets into strategic insights.

Find out more about SmartOps and SmartGenie



Since 1999, UST has partnered with the world's leading companies to create a powerful impact through transformation. Powered by technology, inspired by people, and guided by its purpose, UST collaborates with clients from design to operation. The company's digital solutions, proprietary platforms, engineering, R&D, products, and innovation ecosystem transform core challenges into disruptive, impactful solutions. With deep industry expertise and a future-ready mindset, UST infuses innovation and agility into its clients' organizations, delivering measurable value and lasting positive change for them, their customers, and communities worldwide. Together with 30,000+ employees in more than 30 countries, UST builds for boundless impact, touching billions of lives in the process.

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