REPLY VALOREM

NEXT BEST ACTION IQ

Role-Aware Agentic Intelligence That Monitors, Reasons, Hypothesizes, and Acts — Across Your Entire Business.

Microsoft Solutions Partner
Microsoft Cloud

Weeks
Time to first value

Zero
Rip-and-replace required

Compounding Scale
With every role data source added

Azure Native
Built on what you already own

THE SOLUTION

Next Best Action IQ is a modular intelligence layer — not a replacement platform. It connects to your existing tools via API, unifies your data through Microsoft Fabric, and uses Azure AI Foundry agents to monitor, reason, hypothesize, and act — without replacing anything you've already built.

THE CHALLENGE

Fragmented data
Signals across CRM, ERP, support, and ops with no unified view.

No contextual reasoning
Dashboards show what happened — not why or what to do next.

Role blindness
The same data means different things to every team — tools don't know that.

Insight without action
Recommendations never make it back into the systems where work gets done.

HOW IT WORKS

01 MONITOR
Fabric Data Agent unifies signals from all systems in real time.

02 DETECT
AI reasoning surfaces outliers and patterns before they escalate.

03 HYPOTHESIZE
Azure AI Foundry agents test the theory in your role context.

04 ACT
Approved actions flow back into your existing tools automatically.

BUILT ON MICROSOFT

- Microsoft Fabric · Fabric Data Agent · OneLake Azure AI
- Foundry · Azure OpenAI · Prompt Flow
- AI Search · Real-Time Intelligence · API Management

CORE CAPABILITIES

Role-Aware Intelligence
Every insight, chart, and recommendation is filtered through the lens of a specific role — Marketing, Engineering, Support, or C-Suite. The same data, surfaced differently for whoever is asking.

Hypothesis Engine
When a pattern is detected, Next Best Action IQ doesn't just flag it. It forms a testable hypothesis and lets your team — or an agent — validate and act on it using Azure AI Foundry.

Modular by Design
Connects to your existing tools via API. No migrations, no rip-and-replace. Actions flow back into Salesforce, ServiceNow, marketing platforms, and more.

Real-Time Signal Monitoring
Continuously monitors business signals across all connected systems. Outliers, trends, and risk patterns surface before they become problems.

Action-Ready Recommendations
Recommendations don't stop at the dashboard. Approved actions flow directly back into your existing tools — wherever work actually gets done.

Governed & Enterprise-Grade
Security, compliance, and data residency managed through Fabric's enterprise controls. Role-based access, audit trails, and governed semantic models built in.

ONE PLATFORM. EVERY TEAM.

- Marketing & Growth
- Engineering & Platform
- C-Suite & Leaders

Ready to see it in action?
Next Best Action IQ is an accelerator deployable in weeks— no migration, no disruption.

Kason Carter · Client Partner
k.carter@reply.com
www.valoremreply.com