



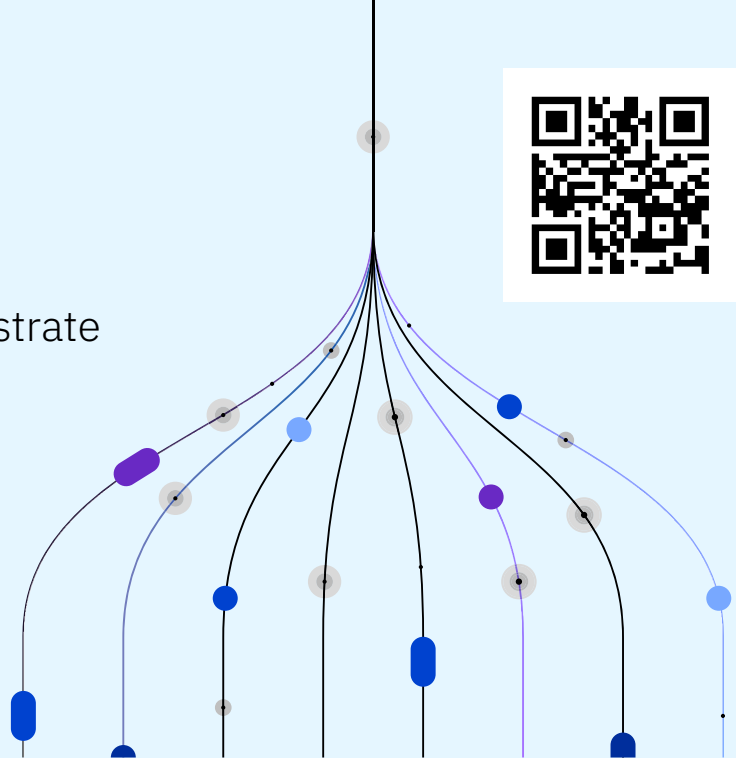
# Tech Jam

Business Automation & watsonx Orchestrate



EMEA Edition

May 5<sup>th</sup> - 7<sup>th</sup>, 2026



## Event Registration/Time

- Registration: [ibm.biz/ba-wxo-tech-jam-emea](https://ibm.biz/ba-wxo-tech-jam-emea)
- Date/time: May 5 - 7, 2026 9:00am - 5:00pm CEST (GMT+2)
- Location: IBM Campus Ehningen near Stuttgart, Germany
- Audience: Business Partners & IBMers

## Event Overview

The **Business Automation & watsonx Orchestrate Tech Jam** is a 3-day in-person event designed to immerse you in the latest advancements and hands-on experiences of IBM's Business Automation and watsonx Orchestrate (wxO) product set. This event will empower you with the skills and knowledge to harness AI in your business automation journey, using the Intelligent Client Onboarding scenario as the foundation for practical exercises.

### Key Highlights

- **Generative AI Integration:** Seamlessly incorporate Generative AI into your business processes with our updated Business Automation Workflow (BAW) capabilities.
- **Workflow Assistant:** Enhance your process and task interactions using our innovative Workflow Assistant, designed for an optimized user experience.
- **Content Services with Content Assistant:** Streamline document management with the new Content Assistant, a powerful tool for managing and querying your content assets.
- **wxO Agent Development Kit (ADK) and wxO Developer Edition:** Dive into creating and running autonomous agents with tools leveraging the wxO ADK and the wxO Developer Edition.

## Event Details

This 3-day in-person event will feature:

1. **Expert-led Sessions:** Gain insights from industry experts sharing their vision and roadmaps on AI-driven business automation
2. **Hands-on Labs:** Engage in practical exercises helping you create parts of an end-to-end Intelligent Client Onboarding scenario. Learn how to build applications using Business Automation Application (BAA), leverage Business Automation Workflow (BAW) for your business flow, design and expose your decisions with Automation Decision Services (ADS), manage content through Enterprise Content Services (ECM), classify and extract data from documents using Datacap and watsonx.ai, and automate the unintegratable manual tasks using Robotic Process Automation (RPA) before you get insight on your business with Business Automation Insights (BAI). All the while, employ Process Mining to refine and enhance your process.
3. **watsonx Orchestrate Capabilities:** Explore the power of watsonx Orchestrate as the single solution to orchestrate AI agents, assistants and workflows across your business.

### Product Focus

- Business Automation portfolio
- watsonx Orchestrate.

## Contact

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