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News article

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Waterstons partners with Amplify to help clients deploy secure, no-code AI agents at speed

We've launched a new partnership with Amplify - an enterprise-ready agentic AI platform that helps organisations securely support agentic AI adoption with the latest models from the likes of OpenAI, Anthropic and Google all within one platform.

You'll have heard the buzz around agentic AI recently. The idea with agents is giving smart AI models a job description and all-important context to solve real problems in your business. An agent with secure access to your CRM, ERP, reporting platform or even documents can do meaningful work and enable your people to do more.

Demand for practical AI adoption is accelerating, with many organisations struggling to keep up with their workforces' shadow adoption of AI with some reporting over half of their business using free tools without any oversight or business wide support.

Companies are making AI accessible, but are lagging behind when it comes to actually empowering their workforce on how to meaningfully use AI to achieve real value. Per user subscription services like Microsoft's Copilot are struggling to fill the gap as the value proposition doesn't stack up when rolled out over large organisations and you miss out on the power of cutting-edge AI models from other vendors.

Amplify offers a flexible alternative, a platform that acts as a hub for agentic AI – with a 'bring your own' model approach, you choose your large language models and pay only for what you use. In addition to sharing real world experience in developing practical and valuable agents across a range of enterprises.

James Bell, Associate Director – Digital at Waterstons, explained: "Our partnership with Amplify addresses two major challenges our clients face with AI. They want to adopt AI and develop agents to solve problems but lack the technical skills internally. Additionally, they need to better manage shadow IT and understand how their teams are using AI."

Through Amplify, clients can:

- Build and deploy AI agents with no code Enabling non-technical teams to create agents for specific business problems.
- Keep control of data and security Host the Amplify platform in your Azure tenant and control which AI models you use, letting you keep control of your data & manage security with existing Entra groups.
- Connect quickly & securely to core business systems Using built in connectors like MCP, Outlook, SharePoint and with Dynamic Context Memory, you can quickly & securely connect agents to your data. This is a game changer, allowing agents to become high-value tasks doers within your own business' environment.
- Choose the right model for the job The AI market is moving fast, you don't want to be stuck with an old "dumb" model, Amplify works on a "bring your own model" model, you choose which cutting edge models you use and get control of costs.
- Get a handle on shadow AI adoption Give your organisation a safe place to use cutting edge AI tools, centrally manage costs and get insights into adoption. Amplify gives you dashboards to understand uptake, the types of problems your people are solving and even estimates for productivity time savings the platform and built agents provide.

Andreas Cambitsis, CEO of Amplify AI said: "We're delighted to partner with Waterstons to help organisations turn AI ambition into secure, real-world outcomes. By combining Waterstons' deep expertise across digital, cyber security and business change with Amplify's no-code AI agent platform, clients can rapidly build and scale agents that connect to the systems they already rely on while keeping control of their data inside their own tenant. Together, we'll enable teams across the business to innovate faster, reduce risk, and realise value from AI much more quickly."

James continued: "Through the partnership, we can support clients through the full AI adoption journey, from identifying use cases and defining problem statements, to managing risk (including cyber and governance considerations), and delivering rapid proofs of concept. For more advanced requirements, we can also provide technical support around integrations and wider enablement."

To find out more about how we can support your AI journey from concept and strategy, to development and implementation, get in touch at ai@Waterstons.com