#Stechday2025BCN

Iberdrola

Scaling Enterprise AI: Our Journey with Agents at Iberdrola

Singularity TECHDAY 25

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Iberdrola

Mikel Escobar de Carlos

AI/ML Engineer

mescobar@iberdrola.es

Iñigo Gutierrez Narbaiza

Cloud Engineer

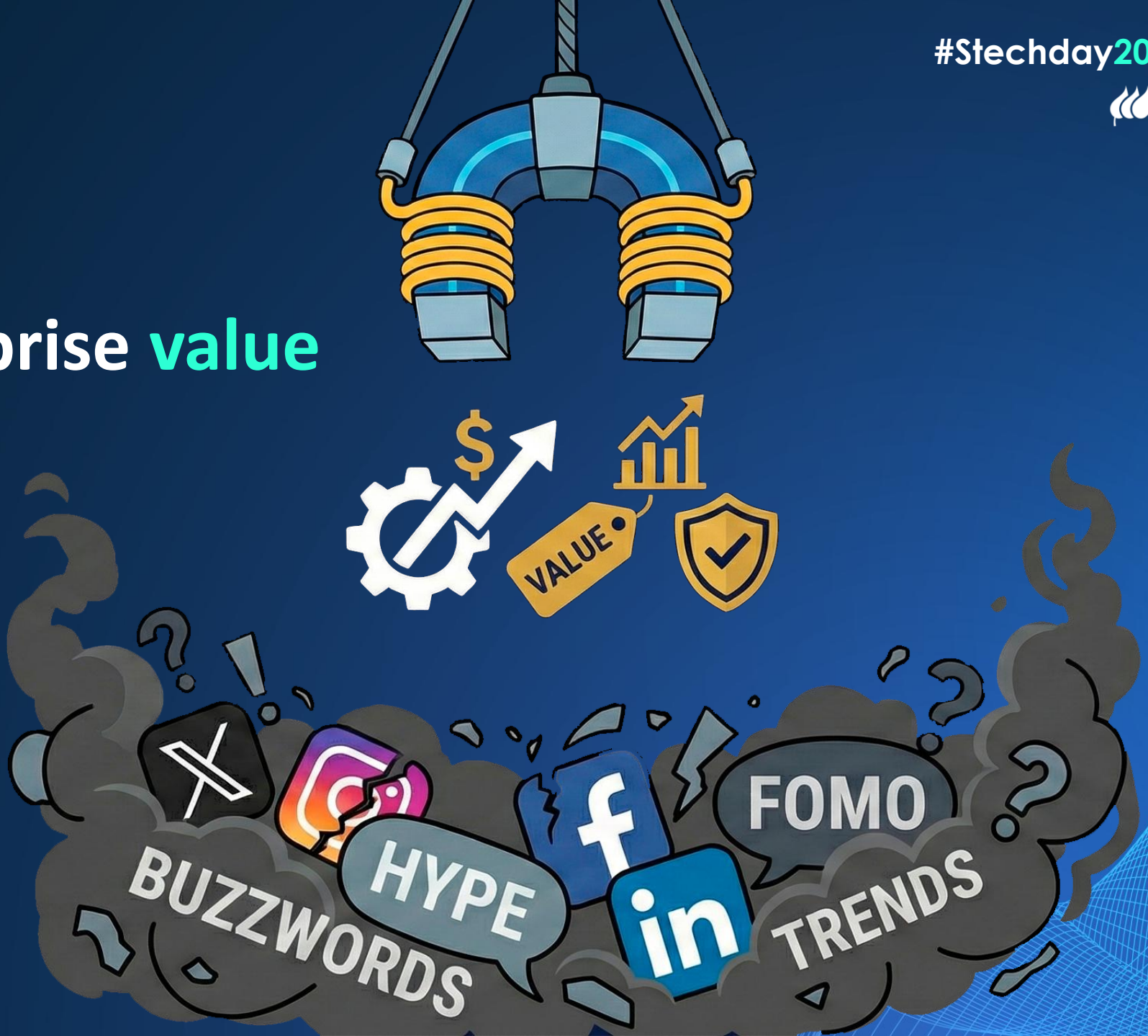
igutierrezn@iberdrola.es

99+
99+
Breaking News
99+
Gartner
99+
99+
You're Behind!
New AI Model!
99+

Hype vs Enterprise value

Hype vs Enterprise value

Hype vs Enterprise value



Direction > Speed

"Maturity and scale come when experiments turn into infrastructure"

The Fine-Tuning Trap

The early assumption

"To understand our business, the model needs to *be trained* on our business."

Reality check

- High cost
- Frozen knowledge
- Maintenance

Iberdrola's stance

Strategic patience: Research, test but don't commit

RAG is the new SQL

Decoupled Architecture
Intelligence separate from Data

Auditable
Source included and can be referenced

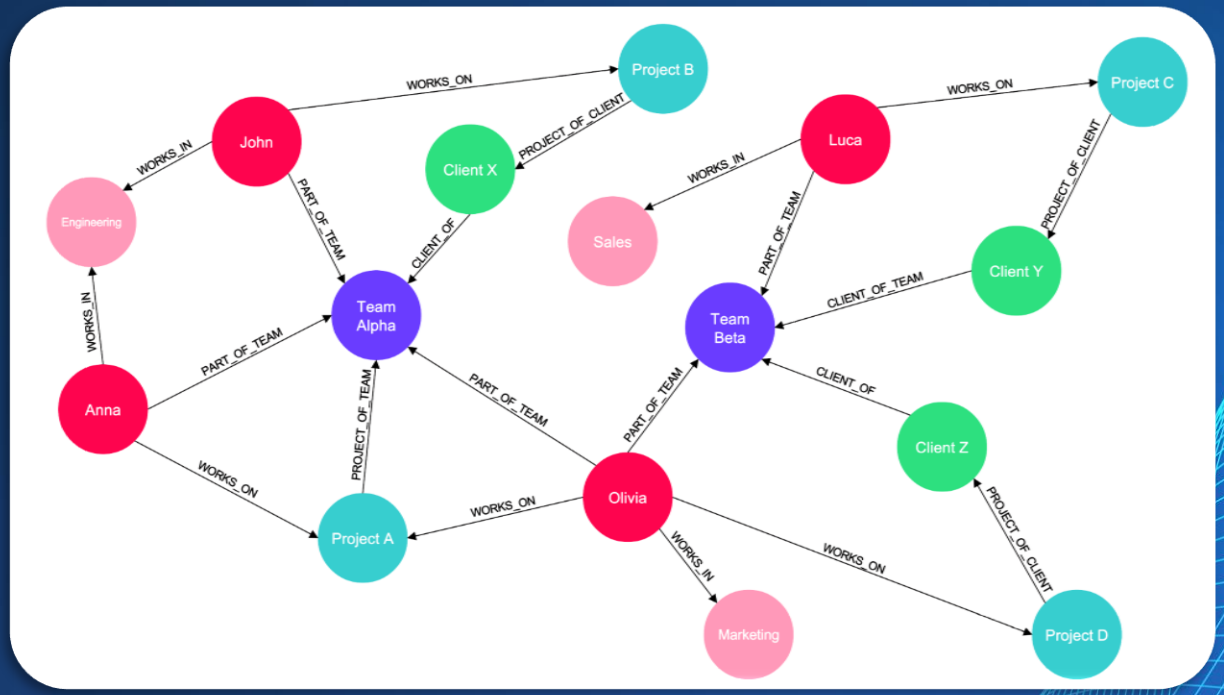
Real-Time
Instant knowledge updates

Cheap
Simple to implement and maintain

GraphRAG is...

Graph Retrieval-Augmented Generation enhances standard retrieval by structuring data into a Knowledge Graph:

- Structure: Extracts entities (People, Places, Concepts) and relationships.
- Traversal: Allows the LLM to "walk" the graph to find indirect connections.
- Global Context: Can generate summaries of entire datasets, not just retrieve chunks.



GraphRAG is… an overkill (for us)

Indexing cost

Extracting entities/relationships via LLM is slow & expensive.

Complexity

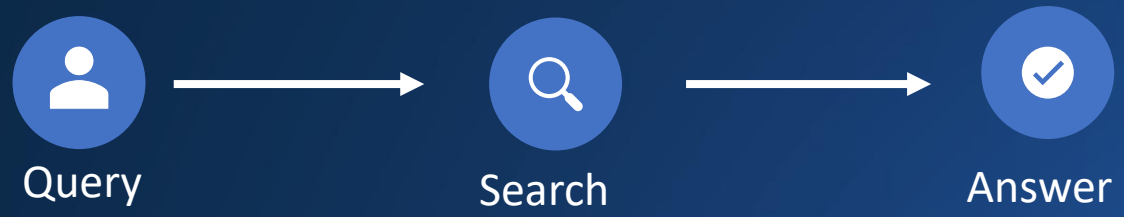
Requires specialized stack and talent, unlike the commoditized Vector DB ecosystem.

Latency

Too slow for real-time interaction

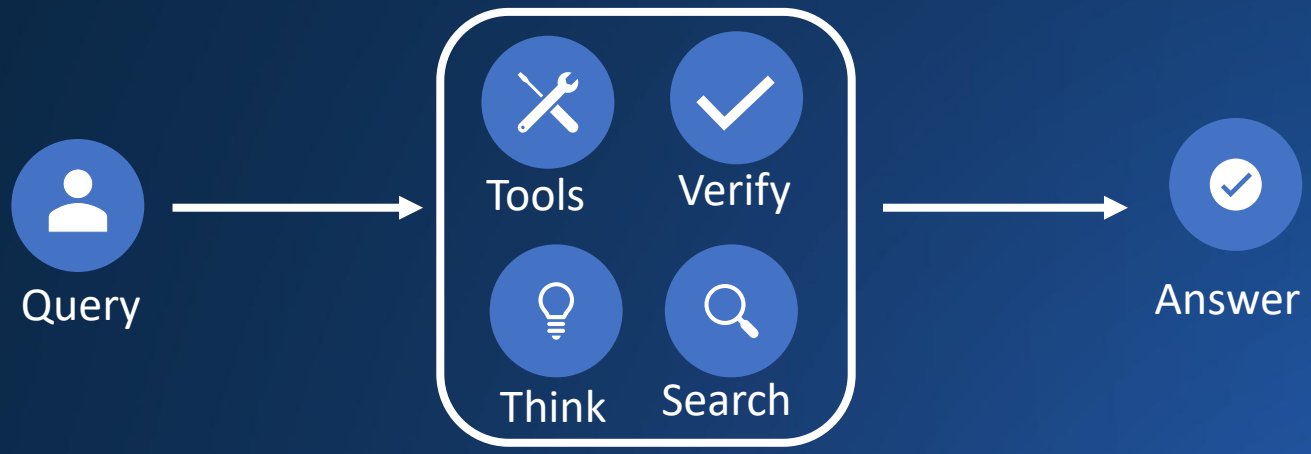
Our winners

Standard RAG



Our winners

Agentic RAG



RAG changed the way we retrieve information.
Now, it's time to act on it.

The eternal dilemma

Build complex

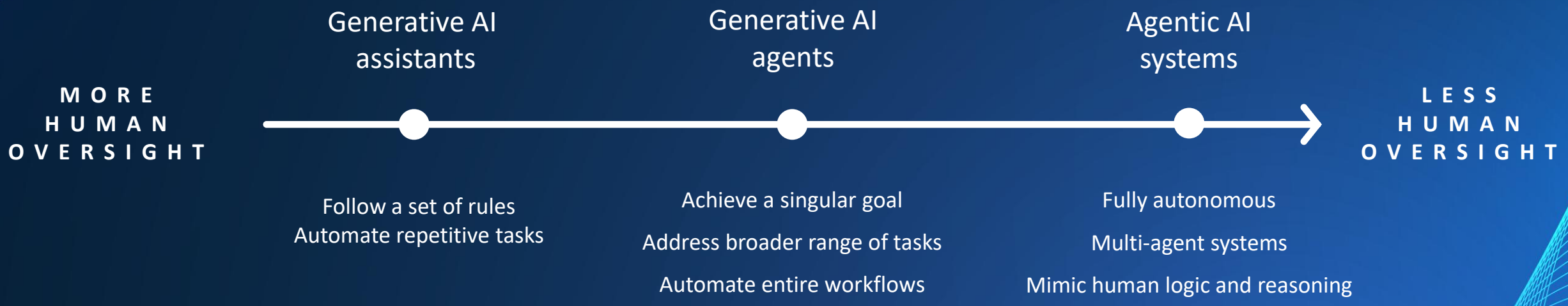
vs

.

Wait for scale

Agents

The evolution into Agentic AI



I need a refund for my last order

Assistant

Drafts & Suggests

Instantly searches the knowledge base for the refund policy and suggests a polite email response for the support agent to review and send.

Agent

Executes & Resolves

Connects to the CRM to verify eligibility, processes the refund directly in the payment system and emails the confirmation to the customer.

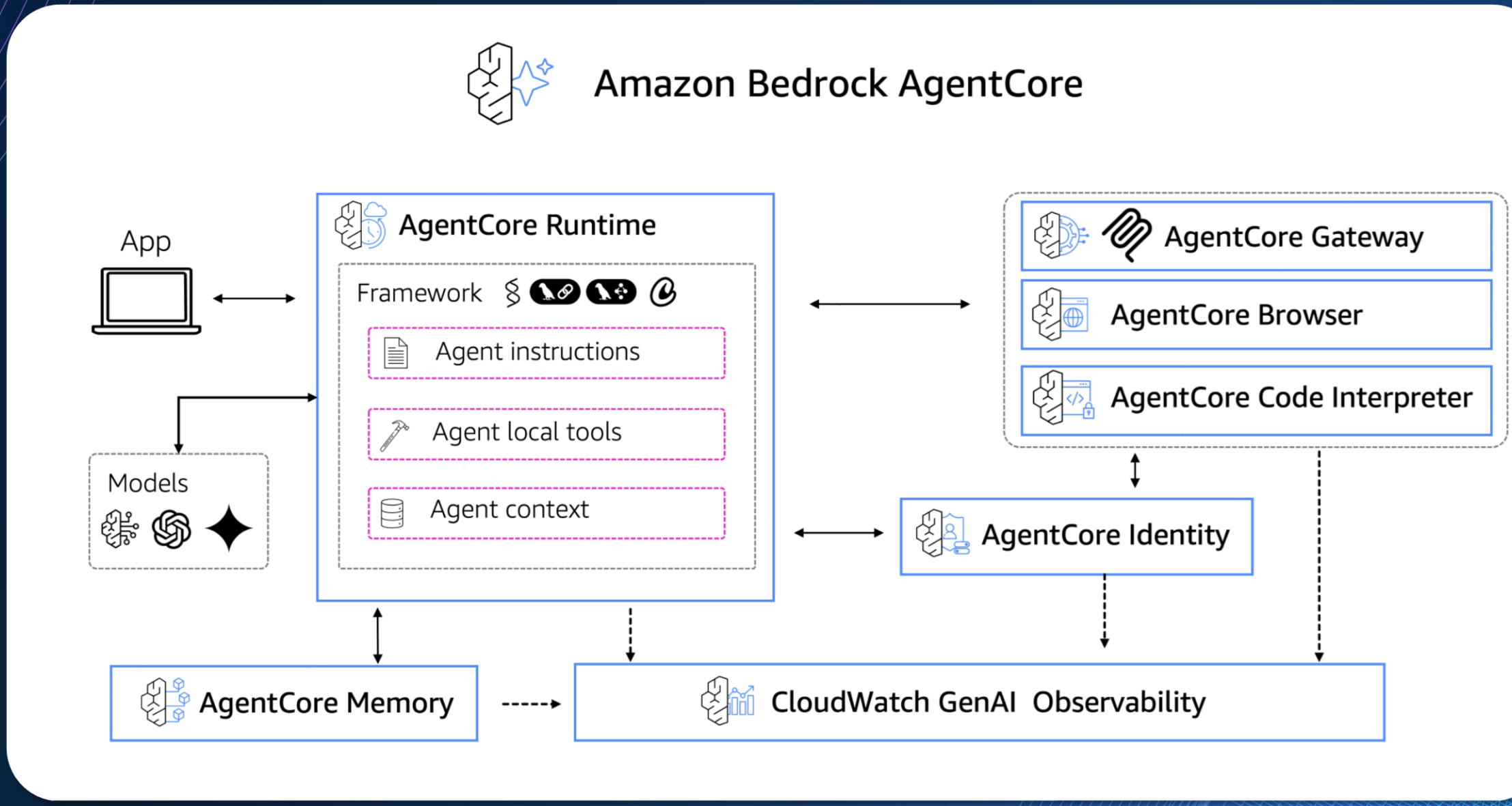
Foundations

Tools

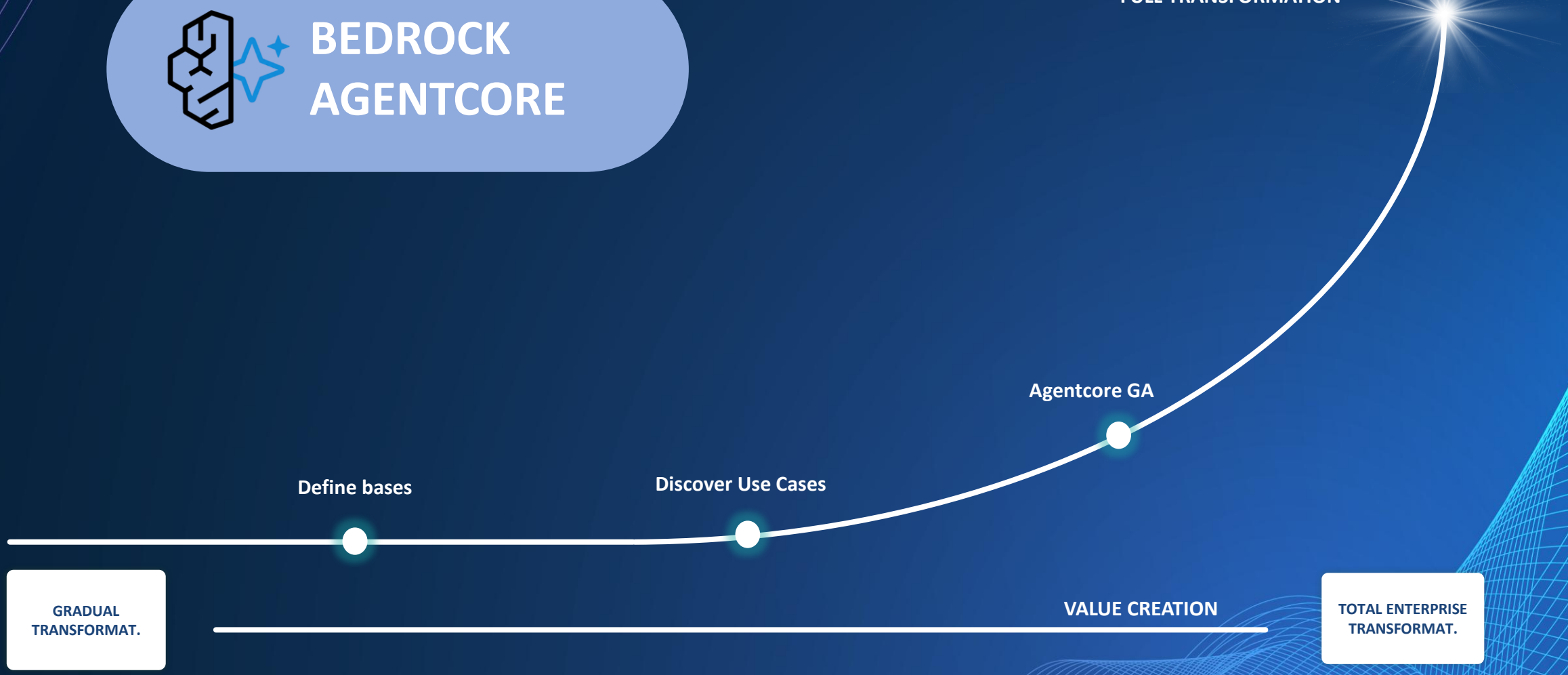
Memory

Identity

Governance


Amazon Bedrock AgentCore
App
AgentCore Runtime
Framework
Agent instructions
Agent local tools
Agent context
Models
AgentCore Gateway
AgentCore Browser
AgentCore Code Interpreter
AgentCore Identity
AgentCore Memory
CloudWatch GenAI Observability

BEDROCK AGENTCORE



Improving IT operations

01

Agent-supported change requests

ServiceNow-based change management agents polish requests drafts, ensuring accurate transitions to approvals while reducing delays and resource waste.

02

Incidents enrichment and smart tagging

Agents enrich networking incidents at ServiceNow with context, boosting tagging, assignment, and resolution speed while significantly reducing manual effort and delays.

03

Intelligent change model selection

A chatbot-like agent, connected to a corporate knowledge base, will help petitioners to choose the appropriate change model. This will reduce human errors, time waste and improve UX.

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Thank you!

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