

Transforming Community Engagement and Automation with High-Quality, Cost-Effective AI

April 10, 2025



- By **Mohammed Osi Oyarekhua Nafiu**, Co-founder **Paal AI**

Imagine a world where businesses across sectors—from healthcare to finance to luxury goods—access AI solutions that not only enhance efficiency but redefine community engagement. This is the vision Paal AI is realizing through IBM watsonx, delivering robust, customizable, and affordable AI tools. Working with IBM enables us to offer high-quality language models at reduced costs, supported by IBM’s governance tools that help ensure data integrity and security.

The Growing Demand for Cost-Effective, Compliant AI

In today’s competitive landscape, businesses seek ways to engage customers meaningfully while controlling costs. However, finding high-quality solutions that are also compliant and secure can be a roadblock. At Paal AI, we’re tackling this head-on by integrating IBM watsonx products into several of our solutions to make targeted and trusted AI accessible and adaptable for our clients across a wide array of industries.

Our clients rely on us not only for operational efficiencies but also to meet compliance standards. Whether it’s a wellness app providing personalized health insights or a financial platform handling sensitive transactions, our clients trust that their data is secure, and their AI operates responsibly. We offer governance tools backed by IBM that make monitoring, auditing, and securing AI outputs seamless.

*“Integrating IBM governance tools into our framework has allowed us to monitor and audit AI outputs with enhanced security and compliance,” said **Hanley Smith, Cognitive Architect at Paal AI**. “This oversight is invaluable for clients’ needing assurance in every interaction”*

Practical AI Solutions with IBM watsonx at Work Across Sectors

Paal AI has fully embraced the IBM watsonx platform and its products to enhance both our internal capabilities and external offerings. From powering our AI Agents with IBM language models to delivering custom applications and governance solutions, IBM

Andrew Shore, CEO of Amino Rewards, shared, “Paal AI has enriched the Amino Rewards experience, adding fun and

watsonx products play a pivotal role in our operations and growth strategy.

At Paal AI, we empower the tens of thousands of multiplatform AI Agents on [app.paal.ai](#) using models from IBM's watsonx.ai enterprise studio, such as IBM Granite, Mistral, and Llama. These models form the backbone of our platform's ability to deliver cutting-edge AI solutions across industries, ensuring flexibility, performance, and scalability.

Using IBM watsonx.ai, our development team creates tailored AI applications for our white-label clients. This capability has dramatically improved our turnaround time, enabling the deployment of 30+ custom solutions since formalizing our agreement with IBM. These custom solutions range from conversational AI to predictive analytics, addressing unique client needs with unprecedented speed and precision.

IBM watsonx.governance is integral to ensuring the accuracy and reliability of real-time data in decision-making processes, especially in Web3 ecosystems. Our suggestion models and Paal X buy-and-sell engines depend heavily on IBM watsonx.governance infrastructure for auditing, compliance, and reducing AI hallucinations.

Some of our latest projects:

- **Health & Wellness – Amino Rewards:** Serving over 2 million users, Amino's health assistant provides personalized wellness support, offering fitness tips and health updates. Available on messaging platforms, this AI assistant has already provided over 1,000 responses, covering company updates, health insights, and general FAQs. It resulted in a 20% improvement in retention rates, a 30% increase in user-generated discussions and 25% faster adoption rate during onboarding.
- **Blockchain Platforms – Base Chain and TON Chain** Paal AI enhances blockchain research, supporting on-chain data exploration.
- **Financial Services – Ledger AI:** With IBM's AI governance tools, including IBM watsonx.governance, Ledger AI provides secure, compliant responses to financial inquiries, delivering over 500 interactions within two weeks.
- **Luxury Goods – RY Watches and Hayati:** Paal AI's personalized recommendations and real-time inventory updates enhance the luxury shopping experience.
- **Gaming Industry - Metacade:** Integrated Paal AI's advanced chatbot features, including voice, roast, and toast commands to enhance community engagement and create a more enjoyable environment for its members. This resulted in 15% increase in active user participation, as members enjoy the interactive features. A notable reduction in negative interactions, as the AI-driven engagement tools create a more positive atmosphere

*engagement with features like conversation summaries and toast commands, keeping everyone informed and connected.” On setup, **he noted**, “Once we connected with Paal’s team, implementation was fast and smooth, thanks to their attention to detail.”*

Jason Ranyo, CEO of RY Watches added, “Integrating Paal AI has transformed RY Watches. The bot’s personalized product recommendations and real-time inventory updates deliver the luxury experience our clients expect. Our team configured the bot with ease, making setup smooth and efficient.”

Scaling for the Future with Agility and Transparency

Our AI approach is not just about solving problems—it's about building and delivering scalable, personalized solutions. Through Retrieval Augmented Generation (RAG), Paal AI enables clients to create custom AI bots with unique personalities across WhatsApp, Telegram, Discord, or web applications, providing engaging interactions.

We're excited about what's next. With the upcoming launch of [ask.paal.ai](#), a cutting-edge crypto research engine, Paal AI is expanding into new frontiers. Leveraging IBM's watsonx platform and advanced language models, including Granite 3.0, we're

Dennis Lavelle, Head of Partnerships at Metacade remarked, “Paal AI has been a game-changer for us, especially with voice, roast, and toast commands that bring a fun atmosphere during tense times. Members love these features, which

creating a platform that makes blockchain research and data analysis accessible, secure, and impactful. As AI continues to transform industries, we invite organizations to join us in embracing secure, responsible AI solutions.

help keep negativity at bay."

Article Categories

Back to Stories

<https://canada.newsroom.ibm.com/Transforming-Community-Engagement-and-Automation-with-High-Quality,-Cost-Effective-AI>