



Kyndryl and VML Form Global Partnership to Unlock the Future of Customer Experience

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First-of-a-kind collaboration enables brands to design personalized customer experiences informed by data and AI, powered by modern infrastructure

NEW YORK, Sept. 12, 2025 /PRNewswire/ -- [Kyndryl](#) (NYSE: KD), a leading provider of mission-critical enterprise technology services, and [VML](#), a [WPP](#) (NYSE: WPP) global brand creative and digital transformation company, today announced a new partnership to reimagine how customers engage with brands through the power of artificial intelligence (AI), data and emerging technology.



Through this partnership, Kyndryl will pair its [Kyndryl Consult](#) advisory services and [Kyndryl Vital](#) design and co-creation services for business and infrastructure transformation with [VML Enterprise Solutions](#)' experience transformation expertise to enable customers to unlock bold ideas in a single partnership. The collaboration between Kyndryl and VML marks a new era in customer experience where the power of AI, combined with human creativity, will drive opportunities for brands to develop differentiated and deeply personalized interactions with their customers.

"Customer expectations are evolving faster than ever, and to stay competitive, brands must continuously deliver meaningful, personalized experiences while navigating complex technology ecosystems," said Ismail Amla, Senior Vice President, Kyndryl Consult. "Our partnership with VML is about removing the friction that often slows down experience transformation engagement, enabling businesses to orchestrate seamless customer journeys while modernizing the data and technology infrastructure behind them."

Kyndryl brings decades of deep engineering expertise along with [Kyndryl Bridge](#), its unique AI-powered open integration digital business performance platform, Kyndryl Vital co-creation services, and IT infrastructure and data management capabilities. VML Enterprise Solutions will deliver unrivaled customer experience solutions, leveraging AI-powered, real-time data and [WPP Open](#) – the company's AI-powered operating system. Coupled with Kyndryl and VML's wider ecosystem of alliance partners and solutions, this partnership will enable end-to-end transformative customer engagements that deliver measurable business value.

"Our vision for the future of experiential brand engagements is clear – building memorable customer experiences that are informed by data, led by seamlessly connected teams of brilliant people, and full of new opportunities for our clients," said Jeff Geheb, Global CEO of VML Enterprise Solutions. "Together, VML and Kyndryl are breaking down silos, integrating talent and services and ultimately simplifying the path that our customers will take to move from idea to proof of concept and delivery at scale."

Transformative Experiences at Scale

Customers across all industries want to move beyond small proofs of concept and unlock the full potential of AI, but face challenges with data access, security vulnerabilities, organizational alignment and increasing infrastructure costs. Kyndryl Vital and VML Enterprise Solutions will join forces to deploy expert squads – from experience designers to AI experts, developers, and software and infrastructure engineers – to help drive connections to support growth. Potential use cases include:

- **In Financial Services:** While organizations try to embrace AI, they are challenged to secure and integrate enterprise data and build a roadmap towards infrastructure readiness. With expertise in supporting customers as they navigate an evolving regulatory environment, Kyndryl Vital and VML Enterprise Solutions intend to explore using AI agents across Kyndryl's Agentic AI Framework and WPP Open to manage the orchestration of data for financial firms to create robust customer intelligence for personalized banking.
- **In Retail:** As brands pursue personalized consumer experiences, retailers are looking to leverage customer data to build tailored engagements that grow share-of-wallet. With this new partnership, Kyndryl and VML can help retailers harness AI's transformative impact on omnichannel commerce, implement enhanced security for personal data and unify their technology foundation across order management, customer relationship management and beyond.

In today's marketplace, the ability to connect back-end enterprise systems with front-end customer experiences makes the difference between market leaders and followers. By fast-tracking the connection between data systems and human experiences, Kyndryl and VML can help brands to be more technically advanced and human – delivering on the companies' core belief that human imagination combined with technology has the greatest power to drive growth.

About Kyndryl

Kyndryl (NYSE: KD) is a leading provider of mission-critical enterprise technology services offering advisory, implementation and managed service capabilities to thousands of customers in more than 60 countries. As the world's largest IT infrastructure services provider, the Company designs, builds, manages and modernizes the complex information systems that the world depends on every day. For more information, visit www.kyndryl.com.

About VML

VML is a leading creative and digital transformation company that combines brand experience, customer experience, and commerce, to create connected brands that drive growth. The agency is celebrated for its innovative and award-winning work with blue chip client partners including AstraZeneca, Colgate-Palmolive, Ford, Microsoft, Nestlé, The Coca-Cola Company, and Wendy's. VML is recognized as a Leader by Forrester Wave™ reports for Commerce Services, Marketing Creative and Content Services, and is a Strong Performer in the Forrester Wave™: CX Strategy Consulting Services. It was also named a Leader in IDC MarketScape: Adobe Experience Cloud Professional Services and a Visionary in the Gartner Magic Quadrant for Digital Experience Services. VML's specialist health network, VML Health, is also one of the world's largest and most awarded health agencies. VML's global network is powered by 26,000 talented people across 55 markets, with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney.

VML is a WPP agency (NYSE: WPP). For more information, please visit www.vml.com, and follow along on Instagram, LinkedIn, and X #WeAreVML.

Kyndryl Press Contact

press@kyndryl.com

WPP/VML Press Contact

Rebecca Sullivan

rebecca.sullivan@vml.com

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