



Agentic AI Platforms Powering the Next Era of Work for Enterprise

Executive Summary



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The next big wave of enterprise artificial intelligence (AI) centers around agent-based systems. Such agentic AI, defined as intelligent, action-oriented generative AI that executes complex, multi-step tasks, is poised to reshape how enterprise work gets done. While initial breakthroughs in generative AI focused on content creation, the new frontier is about autonomous, digitally embodied agents handling real tasks end-to-end. In front-office functions such as Customer Relationship Management (CRM) and customer support, these agents promise to streamline workflows, save costs, and unlock continuous productivity.

Enterprises, recognizing these capabilities, are moving quickly. By 2030, Futurum projects that agentic AI will tackle up to four trillion dollars' worth of human labor globally. Surveys show that chief information officers now prioritize AI-driven automation not just to replace mundane tasks but to augment existing teams with such digital labor. This shift is far more than a technology refresh. It's a profound evolution of work itself.

However, the fast-emerging market for agentic AI remains complex. Some vendors excel at easy-to-deploy commercial solutions that plug neatly into CRMs and service platforms. Others require heavy technical investment but allow for deep customization. Meanwhile, trust, governance, and compliance concerns loom large, with risk-averse organizations insisting on robust guardrails. This condensed and updated report – building upon and summarizing the base market overview from Futurum Research, "[Market Overview of Agentic AI Platforms in the Enterprise for 2025](#),"¹ which provides an updated examination of agentic AI as of late Q1 2025, revisiting major offerings (Salesforce Agentforce 2.5, the Yokohama release of ServiceNow, Microsoft Copilot Agents, and more) and distilling best practices for choosing and deploying agent-based solutions. The aim is to inform leaders seeking fast ROI, strategic gains, and well-governed adoption while offering a provocative look at how quickly human tasks may be overtaken by digital labor at scale.

¹ The full report is available exclusively to Subscribers to the Futurum Intelligence CIO Insights IQ Service or the Futurum Intelligence AI Software & Tools IQ Service.

Agentic AI Platforms Overall Performance Comparison

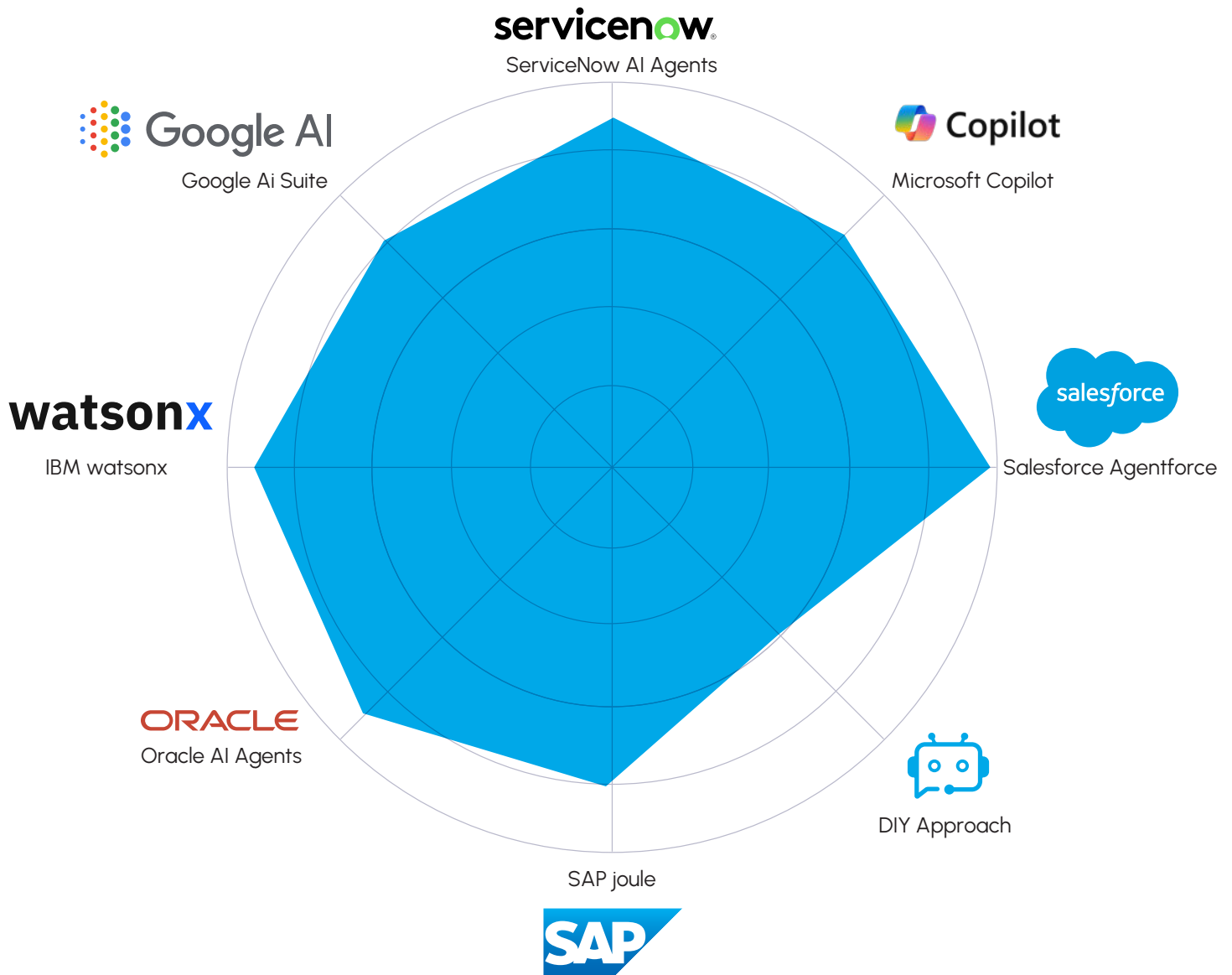


Figure 1: Agentic AI Platform Overall Performance Comparison

Note: The high-level summary comparison of the agentic AI platforms is in the detailed report on the [Futurum Intelligence Platform](#), available to Subscribers only.

Source: Futurum Research: *The Leading Agentic AI Solutions Transforming Enterprise Workflows, Q1 2025*

The competitive urgency around agent-based AI has accelerated. Nearly 90% of CIOs recently surveyed by Futurum consider AI-driven workflow automation a top priority, with chief concerns transitioning from "Can this technology do anything useful?" to "How fast can we scale while ensuring safety?" The most disruptive aspect is that these autonomous agents are no longer passive. They can update records in CRM systems, respond to customers on social channels, or escalate complex issues without direct human cues.

Key trends fueling this surge include:

- 1. Accelerated ROI Expectations:** Once reserved for large-scale pilots, agentic AI is now expected to generate measurable returns in weeks or months—especially in front-office areas such as marketing, sales outreach, and customer support.
- 2. Pressing Skills Shortages:** Economic fluctuations and global workforce gaps drive renewed attention to “digital labor” solutions. Agent-based AI can supplement or substitute scarce human resources.
- 3. Demand for Deeper Integrations:** Organizations need their AI agents to talk to multiple data sources and existing IT systems simultaneously. From orchestrating financial approvals to automating help desk tasks, the integration challenge is steep but unavoidable.

Agentic AI Platforms Challenges in Enterprises

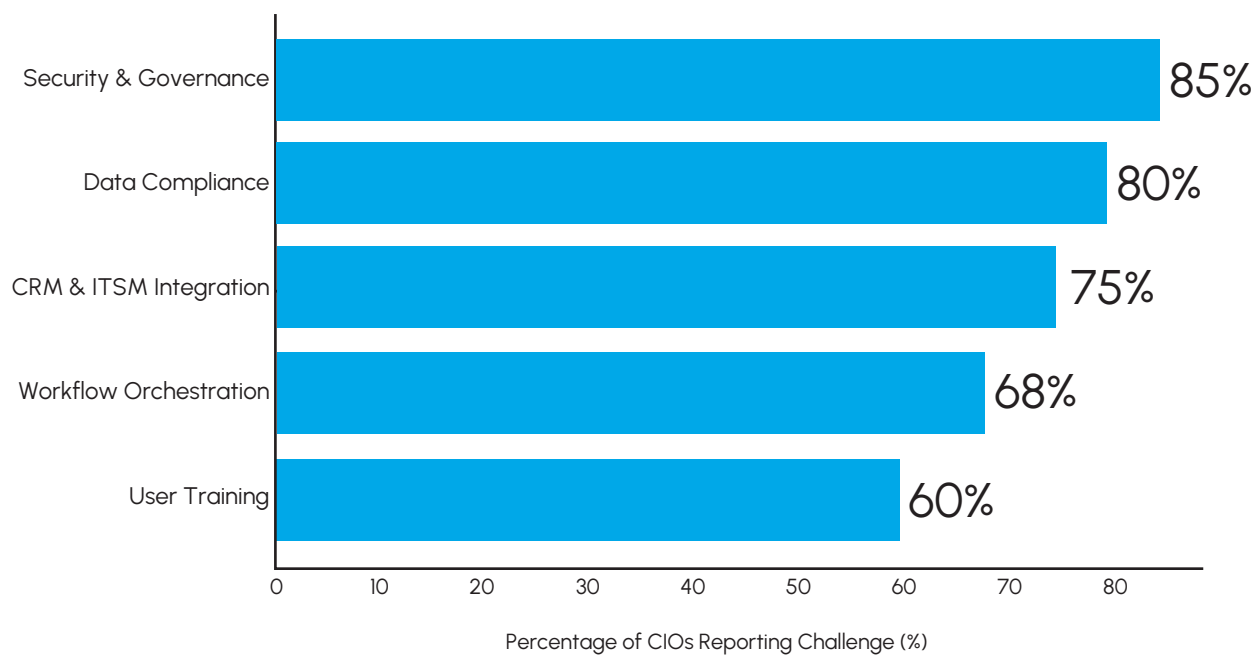


Figure 1: Agentic AI Integration Challenges in Enterprises

Note: For more details on the main concerns CIOs report over integrating enterprise AI, including agents, see the detailed report on the [Futurum Intelligence Platform](#), available to Subscribers only.
Source: Futurum CIO Insights, Q1 2025 CIO Survey

Although the competitive landscape is heating up, the biggest question remains: Which platform meets the dual goals of speed (immediate value) and scale (enterprise readiness)? The following sections examine Futurum’s analysis of each major solution’s updates and capabilities for 2025 and beyond. The list of AI agent platforms below is updated for the latest releases as of March 2025.



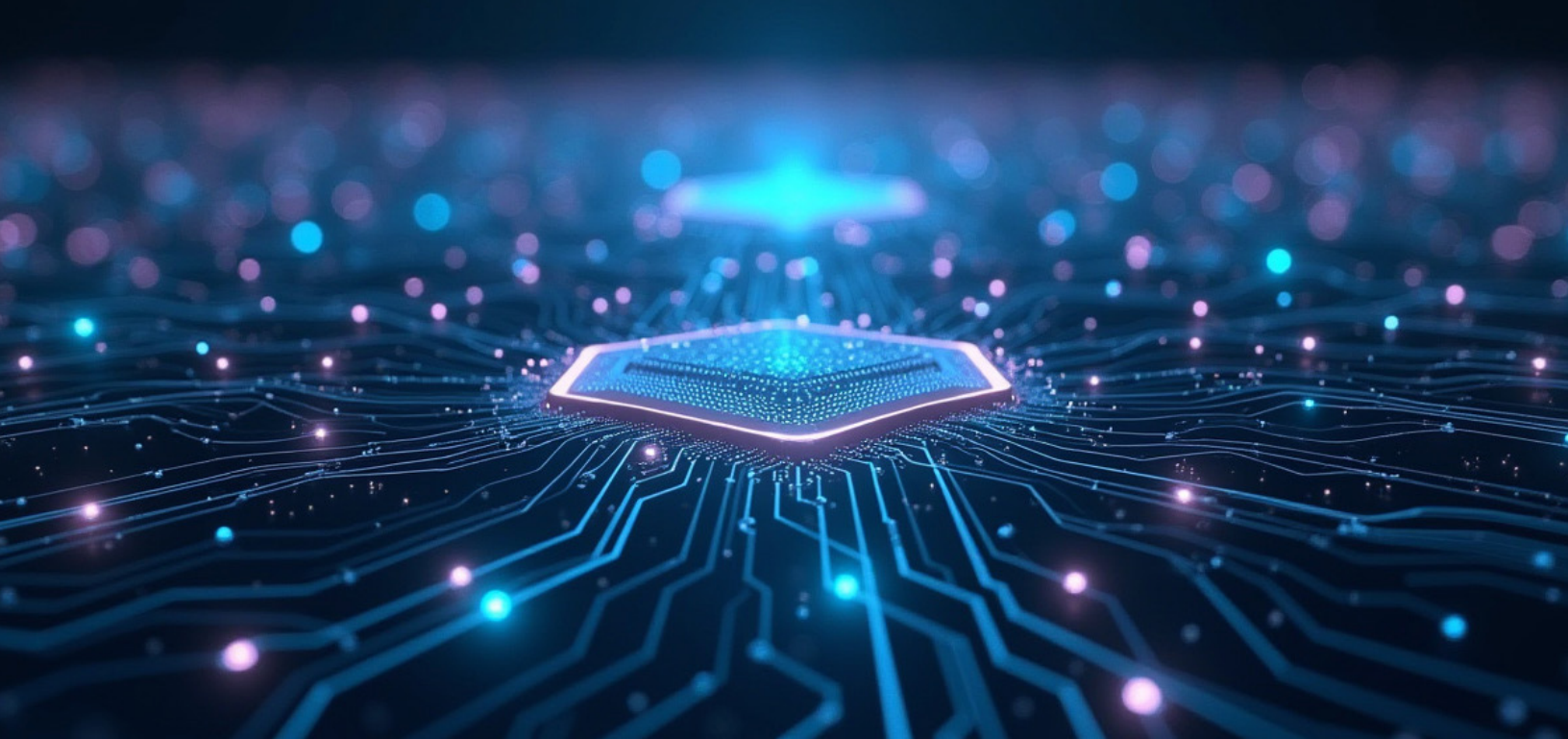
Salesforce Agentforce 2.5 – Scalable Digital Labor

Salesforce's latest offering, Agentforce 2.5, builds on the earlier advances of 2.0 by expanding the depth and ease of its agentic capabilities. Renowned for its seamless integration with Salesforce CRM, Slack, and the MuleSoft ecosystem, Agentforce 2.5 now arrives with an even broader "skills library" that automates tasks across marketing and service workflows.

Key Advancements:

- **Deeper Slack and Workflow Integration:** Agents respond within Slack channels to sales queries or support tickets and can independently take action in CRM records. A newly revamped "Agentforce Testing Center" helps admins test real scenarios prior to full deployment.
- **Enhanced Reasoning Engine:** RAG (Retrieval-Augmented Generation) has been refined for better context. Agents make fewer mistakes in complex tasks, leading to higher trust among sales and support teams.
- **New Skills Marketplace:** The addition of AgentExchange holds the potential to create a vast, ready-to-use market for pre-built AI agents, similar to their success with AppExchange.
- **Upscaled No-Code Tools:** Salesforce has pushed its low-code development envelope even further, empowering business admins to spin up new AI agents in under an hour. The idea is to simplify digital labor creation so that departmental managers can quickly solve their own workflow bottlenecks.

Why It Matters: Agentforce 2.5 remains one of the easiest commercial solutions to adopt, especially for enterprises already embedded in the Salesforce environment. This near-turnkey setup means shorter time-to-value, with some organizations reporting ROI in a matter of weeks. Still, to leverage these gains, companies must trust Salesforce's guardrails and be comfortable with the SaaS-based architecture. Overall, Agentforce 2.5 continues to set the pace for front-office agentic AI, offering highly integrated solutions with immediate impact on sales, marketing, and support metrics.



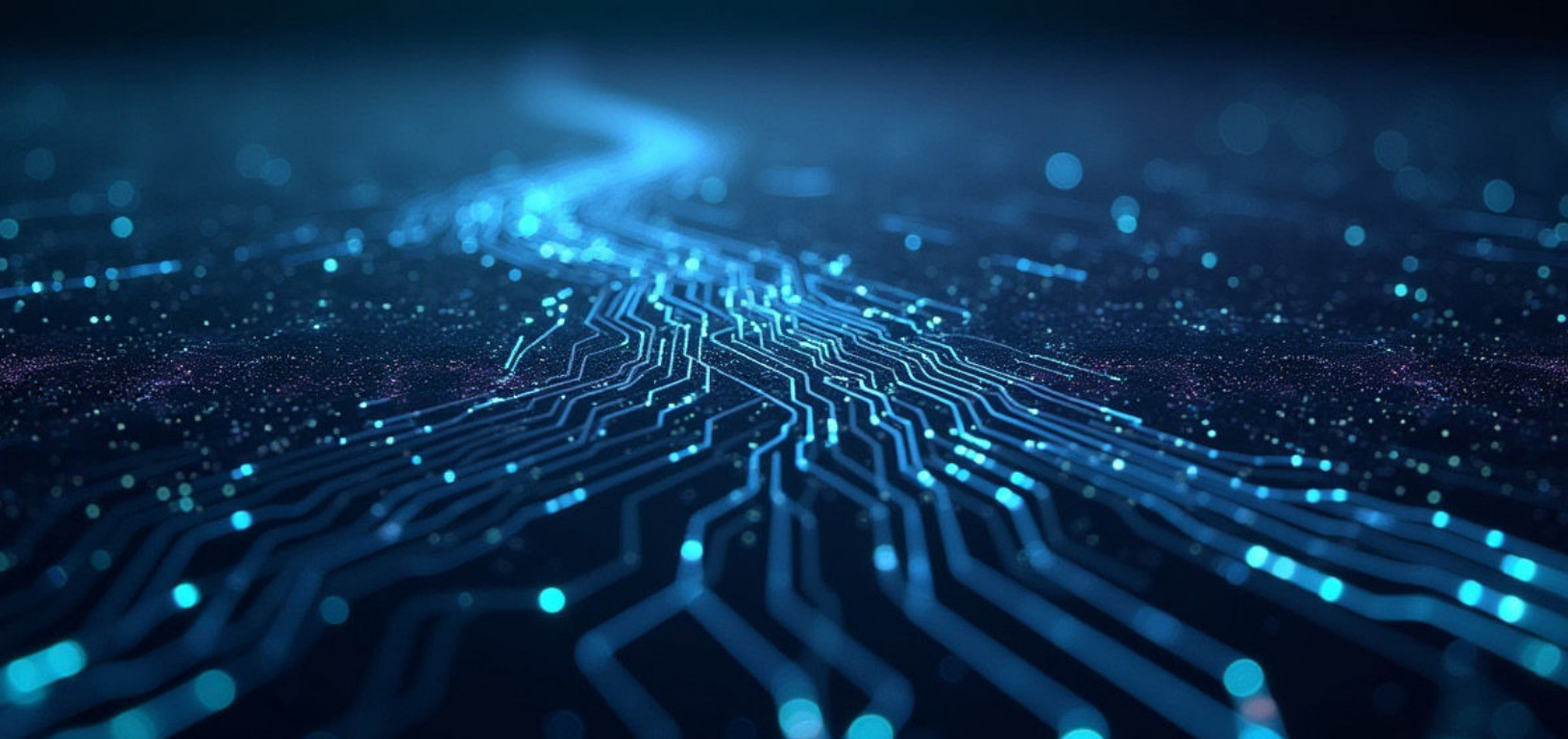
Microsoft Copilot Agents - Leveraging the 365 Ecosystem

Microsoft Copilot Agents are a natural extension of the Microsoft 365 platform, embedding AI-driven actions into familiar tools such as Outlook, Teams, and Dynamics 365. The promise is to let "digital colleagues" manage email overload, identify high-value sales leads, or even write up proposals in near-real time.

Key Advancements:

- **Copilot Studio Extensions:** Microsoft has added more pre-built connectors, allowing Copilot Agents to tap data sources spanning HR, project management, and CRM more efficiently. The new wave of connectors also improves the reliability of multi-step workflows that pass from Teams to Dynamics to Power Apps.
- **Strengthened Governance:** With enterprise clients demanding robust compliance, Microsoft responded with new admin controls for monitoring agent usage, logging interactions, and preventing "unapproved actions" that could result in errors or unauthorized data manipulation.
- **Amplified Business Impact:** Pilot customers report 30–50% cuts in support response times and higher staff productivity. The system's "Business Chat" feature, while not perfect, has quickly become a practical internal channel for cross-department Q&A and task assignment.

Why It Matters: Although not as laser-focused on CRM as Agentforce, Microsoft Copilot Agents excel in bridging everyday office applications with AI orchestration. Organizations already using Microsoft 365 will appreciate the out-of-the-box compatibility. However, Copilot Agents may require more IT involvement to fully integrate with certain legacy or specialized business systems. For those who choose to invest in the underlying Microsoft ecosystem, the big payoff includes boosted efficiency across an array of everyday workflows.



ServiceNow AI Agents – The New Yokohama Release

ServiceNow's AI Agents were already strong contenders, especially for IT service management and customer support. Now, with the new Yokohama release, ServiceNow deepens its claim that it can handle more “front-line tasks” across marketing, HR, and even finance—expanding beyond its IT core.

What's New in Yokohama:

- **Unified Agent Hub:** A console where companies design, deploy, and monitor AI agents handling everything from tech requests to HR onboarding. ServiceNow claims that thanks to new data orchestration under Yokohama, these agents can resolve up to 70% of routine inquiries before escalation to humans.
- **Smarter Process Automation:** Yokohama's improved orchestration engine parses user intent more accurately, auto-assigning tasks to the correct business units, whether that's IT, marketing, or finance. AI agents now have the potential to be fully autonomous.
- **Extended Governance Controls:** “Guardrail Frameworks” let managers set operational thresholds, automatically flagging suspicious or non-compliant agent activity. This is a step forward in reassuring risk-averse enterprises that AI-driven automation won't run amok.

Why It Matters: ServiceNow is widely known for workflow automation and IT service management. Yokohama broadens that success to other business domains, with a consistent track record of strong ROI in cost reduction and faster issue resolution. While it may not be as specialized in CRM or sales as Salesforce or as ubiquitous as Microsoft 365, ServiceNow is carving out a niche for comprehensive workflow coverage across many enterprise functions. For organizations committed to the ServiceNow ecosystem, Yokohama's agentic AI could quickly cut operational overhead in multiple front-office areas.



Other Notable Players – SAP, Oracle, IBM, and Google

Beyond Salesforce, Microsoft, and ServiceNow, several other major platform updates merit attention:

1. **SAP Joule Agents:** Known for ERP integration, SAP's Joule Agents now boast improved predictive analytics for supply chain and order fulfillment. The most recent refresh, aimed at bridging back-office and front-office data, simplifies tasks such as cross-border invoicing or real-time inventory checks.
2. **Oracle AI Agents:** Focused on Oracle Fusion Apps, these agents handle finance, HR, and CRM workflows. Oracle's approach is to embed AI-driven suggestions directly into daily tasks, such as invoice reconciliations or contract renewals. The latest improvements in RAG (Retrieval-Augmented Generation) reduce erroneous actions in mission-critical processes.
3. **IBM watsonx.ai Agents:** IBM's hallmark is trust and compliance. The new expansions in its watsonx Orchestrate framework unify pro-code and low-code agent development, letting businesses implement everything from simple chat-based workflows to multi-agent orchestration with advanced governance for regulated industries.
4. **Google Vertex AI Agents:** Google continues to refine its Vertex AI platform, focusing on multimodal data ingestion and real-time customer engagement. Recent enhancements emphasize hybrid virtual agents that handle voice, text, and even image-based interactions are a big step forward for omnichannel customer experiences.

These contenders often excel in specific verticals or specialized enterprise contexts. Oracle's platform is typically favored in financial or data-intensive environments, while SAP Joule Agents shine in large-scale manufacturing or supply chain scenarios. IBM's emphasis on strict governance is valuable in healthcare or finance. Google stands out in high-volume consumer-facing chat or marketing automation. Each solution offers unique integration paths and ROI potential.

Build vs. Buy – DIY Approaches and Hybrid Strategies

Not all enterprises opt for a fully commercial product. Some, especially those with in-house AI expertise, are choosing to build agent-based solutions using open-source frameworks (LangChain, Haystack, CrewAI) and advanced LLMs (GPT-4.5, Claude 3.7, and beyond). DIY (do-it-yourself) offers unprecedented customizability and can be a good fit for niche workflows or proprietary, highly specific tasks that commercial systems do not support out of the box.

However, success with a DIY approach demands substantial resources, from skilled developers to robust MLOps. About 60% of DIY agentic AI initiatives fail to progress beyond proofs-of-concept, stalled by integration hassles, governance gaps, and uncertain ROI metrics. A hybrid model, or commercial vendor “starter kits” augmented by open-source frameworks, can provide the best of both worlds. Organizations get pre-built governance, domain-specific modules, and enterprise support while preserving enough flexibility to tackle specialized tasks.

Going forward, the lines between commercial and DIY will blur further. Most major vendors now offer bridging tools or “bring your own model” capabilities, letting companies insert open-source or proprietary models into commercial frameworks. This shift reflects a market consensus: agentic AI thrives when organizations can reuse existing assets, manage security in one place, and experiment without duplicating entire systems.

Recommendations for High-Impact Deployment

- 1. Start with Quick-Win Use Cases:** Enterprises new to agentic AI should begin with focused, high-value tasks. Automating front-office inquiries, such as lead qualification or tier-1 customer support, often yields measurable ROI in a few weeks.
- 2. Align Governance from Day One:** CIOs and compliance teams should define guardrails, data access policies, and escalation paths before deployment. Platforms such as IBM watsonx.ai and Microsoft Copilot Agents excel in built-in governance, but every solution requires custom alignment to the enterprise's risk profile.
- 3. Invest in Agent Lifecycle Management:** Monitoring agent performance, logging interactions, and continuously refining prompts or workflows is non-negotiable. Tools such as Salesforce's Testing Center or ServiceNow's Yokohama “Guardrail Frameworks” simplify updates and reduce risk.
- 4. Pursue Hybrid Architectures:** For organizations with robust AI capabilities, combine commercial platforms (for pre-built integrations) with open-source or custom-coded modules (for specialized tasks). This approach unlocks the agility of open frameworks with the reliability of proven vendor solutions.
- 5. Quantify and Report ROI:** Identify key performance indicators, such as lower support resolution times, higher sales conversions, or reduced operational costs. Consistent measurement of these metrics can quickly validate (or dispute) the business case for agentic AI.

Outlook: The Rising Tide of Digital Labor

Agentic AI has arrived as a transformative force for the enterprise. The question no longer centers on whether AI can support content generation but on how fully it can automate tasks that once demanded human oversight. From finance and HR to marketing and IT, these digital agents continuously expand their scope, powered by improved reasoning engines, real-time data retrieval, and robust enterprise integrations.

Nevertheless, major unknowns remain. Will next-generation agent frameworks further reduce the need for human intervention? Or will unexpected governance pitfalls, hallucinations, or ethical quandaries lead businesses to maintain a human-in-the-loop stance? The provocative truth is that many enterprises see agentic AI as a solution to labor shortfalls and rising demand, fueling a wave of digital transformation that may outpace regulatory caution.

In the near term, success hinges on practical application and robust guardrails. Leaders must choose solutions that match their readiness—commercial platforms for rapid deployments or more customizable (but riskier) DIY paths. The latest releases of Salesforce Agentforce 2.5, ServiceNow Yokohama, Microsoft Copilot Agents, and the other platforms highlight the speed at which vendor ecosystems are embracing advanced orchestration, improved data handling, and better governance features. For those prepared to navigate these complexities, agentic AI presents a once-in-a-generation chance to reshape productivity, gain competitive advantage, and set new standards for enterprise operations in a digital-first marketplace.

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Learn More

The full 49-page in-depth report, which includes detailed scoring of each platform, is now available on the Futurum Intelligence Platform (FIP) via subscription to Futurum Intelligence's CIO Insights or Artificial Intelligence Software & Tools IQ service.

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