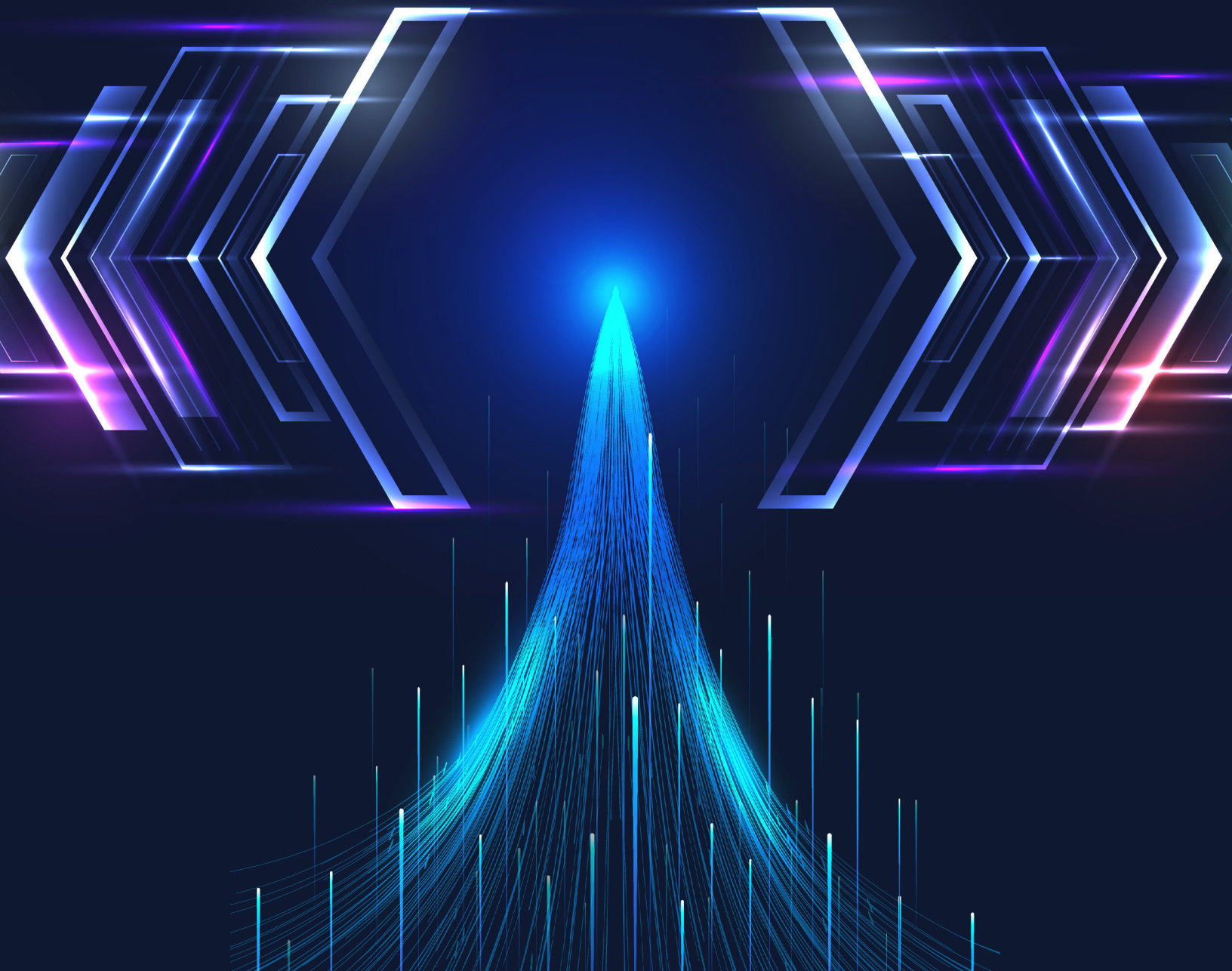
snapLogic

AI Agents

The Final Frontier of the Enterprise



The Age of Agentic

Agentic AI is emerging as a transformative force in the business landscape, redefining how organizations operate and innovate. Unlike traditional artificial intelligence (AI) systems that focus on data analysis and providing recommendations, Agentic AI, also referred to as AI agents, represents a new frontier.

AI agents are GenAI solutions that can make autonomous decisions and perform actions to achieve an objective. This differs from AI assistants, which are typically chatbots like ChatGPT that have limited autonomy in assisting users by performing tasks, providing information, or facilitating processes, and AI copilots, which have some autonomy in working alongside a user to enhance productivity and support decision-making processes.

This means AI Agents possess the capability to act autonomously, make decisions, and execute tasks independently based on their understanding, goals, and adaptive learning. This ability to operate without constant human oversight introduces unprecedented levels of efficiency, agility, and scalability.

As businesses face increasing demands for speed, personalization, and innovation, the adoption of Agentic AI is accelerating across industries. Organizations are leveraging its capabilities to optimize operations, automate complex processes, and enhance customer experiences. From streamlining supply chains to delivering real-time, adaptive solutions, Agentic AI is reshaping the competitive landscape.

To understand how organizations are adopting Agentic AI, and what gains they are achieving, SnapLogic surveyed 1,000 IT Decision Makers (ITDMs) across the US, UK, Germany and Australia in partnership with market research firm 3GEM.

This white paper explores the concept of Agentic AI, its unique capabilities, and its transformative potential for modern enterprises.

AI Agents Create Value and Trust

Enterprises have already recognized the immense business value of GenAI since its emergence, delivering tangible business benefits by improving employee productivity and optimizing processes across departments. In fact, 90% of ITDMs surveyed stated that their organization has already effectively leveraged GenAI technologies as part of its IT strategy.

In line with this, forward-thinking technology leaders are now looking to AI agents as the next phase of their AI strategies. Currently, **50% of ITDMs report their organization is already using AI agents, with a further 32% planning to implement AI agents in the coming years** (Fig. 1).

A strong majority of ITDMs are also confident in the potential of AI agents, with **92% believing that deploying these technologies will lead to meaningful business outcomes within the next 12-18 months** (Fig. 2).

Figure 1. Is your company currently using or planning to implement AI Agents?

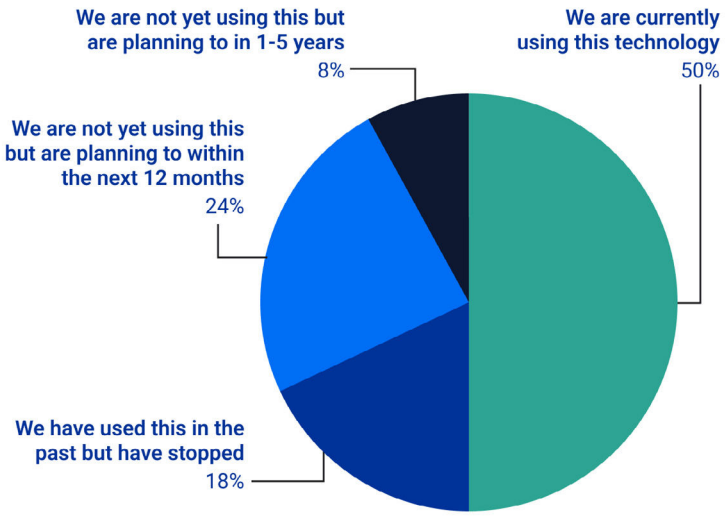
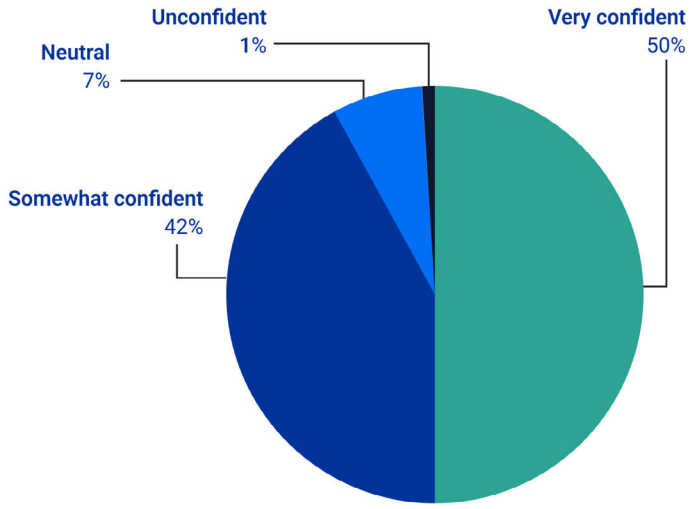


Figure 2. How confident are you that if you deploy AI agents, they would deliver meaningful business outcomes in the next 12-18 months?

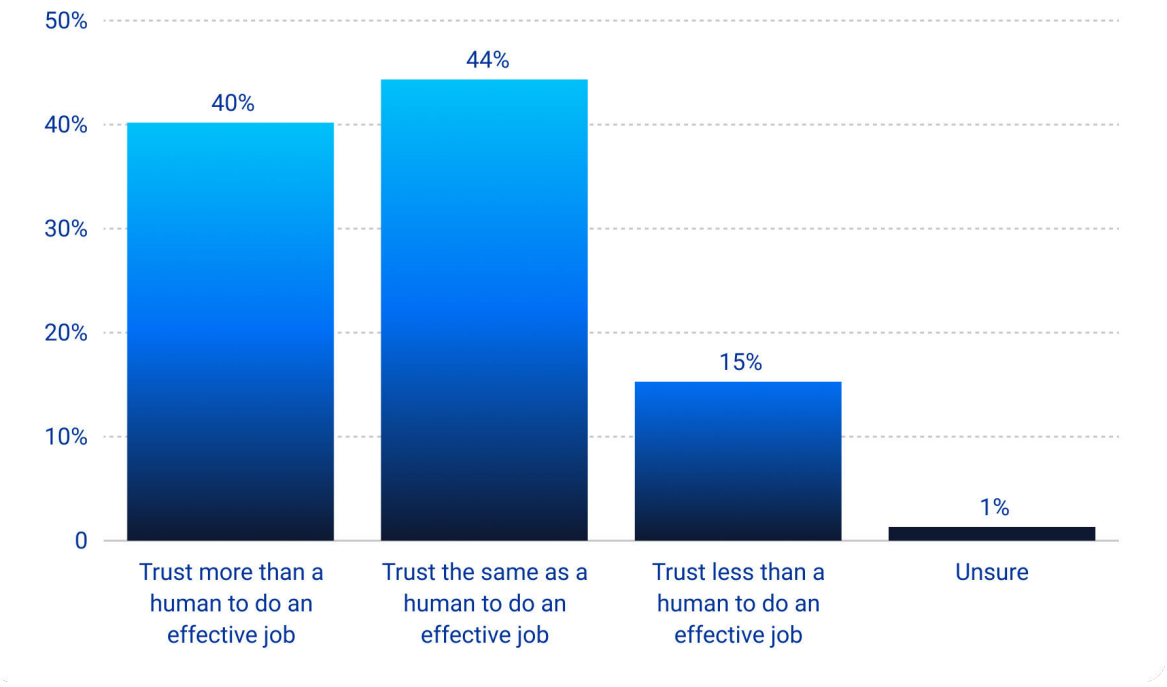


Spirent Communications, the leading provider of test and assurance solutions for next-generation devices and networks, was looking to transform a manual time intensive process that forced business intelligence and sales teams to spend several hours per day on manual go-to-market tasks.

The Spirent team leveraged the power of AI Agents for an internal sales intelligence tool that delivered pre-synthesized, summarized customer and competitive information for sales and support teams. This was a process that previously took team members more than eight hours per week to complete manually. In the first ninety days after deployment, Spirent saw a 25% increase in business intelligence worker productivity and is expecting a 5% increase in Sales productivity. The team also expects to save $144,000 annually by consolidating AI user subscription fees.

As Agentic AI technology has matured and companies have gained experience, enterprise leaders are increasingly placing their trust in Agentic AI to drive effective outcomes. When asked, 84% of respondents reported they trust AI agents just the same, if not more than a human to perform a given task effectively (Fig. 3), reflecting growing confidence in the technology's reliability and capabilities. This trust underscores the recognition of AI agents' ability to execute tasks with precision, consistency, and scalability, which are critical in today's fast-paced business environments.

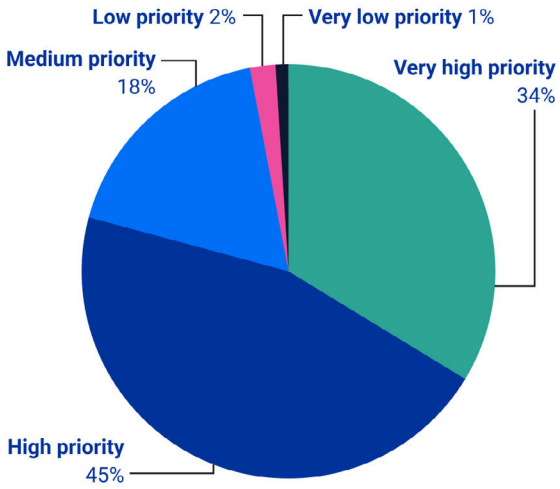
Figure 3. How much would you trust AI agents to do any part of your job?



Diving into Deployment

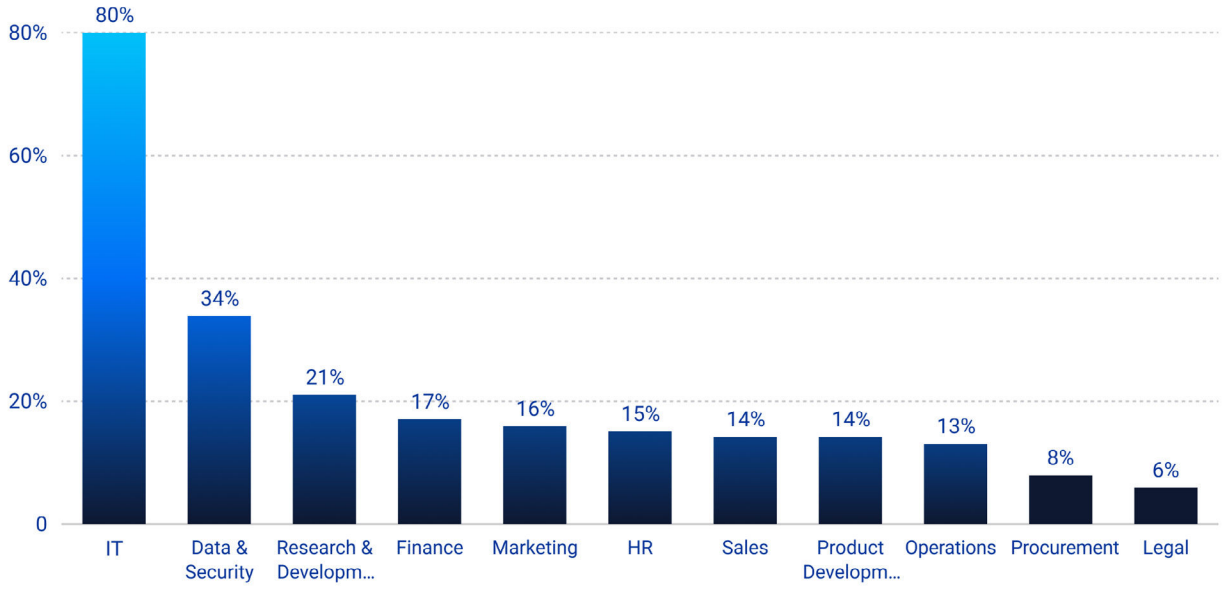
Currently, 79% of respondents report that implementing and deploying AI agents is a key focus in the coming year (Fig. 4), underscoring the widespread belief that AI will play a pivotal role in enhancing operational efficiency, automating complex tasks, and delivering meaningful business outcomes.

Figure 4. In the next 12 months, how much of a priority is implementing and deploying AI Agents for your company?



When looking at where AI agents will have the biggest impact within the organization, ITDMs overwhelmingly name the IT department as the area to see the largest benefit, with 80% highlighting them as the primary beneficiaries of AI agents. This is followed by data & security teams and research & innovation teams (Fig. 5).

Figure 5. Which departments or individual teams within your organization do you think would most benefit from having an AI Agent?



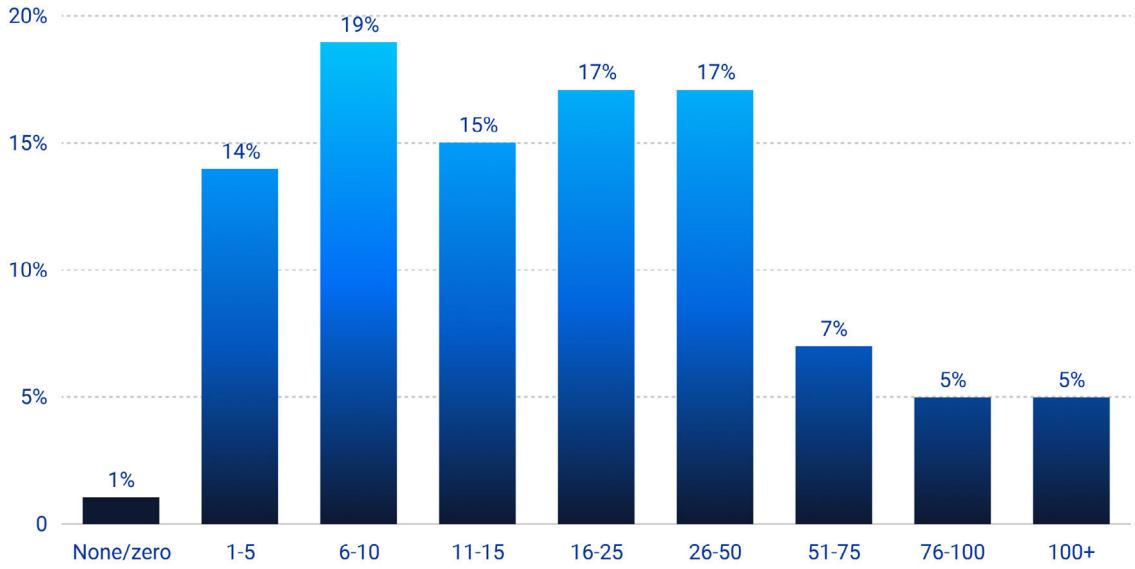
Given that IT teams currently dedicate an average of 16 hours per week to building, deploying, integrating, and fixing AI technologies, it's perhaps then unsurprising that the IT department expects to see the greatest benefit, as the adoption of Agentic AI is expected to dramatically reduce this workload. Respondents to this research anticipate that AI agents will save an average of 19 hours per week, allowing IT teams to focus on higher-value tasks, such as strategic innovation and improving system performance, rather than routine maintenance and troubleshooting.

The finance team is the first non-technical team that respondents believe would benefit the most from AI agents, highlighting the impact agents have on reducing repetitive tasks and supporting critical activities such as financial forecasting and reconciliation.

Independent Bank is a Michigan-based bank holding company with total assets of approximately $5.3 billion. During a recent software outage, the IT team established an "IT command center" to update AI Agent endpoints in real time. This enabled proactive communication with users via voice and chat, informing them of the system downtime. These measures prevented issues from escalating into help desk calls or tickets, resulting in an average 20% reduction in calls from the voice AI Agent service. This figure is expected to improve even further as actionable services are added to manage password resets, system restarts, and other commonly requested tasks.

In light of these benefits, it's unsurprising that organizations are increasingly integrating AI agents into their operations, with an average of 32 AI agents currently deployed across enterprises. This adoption is set to accelerate, as companies plan to deploy an additional 30 new AI agents on average within the next 12 months (Fig. 6).

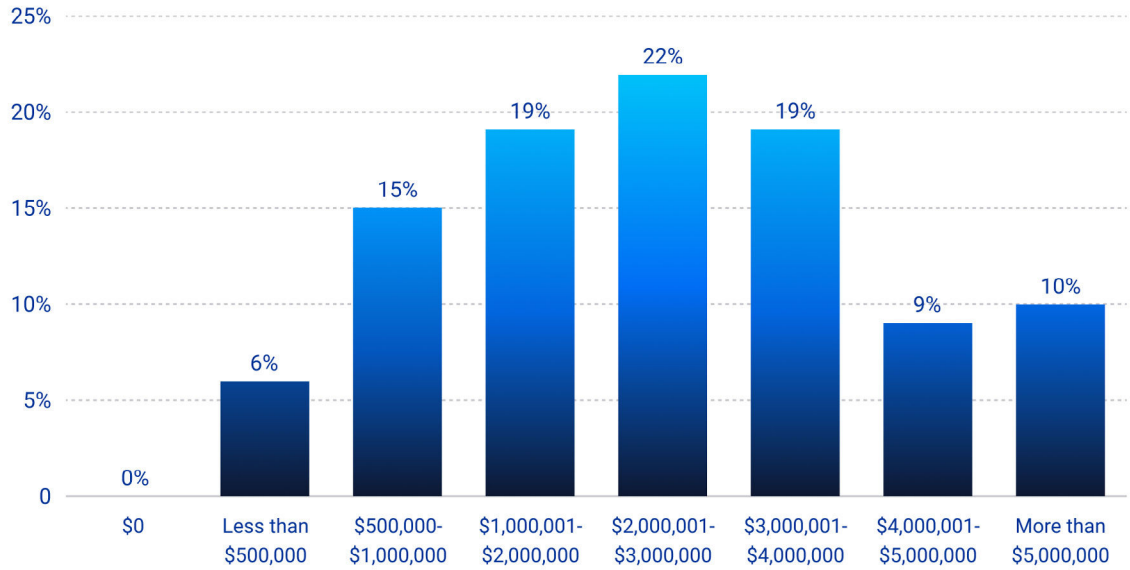
Figure 6. How many AI agents do you expect to deploy within your company in the next 12 months?



This growth reflects the widespread recognition of AI agents' ability to streamline processes, automate tasks, and enhance decision-making, helping businesses become more efficient and agile in an increasingly competitive environment. As the deployment of AI agents expands, organizations are positioning themselves to unlock further operational efficiencies and gain a strategic edge.

Investment in AI agents is a top priority for many organizations, with an average spend of $2,559,750. In fact, 79% of organizations are planning to allocate over $1 million toward developing and deploying these technologies over the next 12 months, with 38% allocating over $3 million and 10% over $5 million (Fig. 7). This significant financial commitment highlights the growing recognition of AI agents as a critical tool for driving business transformation.

Figure 7. How much is your company investing or planning to invest in deploying AI agents in the next 12 months? This includes the preparation of your tech stack for AI agents



Interestingly, those in Australia are likely to invest more in AI Agents in the coming year, than the other markets studied. Australian organizations are set to spend an average of $3,151,667, compared to an average spend of $2,566,000 in German organizations, $2,508,571 in US organizations and $2,270,000 in UK organizations.

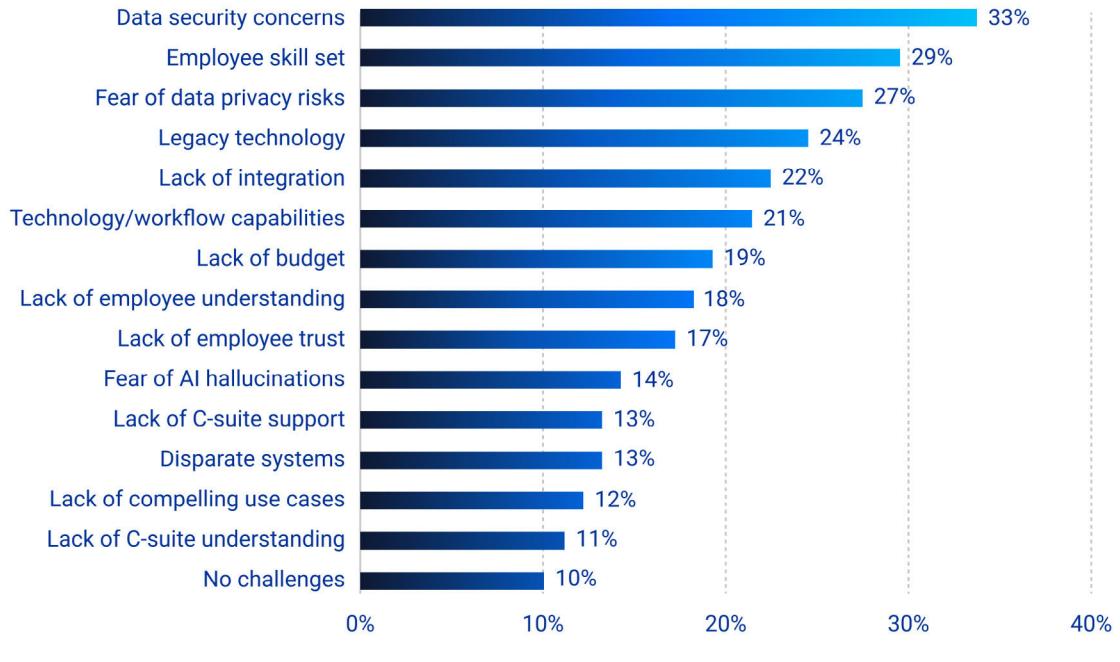
The fact respondents highlighted Agentic AI as both a strategic priority and receiving significant financial investment for the coming year, demonstrates the increasing importance of AI agents in shaping the future of enterprise operations.

Overcoming Barriers

But despite this enthusiasm, there are still significant barriers to adoption for many. These obstacles stem from a combination of technological, organizational, and cultural challenges that inhibit deployment.

The foremost concern is data security and privacy, cited by 60% of respondents (Fig. 8). Businesses handling sensitive information are wary of potential vulnerabilities that Agentic AI systems could introduce, particularly when these systems operate autonomously with less human oversight. Ensuring compliance with stringent regulations further complicates deployment.

Figure 8. What, if anything, is preventing your company from deploying AI Agents? Or deploying more AI Agents?



Cultural and knowledge gaps also play a role in preventing AI agent deployment. About 29% report a lack of employee understanding of AI capabilities and use cases, creating resistance to adoption and operational hurdles (Fig. 8).

Another critical challenge is legacy technology and lack of integration, highlighted by 24% and 22% of respondents respectively. Many enterprises rely on outdated infrastructure, making it difficult to seamlessly incorporate advanced AI agents without significant system overhauls.

Further, fear of AI hallucinations, where systems generate inaccurate or misleading outputs, concerns 14% of respondents, reflecting the need for trust in the reliability of these systems.

Addressing these barriers requires robust data governance, investment in modern infrastructure, employee education, and mechanisms to ensure AI accuracy and accountability.

Aptia leverages Agentic AI to support claim management with SnapLogic AgentCreator

Aptia, a specialist in health, benefits, and pensions administration, is revolutionizing its operations with generative AI applications powered by SnapLogic. Through the implementation of SnapLogic's AgentCreator, Aptia has automated labor-intensive data entry processes, drastically reducing the time required to manage claims. What once demanded hours of manual effort can now be accomplished in minutes, leading to faster claims resolution, enhanced data accuracy, and improved customer service.

"Customer benefits elections is a lengthy and data-intensive process that requires heavy back-end support to ensure customer success and data quality," said Mike Wertz, program engineering lead at Aptia. "SnapLogic AgentCreator enables our team to automate lengthy data entry processes by streamlining resource intensive and time-consuming work to just a few short minutes. Not only are we able to develop new large language model powered services to accelerate customer delivery, with the powerful SnapLogic integration platform we are future proofing our AI strategy and expanding our AI-driven offerings that elevate our customer care to the next level."

As more organizations look to replicate this success, Aptia's experience serves as a blueprint for effectively deploying AI to unlock efficiencies, enhance customer satisfaction, and achieve sustained growth. Through strategic implementation and a focus on innovation, Aptia is setting a new standard in claims administration and beyond.

Getting Agents Right

Agentic AI is reshaping the business landscape, offering transformative potential through automation, enhanced decision-making, and operational efficiency. As organizations expand their deployment of AI agents, the opportunities to drive meaningful business outcomes and gain a competitive edge are significant.

However, it's clear from the research that realizing this potential will require overcoming significant adoption barriers. To address these challenges, businesses must invest in robust data governance frameworks, modernize outdated infrastructure, and prioritize comprehensive employee training programs. Building trust in AI systems is equally critical, necessitating safeguards to ensure accuracy, reliability, and alignment with business objectives.

For organizations beginning their AI agent journey, establishing an AI Center of Excellence to guide governance and implementation can accelerate adoption. Identifying high-impact, low-risk, use cases, such as automating IT processes, can provide a strong foundation for quick wins while acting as a testing ground for future agent projects. This approach fosters cross-functional collaboration, aligns AI initiatives with strategic goals, reduces risk, and accelerates adoption across the enterprise. But with all of this, it's crucial that clear success metrics are put in place for measuring progress and optimizing deployments.

By addressing challenges strategically and fostering a culture of innovation, businesses can unlock the full potential of Agentic AI. With the right approach, AI agents can transform enterprises into agile, intelligent, and future-ready organizations, driving success in an increasingly competitive and automated world.

To unlock your organizations GenAI future, get hands-on with the world's first Generative Integration solution, sign up for a demo now at snaplogic.com/request-demo.

About the research

This research was conducted by 3GEM on behalf of SnapLogic. It surveyed 1000 IT Decision Makers working in organizations with 250+ employees across the US, UK, Germany and Australia.

About 3GEM

Established in 2015, 3Gem Research and Insights are full-service suppliers of online market research, with large and engaged consumer and b2b online panels in over 65 countries worldwide. Adhering to MRS guidelines and ESOMAR accredited, 3Gem design creative research solutions which produce robust and actionable insights; the data is typically used to form the basis of impactful thought leadership campaigns, or to help businesses make high level business decisions with full confidence. As a boutique agency with far reaching capabilities, 3Gem deliver integrated research and media solutions quickly and cost-effectively, and are the “go-to” agency for many industry-leading brands and agencies, operating across a diverse range of sectors.

SnapLogic is the leader in Generative Integration. As a pioneer in AI-led integration, the SnapLogic Platform accelerates digital transformation across the enterprise and empowers everyone to integrate faster and easier. Whether you are automating business processes, democratizing data, or delivering digital products and services, SnapLogic enables you to simplify your technology stack and take your enterprise further. Thousands of enterprises around the globe rely on SnapLogic to integrate, automate and orchestrate the flow of data across their business. Join the Generative Integration movement at **snaplogic.com**.

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