FORTUNE AIQ

AGENTIC AI:
HOW ORGANIZATIONS ARE PUTTING IT TO USE

FORTUNE AIQ ADVISORY BOARD SURVEY

AUGUST 2025

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AGENTIC AI: HOW PEOPLE ARE PUTTING IT TO USE

ABOUT THE SURVEY

- Fortune AIQ Advisory Board is an exclusive community of business leaders who are on the front lines of the AI revolution.

- In July 2025, 171 members of the Fortune AIQ Advisory Board participated in this survey with the aim to better understand their organizations' adoption of agentic AI, how it's being put to use, why pilot agentic AI projects stall, and how they're working with vendors on agentic AI solutions.

KEY RESULTS

- Many respondents say their companies have adopted agentic AI but finding it hard to transition from pilot programs to broader implementation due to the complexity of the technology. This could imply that most agentic AI projects are early-stage experiments or proofs-of-concept driven by hype, and their organization's legacy systems can't easily accommodate these autonomous agents without substantial reengineering.

- Their companies are using agentic AI in high-impact areas like IT, marketing, and operations for performing decision-making tasks, complex workflow automation, and improve enterprise productivity. This suggests more success stories will only emerge from firms willing to rethink workflows from the ground up.

- Respondents reported that their organizations have tapped into both the established technology giants and innovative startups for developing and deploying their agentic AI solutions. With agentic AI market is experiencing substantial growth, it's important for organizations partner with vendors to address challenges related to performance, cost, trust, and governance for the widespread and successful adoption of this transformative technology.

Two-thirds say their organizations currently have active agentic AI projects

Q: How many agentic AI projects (including pilots and fully deployed ones) are currently active across your organization?

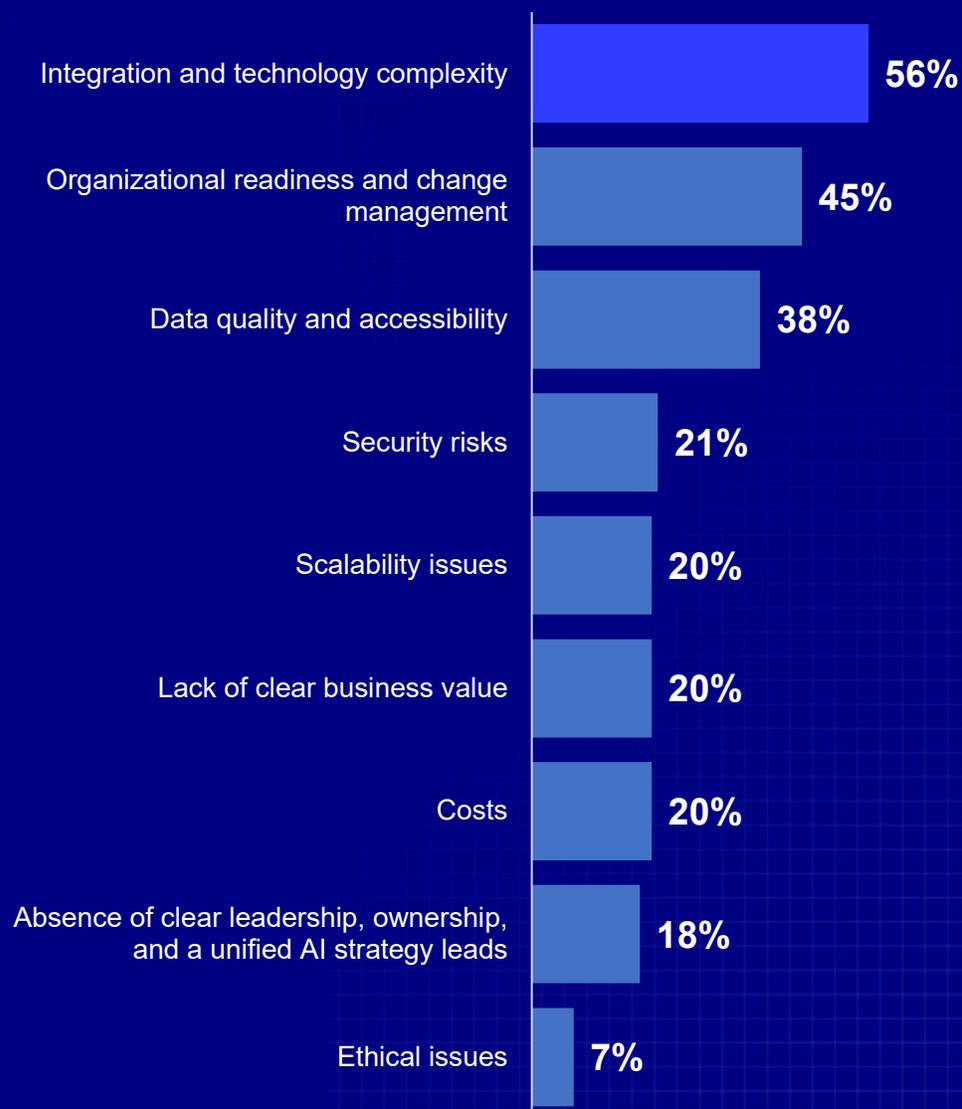| 10 or more	7-9	4-6	1-3	0 (none)
12%	3%	11%	41%	33%
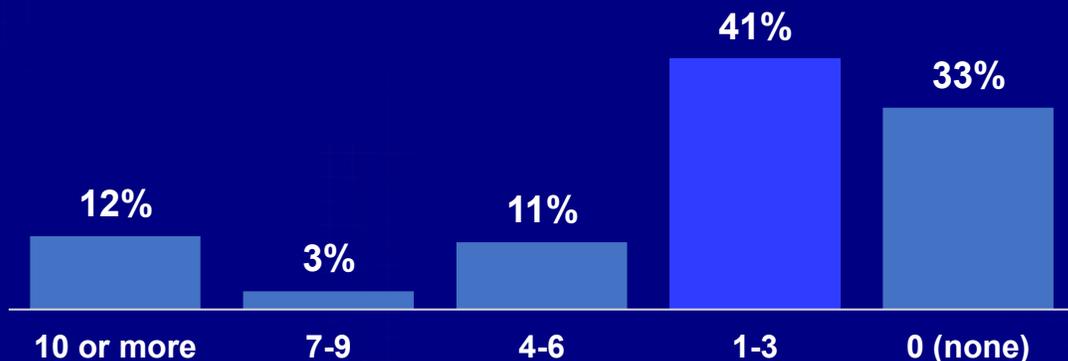
Most agentic AI projects don't become fully implemented

Q: Approximately what percentage of your organization's agentic AI pilot projects become fully implemented?

76-100%	51-75%	26-50%	11-25%	1-10%
19%	15%	20%	14%	33%
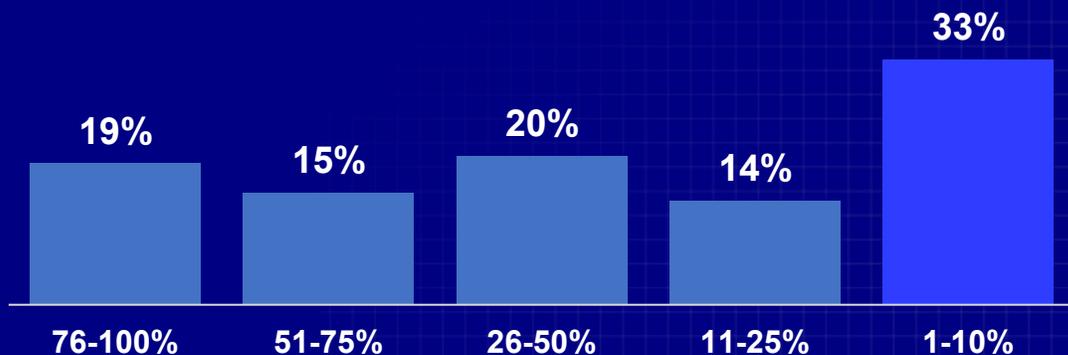
This is mainly due to integration complexity and organizational readiness

Q: Which of the following best describes the reasons why agentic AI pilot projects in your organization are NOT fully implemented?

Integration and technology complexity	56%
Organizational readiness and change management	45%
Data quality and accessibility	38%
Security risks	21%
Scalability issues	20%
Lack of clear business value	20%
Costs	20%
Absence of clear leadership, ownership, and a unified AI strategy leads	18%
Ethical issues	7%

AI agents are being adopted across their organization's core business functions

Q: Which of the following business units or departments in your organization are currently leveraging AI agents (either as a pilot project or already in production)?

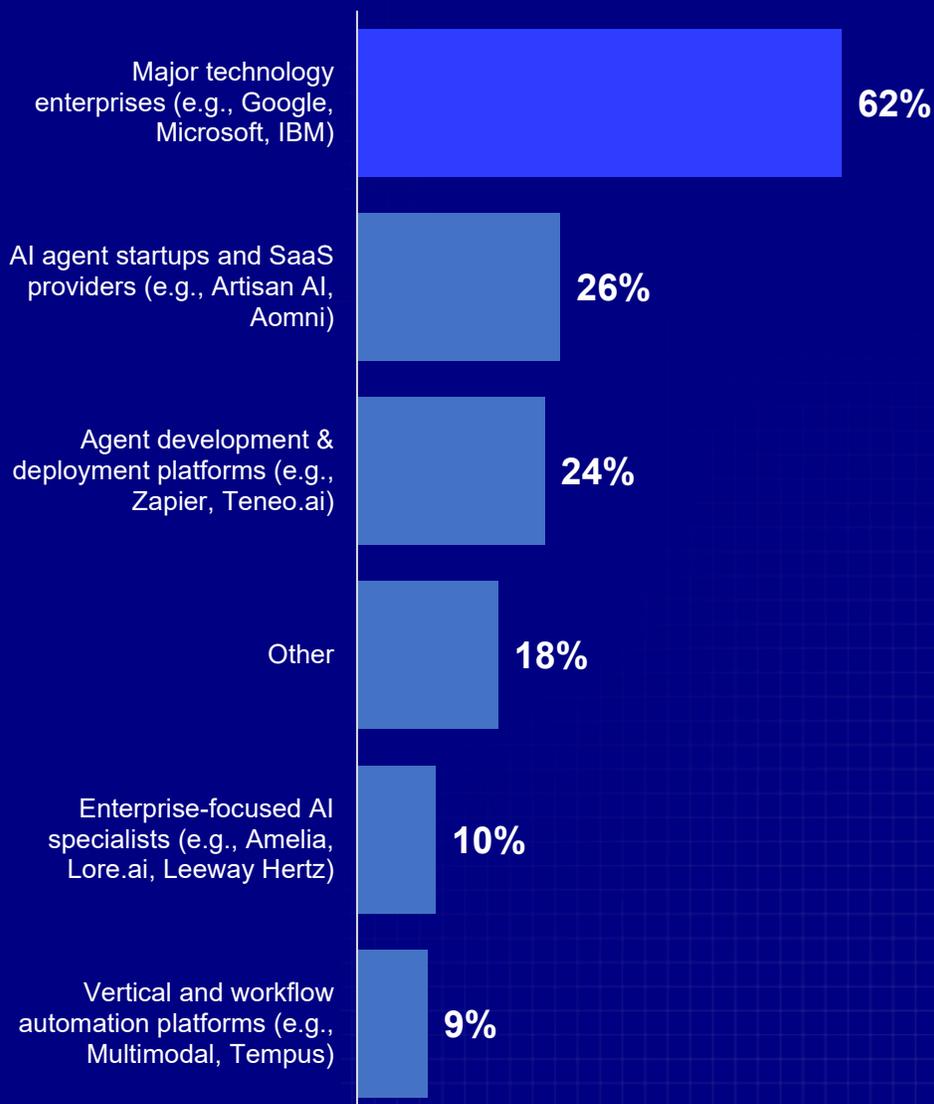| Department	Percentage
IT	60%
Marketing	51%
Operations	49%
Customer service	43%
Sales	40%
Finance	31%
HR	25%
Security	19%
Legal	14%
Accounting	12%
Travel	8%
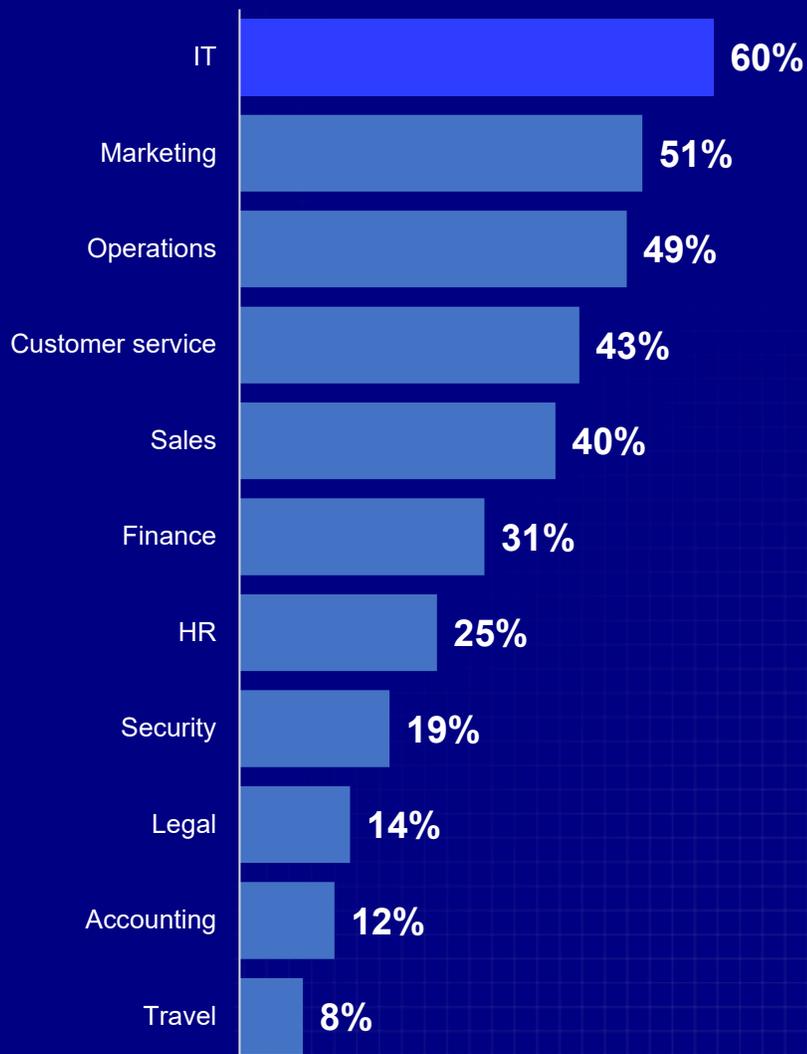
Their organizations' first AI agents were designed for elevating routine task automation and knowledge work

Q: What purpose was your organization's first AI agent designed for?

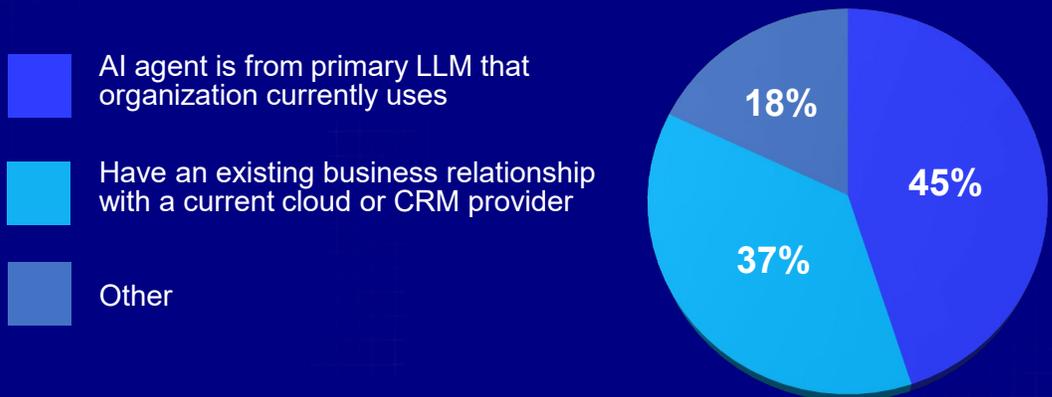| Purpose	Percentage
Routine task automation	56%
Knowledge work acceleration	48%
Personal and team productivity	36%
Data analysis and decision support	33%
Customer support and service	32%
Personalized sales and marketing support	21%
Employee helpdesk	11%
Enterprise app development	10%
Recruitment and onboarding	9%

They mostly use key tech enterprise players like Google and Microsoft to develop and deploy AI agents.

Q: What type of company provides your organization with AI agents?

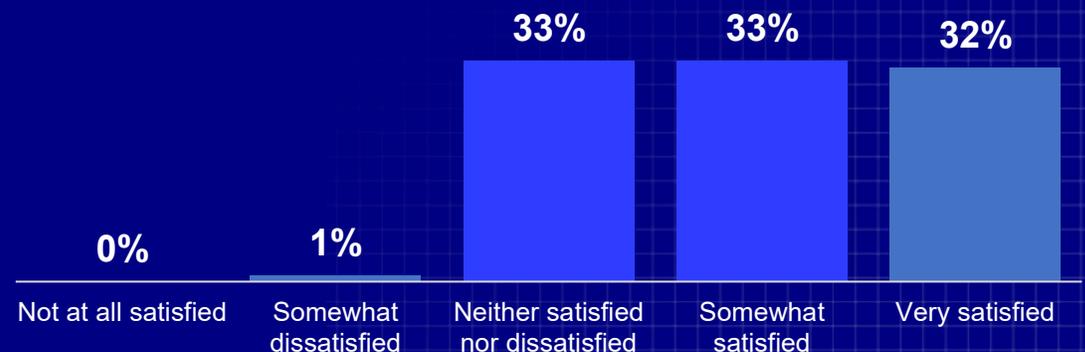| Category	Percentage
Major technology enterprises (e.g., Google, Microsoft, IBM)	62%
AI agent startups and SaaS providers (e.g., Artisan AI, Aomni)	26%
Agent development & deployment platforms (e.g., Zapier, Teneo.ai)	24%
Other	18%
Enterprise-focused AI specialists (e.g., Amelia, Lore.ai, Leeway Hertz)	10%
Vertical and workflow automation platforms (e.g., Multimodal, Tempus)	9%

Many of their organizations already have an existing business relationship with the vendors providing their AI agents

Q: How did your organization go about choosing the AI agent vendors you are currently using?

- **AI agent is from primary LLM that organization currently uses**
- **Have an existing business relationship with a current cloud or CRM provider**
- **Other**

18%

45%

37%

Most are satisfied with the set-up support experience from agentic AI vendors

Q: How would you describe the overall experience with your vendor in providing support for setting up the agentic AI in your organization?

Not at all satisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
0%	1%	33%	33%	32%