



From Hype to Impact: Scaling AI Maturity with Agentic AI

A Strategic Guide to Lead the Shift in
Your AI Journey

An IDC eBook for Technology Leaders



In this eBook, you'll find guidance for organizations planning to evolve their use of AI technologies, significant trends in agentic AI adoption that solves organizational challenges and enhance business outcomes, and guidance to establish a clear road map for use cases.

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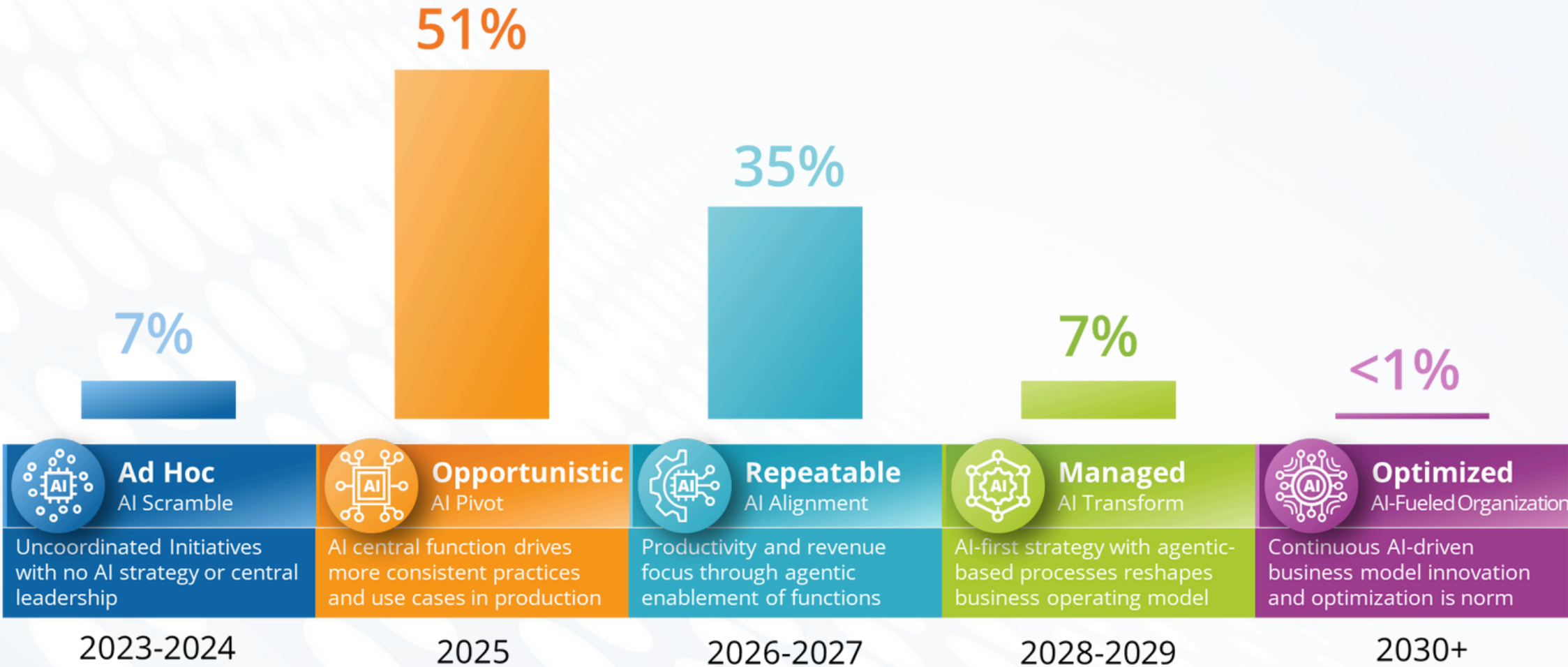
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From Experimentation to AI-fueled organization

AI will generate a cumulative Global Economic Impact of 22.3 Trillion by 2030 and this will represent 3.7% of global GDP in 2030.

With the promise of human augmentation resulting in amplified knowledge, accelerated decision-making, and higher productivity, AI is reshaping industries. Most organizations are driving the AI pivot to scale as they look to bridge the AI innovation gap and have become more coordinated as they shift towards a steady cadence of investment based on standardized technology and established governance.



IDC Worldwide AI-Fueled Organization Maturity Model Benchmark, 2025

Assessing AI Maturity

The five-stage maturity model provides the basis for a comparative analysis that helps organizations investing in AI compare their maturity to industry peers. Three critical dimensions to take into consideration for organizations to become an AI-fueled organization:

Strategy

- A common purpose for AI investment.
- A plan for **governing investment** that articulates risks, ethics, principles, and a code of conduct.
- Provide for an overall **AI road map** for implementation.

Technology

- Use of **AI platforms** and adopting significantly re-architected **applications**.
- **Data** remains the critical foundation for successfully implementing projects.
- Sophisticated approaches to planning, provisioning, and operating infrastructure to support AI efforts.

People

- **Change management** becomes a critical capability dictating a central program.
- **Work optimization**, and AI will accelerate organizations toward a culture of continuous optimization and learning.
- **Effective leadership** is also a critical enabling sub-dimension.

AI initiatives are more effective when organizations have clear business processes and an established solid data foundation. The path to becoming an AI-fueled organization starts with a well-defined strategy aligned to business outcomes.

“Organizations that adopt the IDC AI-Fueled Organization MaturityScape model will have an effective journey from the experimental ad hoc phase, pivoting ultimately to an AI-fueled organization.”

Jeff Hojlo, IDC Research Vice President, Manufacturing Insights and Industry Ecosystems Strategies

The State of the GenAI Technology Ecosystem

With innovation, automation and data at the core of this technological era, agentic AI is gaining traction and proving to be a significant investment for enterprises investing in AI and generative AI (GenAI) technologies as a strategic pillar.

A large majority of Asia/Pacific organizations believe that **agentic AI will be disruptive to their business operating model in the next 18 months**. Organizations have also increased their IT budgets in 2025 for GenAI capabilities to be embedded into products and solutions.

As organizations accelerate their experimentation with GenAI, many initiatives relatively low success rates are prompting businesses to reassess use case strategies. The emergence of agentic workflows is redefining how organizations develop use cases that generate compounding value; a new consumption framework for GenAI.

Source:

Understanding Agentic AI Technology Adoption in Asia/Pacific, Doc #AP53168925, February 2025

IDC Perspective: The Rise of Agentic AI: A Perspective into the State of the GenAI Technology Ecosystem, Doc #AP52858225, January 2025



The Next Frontier of Autonomous Intelligence

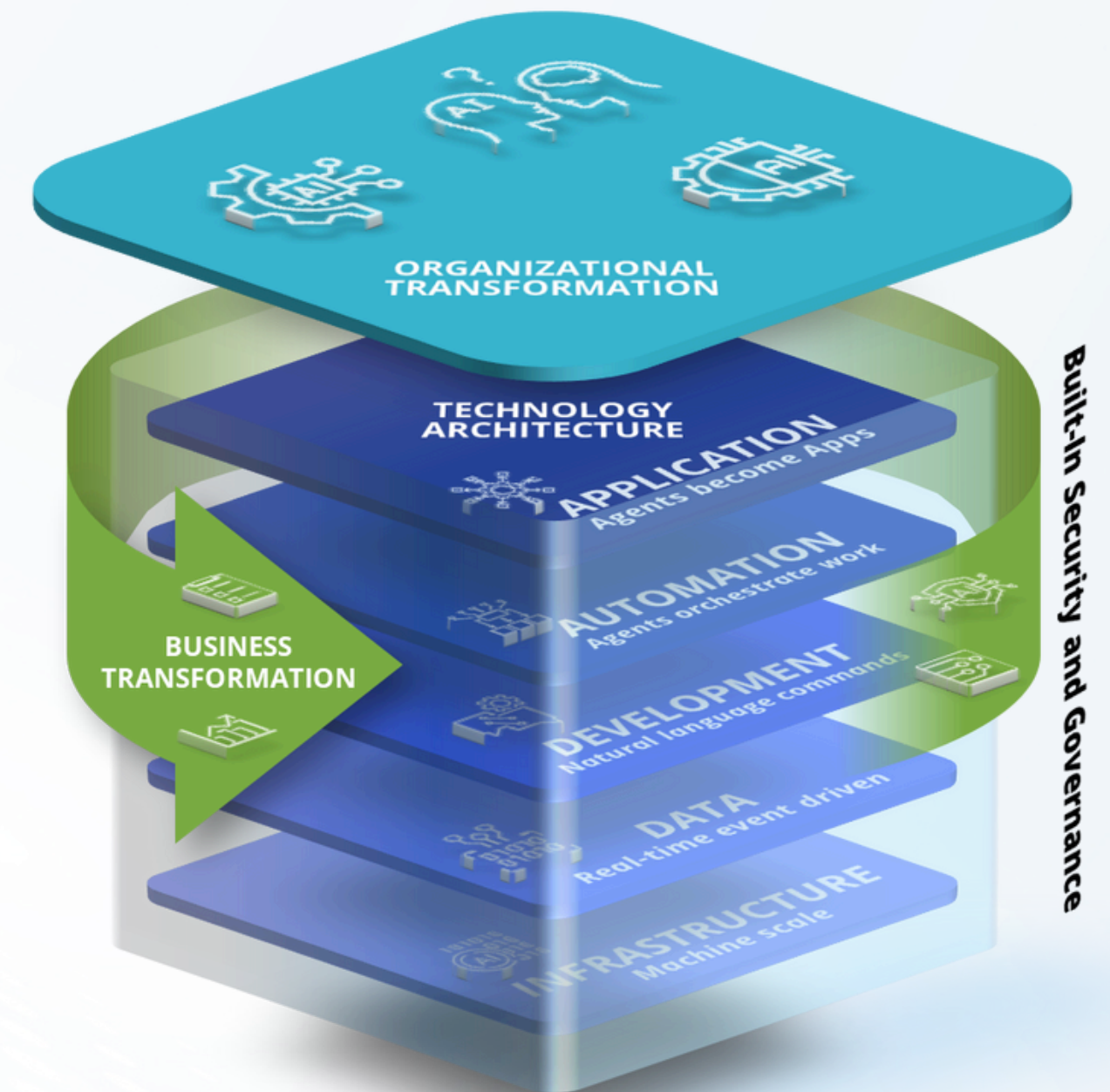
Agentic AI workflows transform GenAI into consumable services capable of decision making, executing complex tasks, and integrating seamlessly with existing systems. Though copilots and assistants are more widely developed, organizations are shifting to explore AI agents.

AI Agents

- Act as a user-friendly interface for GenAI, enabling enterprises to accelerate value delivery by automating workflows and enhancing operational efficiency.
- Integrates GenAI models into business processes
- Help enterprises derive greater utility from their GenAI investments.

AI agents are the biggest drivers of software and services growth as well as the biggest business disruptors. Establishing robust data and control planes remains critical for an organization's medium- and long-term success. These foundational layers ensure the scalability, security, and effectiveness of the AI ecosystem.

While agentic AI powers scalable GenAI adoption through software-as-a-service (SaaS) integration and drives business transformation, challenges such as governance and data complexity that require careful management remains key hurdles.



Impact of Agentic AI on the Future of SaaS

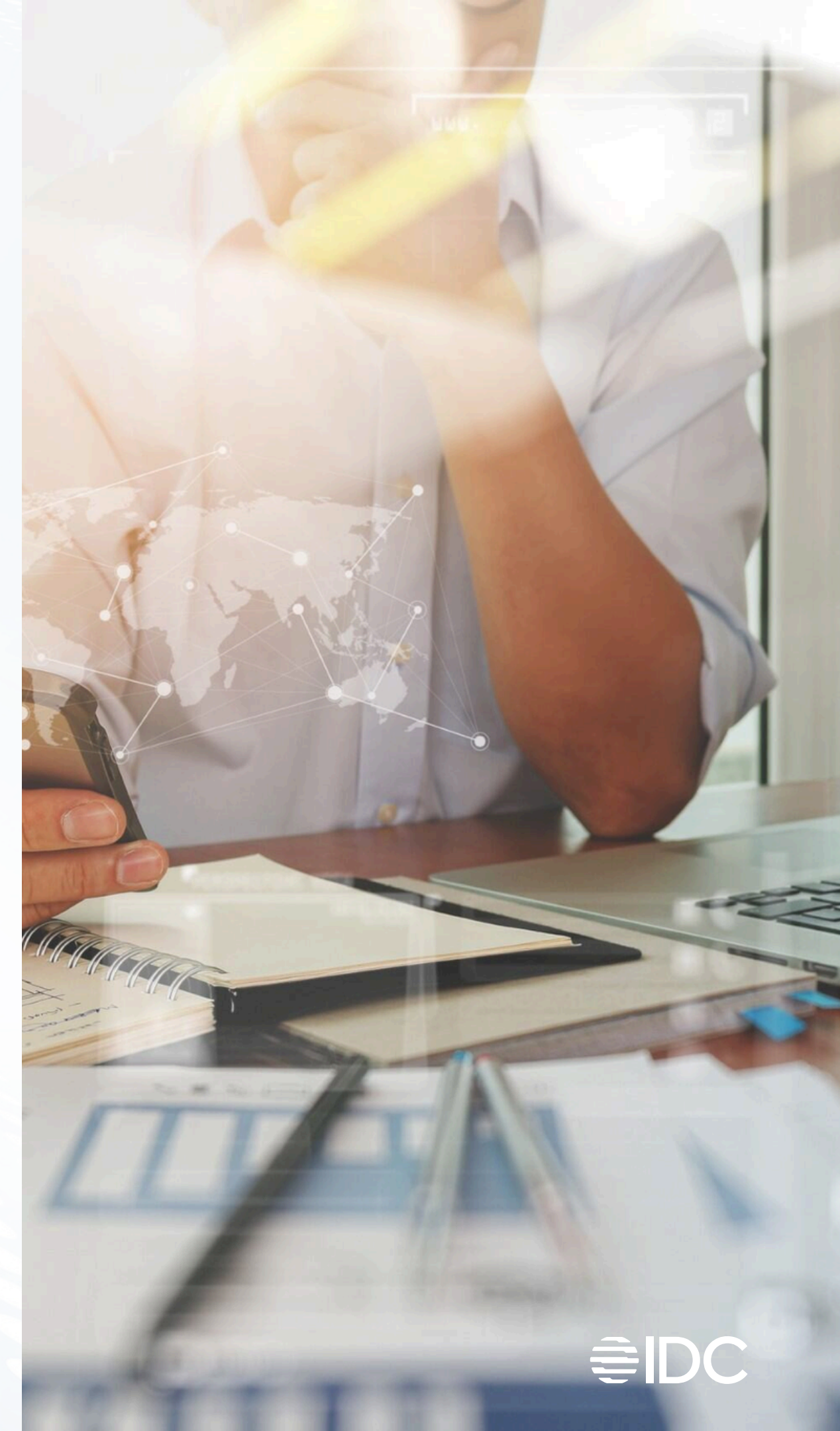
With the evolution of AI agents, organizations are shifting their perceived value of SaaS solutions.

While SaaS platforms offer more than just workflow automation, including robust security, privacy, and a certain level of risk assurance for business processes, AI brings unparalleled customization on a much larger scale despite its own set of security, privacy, and reliability challenges.

Long term: AI agents have the potential to evolve into overarching intelligence that spans multiple business processes, prompting significant changes in the SaaS landscape.

Short term: AI agents may enhance SaaS vendors' market positioning. However, the key to maximizing the effectiveness of AI-driven processes will lie in harmonizing access to the data layer, which will activate these processes.

As the landscape of agentic AI continues to evolve, organizations must stay aligned with innovations from cloud providers and ISVs.



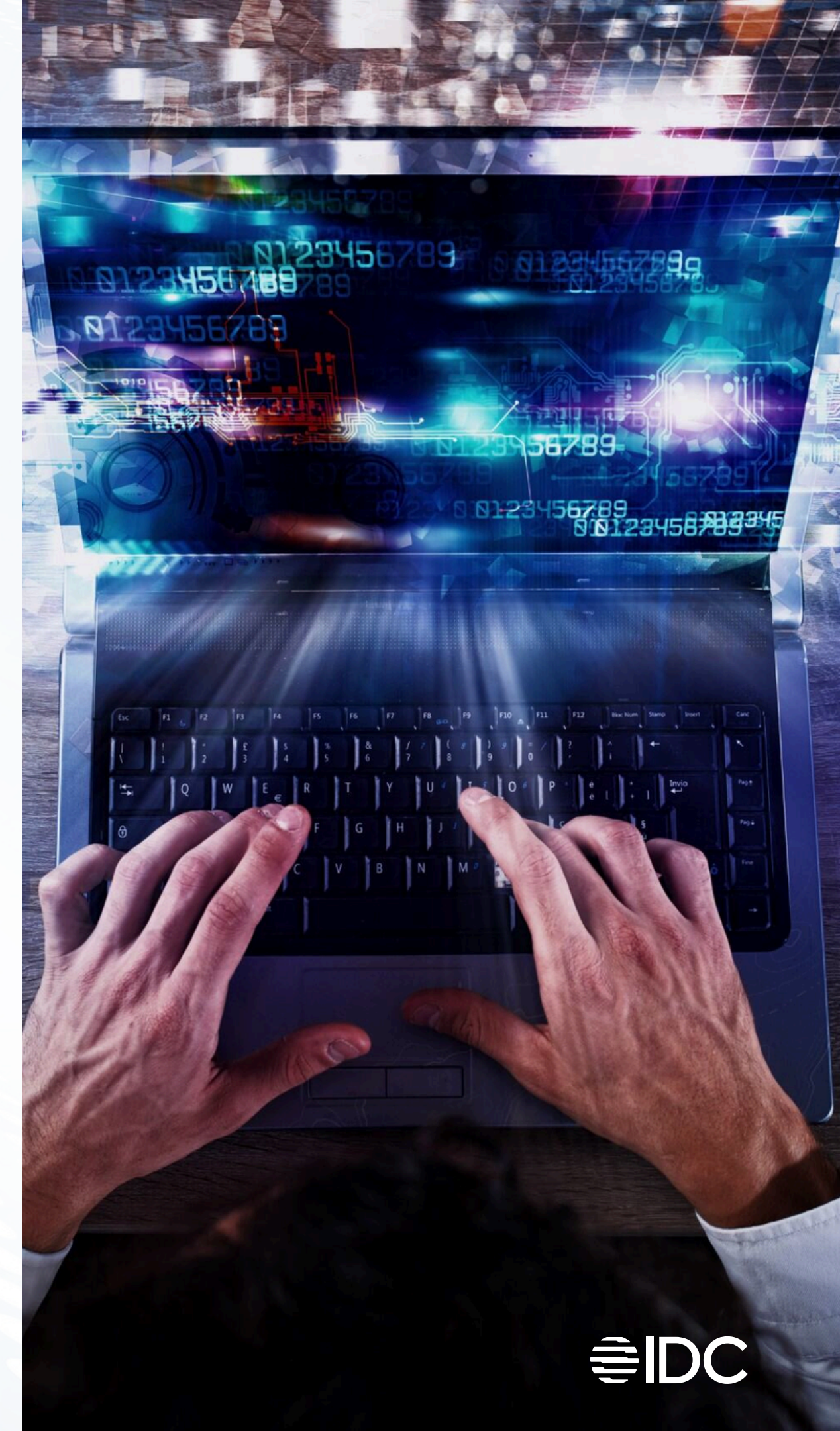
Data Readiness to Support Agentic AI

Real-time availability of data from distributed enterprise systems across the organization becomes crucial for agents to make timely and informed decisions as agentic systems progress.

To enable seamless data flow between agentic systems while adhering to policy frameworks and security mandates, also known as **policy-driven data orchestration**, several strategies can be considered:

- **Zero trust architecture:** Employ authentication and authorization mechanisms for every data request and response.
- **Dynamic pipelines:** Develop intelligent pipelines capable of dynamically pulling information based on the real-time needs of agentic systems.

The GenAI era demands a robust approach to data orchestration, one that combines technological innovation with strict adherence to policy and security standards. By addressing these challenges, organizations can unlock the full potential of agentic systems and GenAI.



Challenges in Productizing Agentic AI

Some key challenges organizations face when operationalizing and scaling agentic AI:

Slower Performance

Due to the complexity of operations, AI agents can be slower which may stall workflows.



Higher Cost

Running AI agents is expensive, whether due to per-token charges from third-party providers or the need for powerful GPU clusters. amplify the situation



Increased Risk of Errors

The added complexity (distributed systems consistency) introduces a higher likelihood of mistakes, requiring robust validation and monitoring



Lack of Skills

Not enough AI expertise and aging population creates a mismatch between demand and supply of talent. Job displacement concerns amplify the situation



Understanding agentic AI holistically helps mitigate risks and establish a clear road map for use cases that not only deliver tangible business outcomes but also enhance enterprise resilience, foster innovation, and drive growth.

Considerations for Implementing Agentic AI

Although the agentic AI landscape is a fast evolving one, the following considerations could lead to a more formalized approach in implementing agentic AI.

- GenAI initiatives must **focus on super use cases** that can deliver value, rather than on models. The entire business processes and workflows need to be redesigned to harvest the underlying value of the technology.
- **Assess current AI investments and evaluate tools** that help integrate traditional AI deployments with agentic AI development environments. A unified AI platform could help achieve the above.
- **Reduce dependency on specific models.** Building innovative business logic on the agentic AI platform can minimize the risk from version changes of AI models and maximize flexibility to choose from various models.
- **Evaluate how legacy systems can be enhanced using agentic AI tools.** Agentic AI can be used to bridge the gap between legacy systems and modern ones, and be leveraged to enhance security gaps in legacy architectures.
- Data layers are complex and yet need the most attention in evolving AI-based systems. It is important to **strengthen data initiatives** to support emerging trends in AI, and reinforce agentic AI use cases.
- **Partner with systems integrators that have built rich frameworks** to support emerging technologies and navigate feasibility constraints for agentic AI based innovation.

Advice for Technology Leaders

Key actions to have an effective AI journey to become an AI-fueled organization.

- **Organize for effective AI governance.** IT, business leaders, and AI leadership must work very closely together to align business processes with the technology.
- **Develop AI knowledge and skills.** Ensuring proper training of employees in areas such as data model building, use case development, AI composing, and prompt engineering.
- **Deploy AI to complement your broader digital transformation efforts,** complementing investments in tech such as cloud, analytics, and no-code/low-code applications development tools for a collective digital-first approach.
- **Scale your GenAI applications in support of a targeted set of use cases** across your organization, considering each role and how GenAI can completely automate tasks or augment decision-making.
- **Begin experimentation with autonomous agents.** Start a journey to explore, test, and implement AI agents within business processes and workflows.
- **Extend the use of AI to support your ecosystem projects and joint ventures;** leverage application marketplaces and model gardens for a shared approach to AI/ML, GenAI, and agentic AI with partners.



Recommended Resources



How is AI Shaping Industries of the Future?

An exclusive look into the future state of three core industries, along with expert guidance and actionable insights to help inform IT investment priorities and implementation strategies.

[DOWNLOAD](#)



CIO Agenda 2025 Predictions for Asia/Pacific

Learn how to integrate AI into your strategy and make 2025 a defining year for your leadership with IDC FutureScape trends and predictions for 2025 and beyond.

[DOWNLOAD](#)



The Future of AI in IT Procurement

Get in-depth insights on implementing AI capabilities in the IT sourcing and procurement cycle and how to use AI to drive cost savings and efficiency.

[DOWNLOAD](#)

The Next Step in Enterprise AI Maturity

Agentic AI is a strategic enabler for organizations ready to scale AI beyond pilots to enterprise-wide initiatives that drives measurable impact.

If you'd like to learn more about evolving AI technologies or agentic AI adoption and investments to solve organizational challenges, enhance business outcomes and ultimately become an AI-fueled organization, an IDC expert would be happy to connect with you. Click the button below to request to be contacted.

[Contact Us](#)

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