

Agentic AI Platforms for Enterprise

Your Guide to Market Momentum: Identifying the Vendors Poised for Long-Term Success and Disruptive Innovation

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Table of Contents

03/ Looking Ahead at Agentic AI Platforms for Enterprise

05/ About Futurum Signal

06/ Signal Comparative Zones: Agentic AI Platforms for Enterprise

07/ Vendor Zone Breakdown

08/ Signal Heat Map: Agentic AI Platforms for Enterprise

09/ Category Performance

11/ Vendor Radars

12/ AWS

17/ Glean

21/ Google

25/ IBM

29/ Microsoft

33/ Oracle

37/ SAP

41/ Salesforce

45/ ServiceNow

49/ UiPath

53/ Signal Snapshot

55/ Definitions and Terminology

**56/ About the Digital Leadership & CIO and the
AI Platforms Practices**

56/ About The Futurum Group

56/ Copyright & Use License

56/ Copyright Notice



Looking Ahead at Agentic AI Platforms for Enterprise

Agentic AI Platforms for Enterprise represent a specialized suite of integrated cloud computing services that provide the foundational infrastructure, tools, and frameworks required to build, train, deploy, and manage AI applications at scale. These platforms abstract away the complexity of setting up and maintaining the underlying hardware and software, enabling data scientists, developers, and business users to focus on creating and leveraging AI models. This emerging market addresses the core business problems of improving operational efficiency, enhancing decision-making, and transforming customer and employee experiences through intelligent automation.

The market for AI Platforms is poised for substantial expansion, with Futurum Research forecasting growth from \$127 billion in 2024 to \$440 billion by 2029¹. This trajectory is fueled by unprecedented demand for high-performance computing to power increasingly sophisticated AI models and a pervasive desire among enterprises to embed AI deeply into their operational fabric. This era marks a pivotal shift towards AI, enabling more intuitive, efficient, and personalized enterprise workflows across industries.

Several critical trends are shaping the future of this domain. First, **there is a clear movement towards multi-agent collaboration**, where autonomous AI agents perceive environments, make decisions, and initiate actions to achieve specific goals, often with minimal human intervention. This necessitates advanced orchestration capabilities to manage complex, multi-step business processes. Second, **the emphasis on data grounding and contextual awareness is paramount**. Platforms must enable AI agents to access and reason over enterprise-wide structured and unstructured data in real-time, reducing hallucinations and improving accuracy. This is critical for building trust in generative AI solutions and ensuring agents operate with high situational awareness. Third, **a strong focus on governance, security, and integrated observability is non-negotiable**, particularly for regulated industries. Enterprises demand robust frameworks for bias detection, lineage tracking, policy adherence, compliance controls across agent operations, and transparent monitoring and auditing tools. Finally, while proprietary models and ecosystems remain dominant, **there is a growing interest in open-source and in-house models**, indicating a desire for cost control, intellectual property ownership, and domain-specific customization.

¹ State of the Market Report: AI Platforms, Q3 2025, Futurum Research, July 2025

Success in this competitive market hinges on a few key differentiators. **Vendors must demonstrate the maturity of their AI capabilities, moving beyond basic automation to offer sophisticated reasoning, planning, and execution across diverse enterprise systems.** Their approach to data governance and establishing an AI Trust Layer will be crucial for building enterprise confidence and enabling secure, compliant AI deployments. Furthermore, the vibrancy and openness of their ecosystems, coupled with

strong vendor collaboration and consultative guidance, will determine their ability to support long-term digital transformation goals. **Providers that can effectively blend cutting-edge AI with a strengthened partner ecosystem and a proven go-to-market execution will be best positioned to capture market share and deliver substantial business value in the intelligent enterprise era.**



About Futurum Signal

Signal represents Futurum's view on how well-positioned a vendor solution is in the market for long-term future success. It is our Signal to the market on the degree to which a solution has demonstrated its future success across five core categories: **business value (to customers), product innovation & solution capabilities, strategic vision, go-to-market execution, and ecosystem alignment.**

How it Works

Signal is an intelligence analysis platform that automates the evaluation of technology vendors. It employs an agentic AI workflow to score vendors against a predefined analytical framework, providing a consistent and data-driven view of the market.

The platform's methodology is two-fold. First, it leverages Large Language Models (LLMs) to frequently scan, ingest, and synthesize vast amounts of publicly available information. Second, it enriches this public data with proprietary insights using Retrieval-Augmented Generation (RAG). This RAG process draws from a curated corpus of internal research, data from strategic partners like G2, and direct input from vendors. Using this corpus of knowledge, the platform then asks itself numerous, predefined questions across our five core assessment areas. If it lacks context, it's designed to recognize the missing information and get it, rather than simply hallucinating an answer. With this knowledge, the platform can evaluate current capabilities and extrapolate trends to predict where a product is heading.

This technology-driven process is augmented by human expertise. At the outset of a Signal, our analysts define the market, identify the vendors and products, and create the rubrics used in evaluating each vendor and product. They set the weights for each of the five core assessment areas based on their expert knowledge of what is essential in the market today and where it's heading. The analyst also sets axioms, which are hard truths about a vendor's track record that act as guideposts for the system. In this way, our analysts are integral to the system's integrity and accuracy, responsible for context and prompt engineering, curating the proprietary data sources, and providing final oversight on all published content, including both opinion and scores. The output for each assessment includes a quantitative score and a detailed qualitative rationale, which analysts can readily challenge, asking the system to reassess its findings.

Signal is designed to be a dynamic tool that reflects the market in near real-time. We do not use cyclical, static "evaluative windows" or require vendors to complete bespoke surveys. Instead, we maintain an ongoing dialogue through regular briefings and welcome vendors to submit relevant materials at any time. This ensures our analysis is always current, scalable, and reflective of the latest market shifts.

Key Sources of Information

- **Publicly Available Information:** The platform frequently scans the open web to gather data from approved sources, including official product documentation, news articles, technical blogs, press releases, and published industry reports.
- **Proprietary & Licensed Data:** We integrate data from strategic partners to provide a multi-faceted view. This includes aggregated user review data, market intelligence reports, and other licensed datasets that offer insights into customer experience and market presence.
- **Internal Analyst Research:** Our team's expertise is a critical data source. This includes years of historical analysis, briefing notes, research reports, and various subject-matter knowledge that is vectorized and embedded into the RAG pipeline to inform the AI's analysis. All market forecasts and user survey data points mentioned in this report are derived from Futurum Intelligence research unless otherwise noted.
- **Direct Vendor Engagement:** We maintain an open channel for vendors to provide information directly. Sources include ongoing vendor briefings, product roadmaps, and other official, public materials that vendors believe are relevant to their market evaluation.

How to Interpret the Signal

To ensure consistency and provide a quantitative framework for comparison, every area is assessed on a 100-point scale, with specific categories and questions assessed and weighted according to analyst-curated rubrics that together reflect current market dynamics. In this way, Signal can provide a consistent yet timely evaluation. For example, a score of 100 is considered 'Elite', meaning we would not reasonably expect a vendor solution to perform better in that specific area in question when a given Signal is generated. One should interpret the Signal zones as follows:

- **Elite (90+):** A company is expected to demonstrate market-leading proficiency and will set the benchmark for excellence in the market.
- **Leader (80-89):** A company is expected to show lots of strengths and will have many competitive advantages.
- **Established (70-79):** A company will be reliable and competitive, but has several shortcomings that will need to be addressed.
- **Aspiring (<70):** A company is participating in the market but will have to address several shortcomings to become truly competitive.

Each solution is assessed across five categories (see Definitions and Terminology for more detail), and an overall Signal score is made up as the average of the five categories. To interpret these different scores, several visuals are provided:

- **Signal Comparative Zones:** A visual showcasing how vendors rank based on their overall Signal score.
- **Signal Comparative Heat Map:** A visual showcasing how vendors compare across each of the five assessment categories.
- **Signal Radar:** An individual view of how a vendor scored on each of the five assessment categories.

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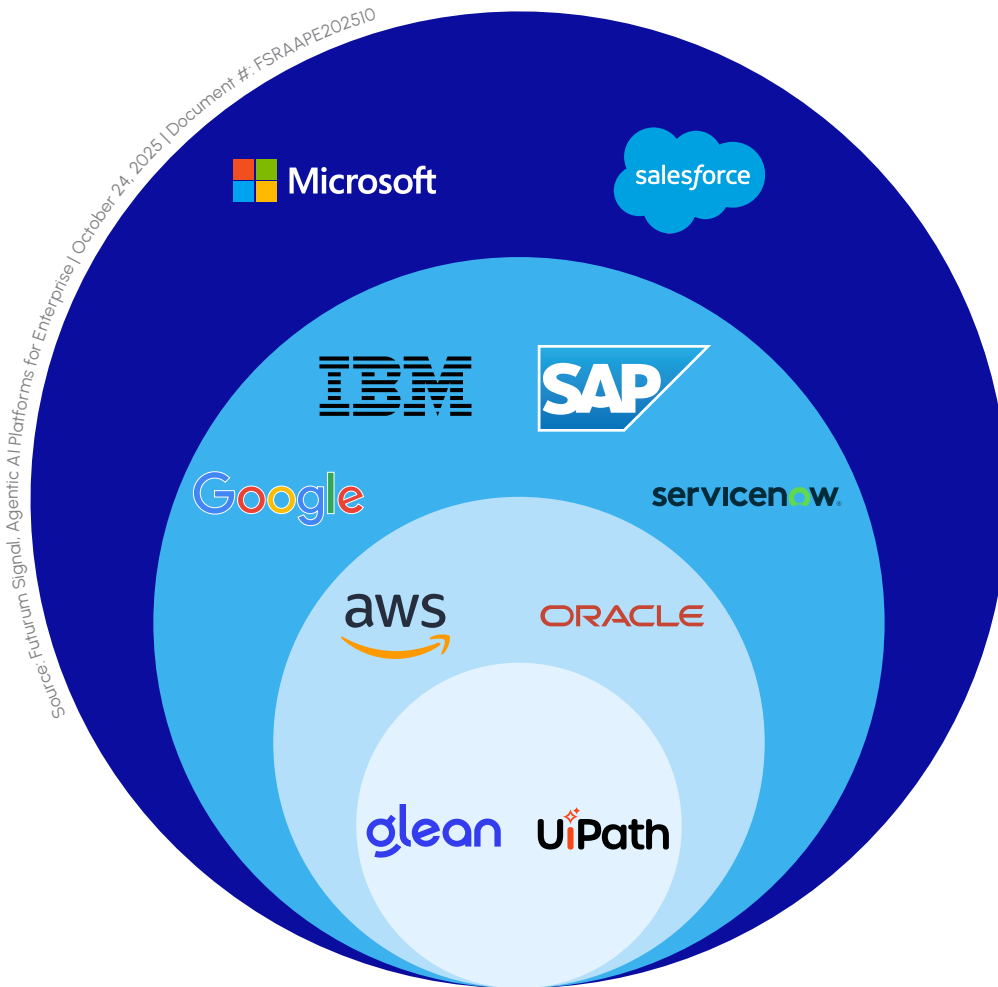
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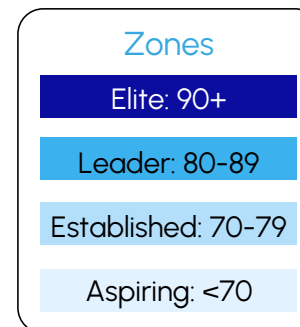
Signal Comparative Zones: Agentic AI Platforms for Enterprise

The competitive landscape for Agentic AI Platforms for Enterprise reveals a market with clear leaders and ambitious challengers. Vendors in the Elite zone distinguish themselves through comprehensive, deeply integrated AI stacks, robust financial backing, and proactive strategies for ecosystem expansion and governance. They are setting the pace for innovation in autonomous AI, leveraging pervasive integration across their core platforms to deliver transformative business value at scale. Other vendors in the Leader zone demonstrate significant strengths in specific areas, such as product innovation or strategic vision. Still, they are working to achieve the same breadth of market penetration or ecosystem alignment as the top tier. The Established and Aspiring zones include providers with foundational capabilities or niche strengths, whose trajectory for future success will depend on sustained investment, accelerated product development, and a sharper focus on market differentiation and partner engagement. The market dynamics indicate a continuous drive towards more intelligent, secure, and seamlessly integrated AI solutions. Within each Zone, vendors are listed in alphabetical order.



To ensure consistency and provide a quantitative framework for comparison, every area is assessed on a 100-point scale.

- **Elite (90+):** A company is expected to demonstrate market-leading proficiency and cannot be expected to perform better
- **Leader (80-89):** A company is expected to show lots of strengths and will have many competitive advantages
- **Established (70-79):** A company will be reliable and competitive, but has several shortcomings that will need to be addressed
- **Aspiring (<70):** A company is participating in the market but will have to address several shortcomings to become truly competitive



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Vendor Zone Breakdown

In the Elite Zone:



Microsoft: Microsoft is in the Elite zone due to its deeply integrated AI stack, robust financial health, and an uncompromising strategic vision centered on AI, particularly with Copilot Studio and Azure AI Foundry. Its pervasive integration across Microsoft 365, Dynamics 365, and the Power Platform positions it for unparalleled adoption.



Salesforce: Salesforce has achieved Elite status by strategically pivoting towards the "Agentic Enterprise" with Agentforce 360, backed by strong financial performance and ambitious growth forecasts. Its expanded partnerships with leading AI model providers and focus on ethical AI differentiate its offerings for hyper-personalized customer experiences.

In the Leader Zone:



Google: Google is a Leader, driven by formidable financial strength, aggressive investments in AI infrastructure, and an "AI-first" hardware strategy. Its strong go-to-market execution and growing ecosystem, anchored by the Vertex AI Agent Engine and Agentspace, position it for aggressive market expansion.



IBM: IBM is recognized as a Leader, propelled by a resolute focus on enterprise AI and hybrid cloud through its watsonx platform. Strategic partnerships for accelerated AI inference and advanced LLMs and targeted acquisitions underscore a deliberate strategy to embed AI solutions within critical enterprise workflows.



SAP: SAP is a Leader with a clear strategic vision and robust product innovation, particularly through its 'Business AI' strategy and Joule. Anticipated strong financial performance and strategic acquisitions reinforce its commitment to deeply embedding SAP across diverse enterprise landscapes.



ServiceNow: ServiceNow is a Leader due to its strong product innovation and a strategic vision to become the definitive AI-first intelligent workflow automation platform. Its robust financial performance and expanding global partner program, bolstered by an AI Co-Investment Fund, are rapidly strengthening its ecosystem alignment.

In the Established Zone (70-79):



AWS: AWS is in the Established zone, maintaining a strong position in Business Value and Product Innovation. Its aggressive AI investment and targeted global infrastructure expansion are evident. However, the vendor will prioritize enhancing multi-region redundancy and operational robustness following recent outages, as it further solidifies its ecosystem and go-to-market execution.



Oracle: Oracle is in the Established zone, positioned for transformation through unprecedented cloud revenue growth and substantial Remaining Performance Obligations. Its strategic leadership changes and multi-billion-dollar infrastructure deals with AI leaders like OpenAI and Meta demonstrate a targeted, high-impact strategy to expand market reach and deepen crucial customer engagements.

In the Aspiring Zone (<70):

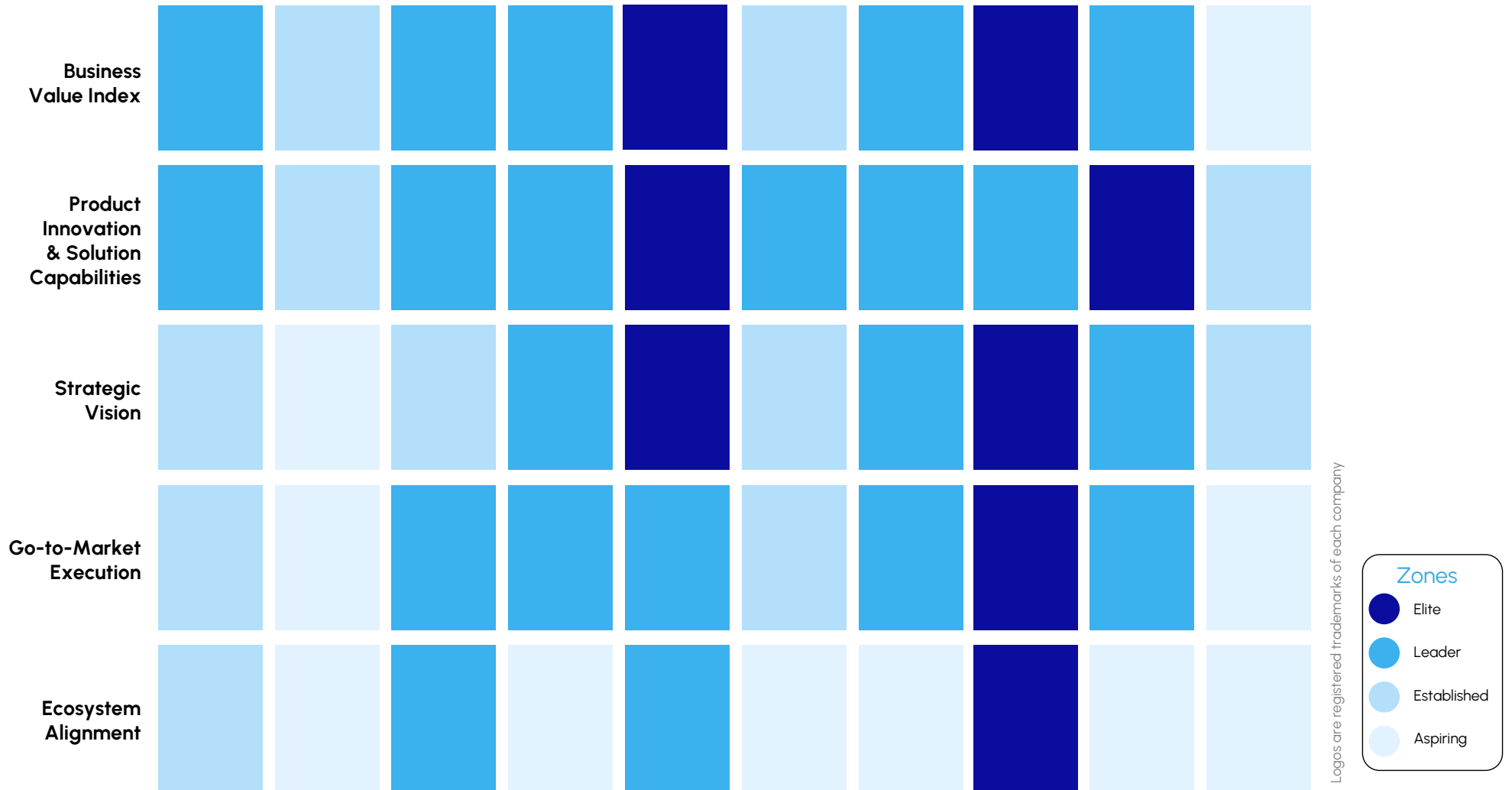


Glean: Glean is in the Aspiring zone, showing substantial product innovation with its third-generation AI Assistant and enterprise knowledge graph. Its increased market valuation reflects investor confidence. However, Glean's success hinges on effectively executing nascent ecosystem and partnership initiatives to broaden its market presence.



UiPath: UiPath is in the Aspiring zone, aggressively positioning itself for AI-driven automation with a clear strategic vision and strong financial performance. Its FUSION 2025 announcements and strategic partnerships aim to enhance platform intelligence and integration rapidly, but current ecosystem alignment scores indicate room for maturation and broader integration.

Signal Heat Map: Agentic AI Platforms for Enterprise



Source: Futurum Signal, Agentic AI Platforms for Enterprise | October 24, 2025 | Document #: FSRAAPE202510





Category Performance

A category-by-category analysis of the Signal Heat Map reveals the specific battlegrounds where market leadership is being decided. Excellence in this space requires a balanced performance across all five dimensions, but top scores in certain categories highlight unique competitive advantages.

In **Business Value Index**, Microsoft and Salesforce stand out with scores above 90. Microsoft's deep Copilot integration across its extensive suite, combined with strong adoption and rapid payback in productivity, defines excellence here. Salesforce, with its Agentforce 360 and focus on delivering hyper-personalized customer experiences, also demonstrates its capacity for creating significant financial impact. This shows that market leaders prioritize delivering tangible ROI from AI, distinguishing themselves from those whose offerings might lack clear, independently validated economic benefits.

For **Product Innovation & Solution Capabilities**, Microsoft and ServiceNow lead with scores above 90, closely followed by Salesforce and SAP. Microsoft's comprehensive agentic AI stack, including Copilot Studio and

Azure AI Foundry, sets a high bar, demonstrating the importance of unified platforms for designing, deploying, and managing autonomous agents. ServiceNow's native AI Agents and focus on multi-agent AI development exemplify leadership, with its AI Agent Studio driving new developments. In contrast, lower-scoring vendors may need to accelerate their integration of cutting-edge AI or expand their development toolkits to compete effectively in delivering sophisticated, enterprise-grade solutions.











In **Strategic Vision**, Salesforce (92.2) and Microsoft (90.8) are at the forefront, followed closely by SAP (88.0) and IBM (85.8). Salesforce's bold "Agentic Enterprise" pivot and Microsoft's "AI-first" leadership, with a strong focus on core AI innovation, illustrate that a clear, forward-looking strategy deeply integrated with future market opportunities is critical. These leaders are not merely reacting to trends but actively shaping the landscape, which is essential for long-term relevance. Vendors with lower scores may need to refine their market narratives or increase their investment in transformative R&D to align more closely with future enterprise demands for AI.

Go-to-Market Execution sees Salesforce and Microsoft with scores of 90.0 and 89.3, respectively, leading the pack. This performance highlights the importance of leveraging expansive sales organizations, robust channel ecosystems, and strategic partnerships to drive widespread adoption and monetize advanced AI solutions effectively. Their ability to translate technical innovation into tangible business outcomes and scale deployment across diverse customer segments is a benchmark. For those with lower scores, improving sales enablement, refining market messaging, and strengthening indirect channel programs will be key to accelerating adoption and capturing market share.

Ecosystem Alignment is led by Salesforce (91.1) and Microsoft (86.3), demonstrating that deep strategic partnerships and extensive developer communities are crucial for extending market reach and fostering innovation. Salesforce's integration with leading AI model providers like OpenAI, Google, and Anthropic, alongside its MuleSoft and AppExchange ecosystem, exemplifies a comprehensive approach to interoperability. Microsoft's unified marketplace and strong GSI relationships also underscore the importance of robust partner networks. Other vendors may need to intensify their efforts in building developer programs, expanding API accessibility, or forging more impactful strategic alliances to enhance platform stickiness and broaden their collective solution offerings.

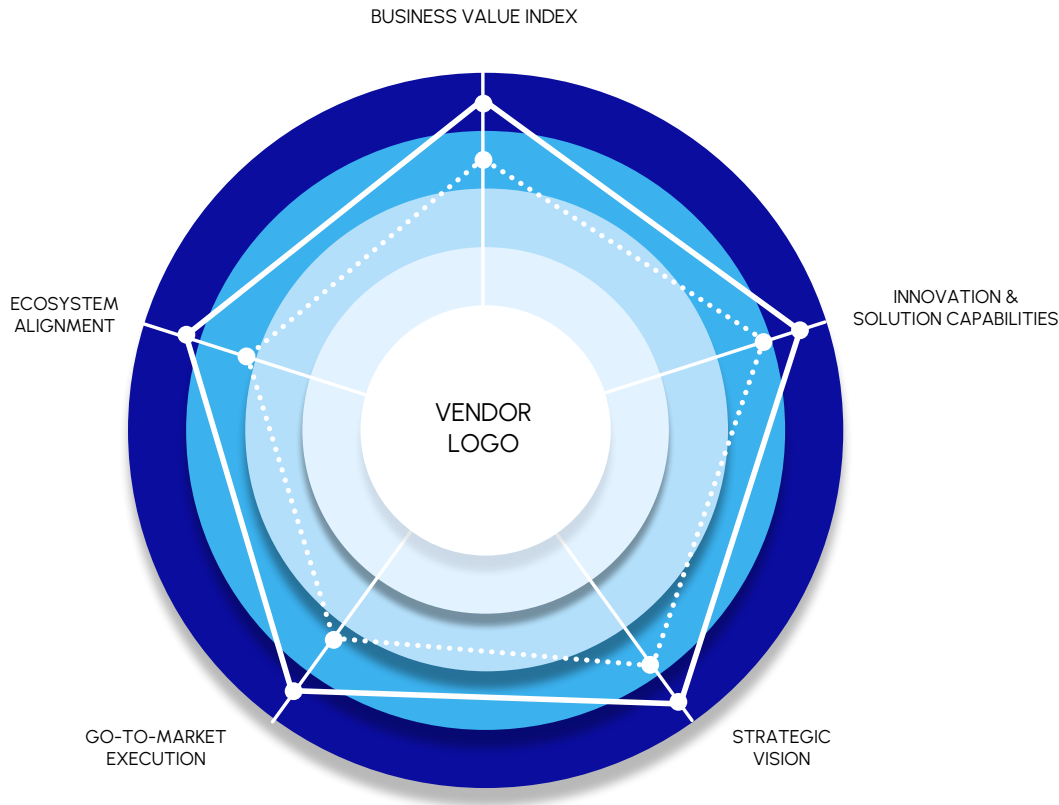
Table 1: Vendor Scores by Category

Source: Futurum Signal, Agentic AI Platforms for Enterprise | October 24, 2025 | Document #: FSRAAPE202510

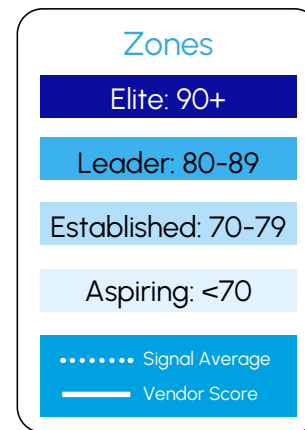
											Category Average
Business Value Index	84.1	74.1	87.7	86.2	93.1	75.5	83.9	91.7	85.4	69.6	83.1
Product Innovation & Solution Capabilities	83.6	75.5	81.4	86.3	91	80.7	87.6	89.6	91.7	71.3	83.9
Strategic Vision	78.9	68.6	78.1	85.8	90.8	79.2	88	92.2	89.5	72.1	82.3
Go-to-Market Execution	72.2	64.4	85.6	82.6	89.3	73.4	81.3	90	89.4	64.2	79.2
Ecosystem Alignment	70.3	57.1	83.8	69.4	86.3	60.8	67.6	91.1	66.8	59.5	71.3
Vendor Average	77.8	67.9	83.3	82.1	90.1	73.9	81.7	90.9	84.6	67.3	80

Source: Futurum Signal, Agentic AI Platforms for Enterprise | October 24, 2025 | Document #: FSRAAPE202510

Vendor Radars



To understand a vendor's unique DNA, the Vendor Radar provides a concise, visual fingerprint of a single company's performance across our five core analytical dimensions. It instantly reveals a vendor's strategic balance, highlighting their areas of decisive strength and exposing where they have critical ground to cover against the competition.

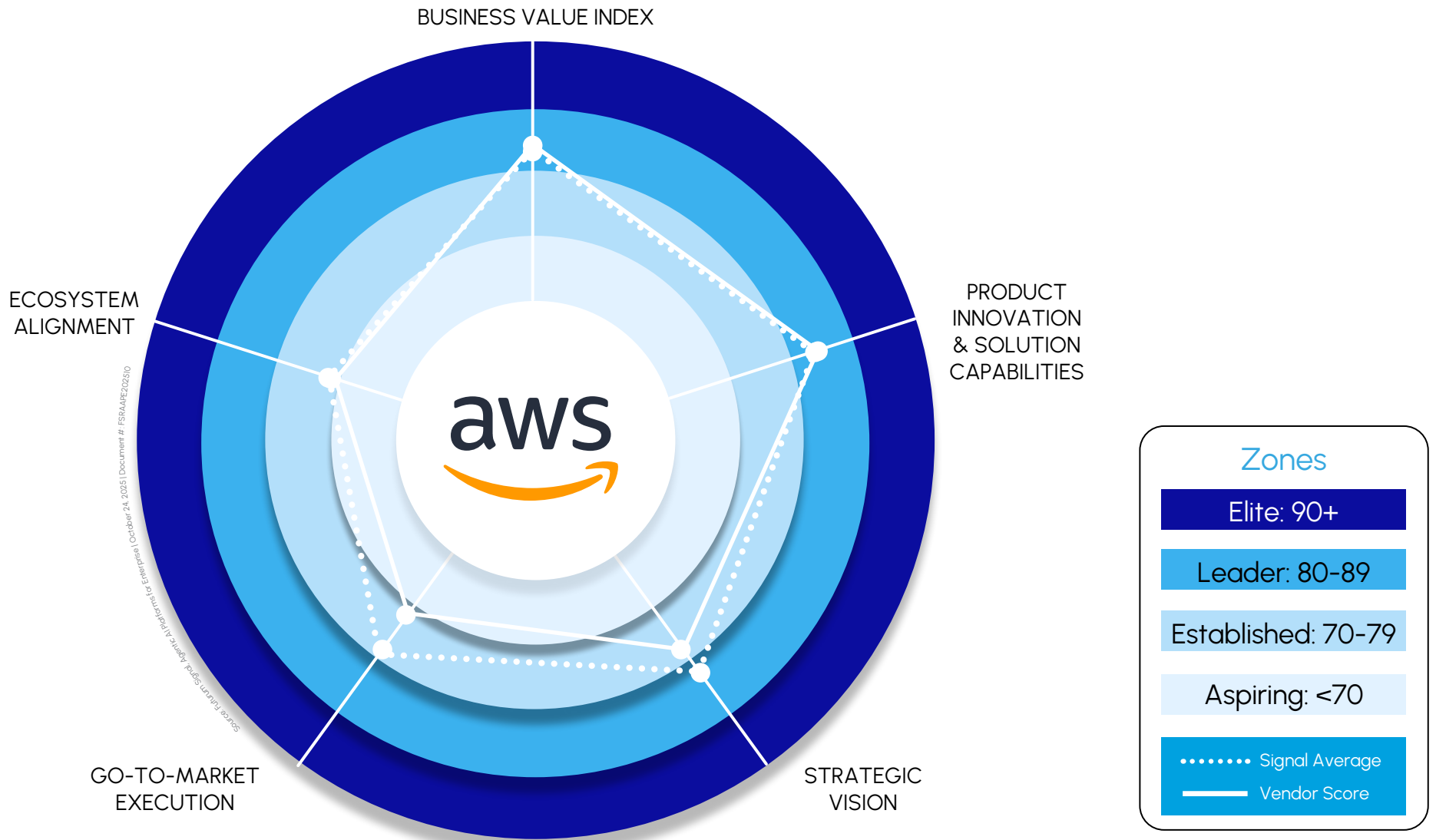


On the following pages, the following vendors were included in our analysis for this Signal. The vendors are listed in alphabetical order:



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Vendor Analysis: AWS



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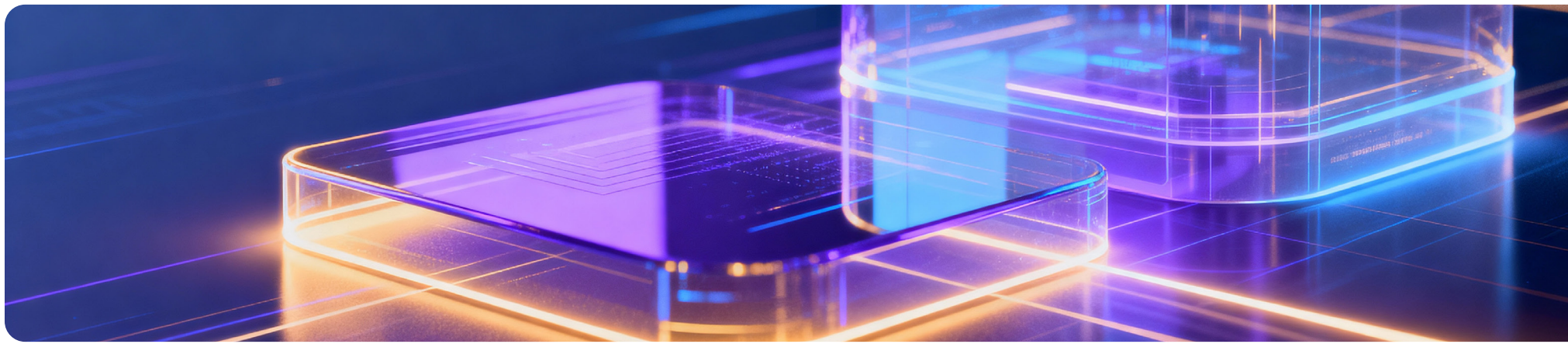
AWS is poised to consolidate its market position further, driven by an unequivocal strategic pivot towards aggressive AI investment and targeted global infrastructure expansion. Its consistently strong Business Value and Product Innovation scores confirm an enduring capacity to deliver cutting-edge solutions. This trend will only accelerate with the rapid rollout of transformative AI services and deepening hybrid cloud capabilities. Robust financial performance provides the significant capital necessary to fuel these initiatives and global expansion. However, the recent, impactful outage in its US-East-1 region is a critical challenge, highlighting the importance of unwavering infrastructure resilience. We predict AWS will intensely prioritize enhancing multi-region redundancy and operational robustness to safeguard customer trust and business continuity, even as it continues its aggressive growth trajectory and solidifies its ecosystem alignment and go-to-market execution.

Of Note

- In October 2025, AWS experienced a significant outage in its US-East-1 region, disrupting services for thousands of businesses globally. Looking ahead, AWS will likely prioritize further enhancing redundancy and resilience across its infrastructure to maintain customer trust and mitigate such incidents' financial and reputational impact.
- Amazon reported robust Q2 2025 earnings in July 2025, with AWS revenues increasing by 17.5% year-over-year to \$30.9 billion. These strong financial results signal continued demand for cloud services.

They provide AWS with significant capital to invest in strategic areas like AI and global infrastructure expansion, solidifying its market leadership.

- AWS launched three new transformative AI services in Australia in October 2025, including Anthropic's Claude Sonnet 4.5 via Amazon Bedrock, and committed an AU\$20 billion investment from 2025 to 2029 to expand data center infrastructure. This move will enhance AWS's competitive position in the rapidly growing AI market, especially in the Asia-Pacific region, and attract more enterprises and startups seeking advanced AI tools and local compliance.
- In October 2025, IBM and AWS announced an expanded collaboration to accelerate AI and cloud adoption in the United Arab Emirates and Saudi Arabia. This strategic alliance will make IBM software products available as SaaS on AWS cloud regions. This alliance will enable both companies to capture a larger share of the rapidly growing Middle Eastern cloud and AI markets, providing customers with integrated solutions and localized compliance options.
- Accenture and AWS expanded their collaboration in October 2025 to deliver AI-powered digital services to public sector, defense, and national security organizations. This enhanced partnership will allow AWS to deepen its penetration into the public sector market by offering specialized, compliant, and AI-driven solutions, potentially leading to increased government contracts and critical infrastructure projects in the long run.



Business Value Index

AWS's ability to create business value stems from its extensive service portfolio and commitment to customer-centric innovation. Its robust pre-deployment validation for enterprise AI agents, demonstrated through Bedrock Guardrails and built-in Observability, positions it to ensure agent safety and reliability before production deployment. This holistic approach empowers enterprises to confidently assess the accuracy and resilience of their AI agents, mitigating risks and fostering trust, which is critical for driving tangible business outcomes.

The anticipated strong Q3 2025 financial results and ongoing AI investments will enable AWS to continually enhance these offerings, allowing customers to realize significant cost savings and productivity gains from AI deployments. Its focus on enabling rigorous testing and compliance will attract enterprises in regulated industries, translating directly into long-term financial impact. We expect this will lead to increased adoption rates for mission-critical AI applications.

Product Innovation & Solution Capabilities

AWS is strategically positioning itself as a foundational provider for enterprise agentic AI, leveraging its comprehensive cloud ecosystem. The declarative agent building, secure execution via Core Agent, and grounding through Bedrock Knowledge Bases establish a robust framework for complex, data-driven automation. With capabilities spanning multi-agent collaboration, tool invocation, and integration with a broad spectrum of AWS services, the platform offers significant potential for enabling sophisticated, multi-step enterprise workflows. The intrinsic support for guardrails, observability, and lifecycle management further underscores its suitability for enterprise-grade deployments requiring stringent governance and reliability.

The launch of Bedrock AgentCore in October 2025 explicitly enhances its agentic AI portfolio, enabling customers to deploy more autonomous solutions. This, coupled with Amazon's commitment of over \$100 billion



for data center expansion in 2025, alongside a \$100 million investment in its Generative AI Innovation Center, provides strong indicators for an accelerated product roadmap and sustained infrastructure dominance. We anticipate these investments will solidify AWS's position as a pivotal enabler of AI innovation across industries, attracting enterprises seeking advanced, secure, and scalable AI tools.

AWS Bedrock Agents, complemented by AgentCore and Bedrock's broader AI services, represent a leading offering for enterprise-grade AI agent development and deployment. The declarative configuration and extensive integration capabilities across the AWS ecosystem enable organizations to rapidly design, deploy, and scale intelligent agents securely grounded in proprietary data. The platform's comprehensive lifecycle management and robust evaluation tools indicate a commitment to supporting complex enterprise workflows and ensuring the governance and reliability required for production-ready AI agents.

Strategic Vision

AWS's leadership exhibits a robust strategic orientation, particularly in securing its future position in the generative AI domain. Their sustained investment in AI infrastructure demonstrates a clear long-term vision, evidenced by substantial capital expenditure and the accelerated pace of generative AI product development, including Amazon Bedrock AgentCore and Amazon Quick Suite. This proactive approach to technology advancement and strong financial performance suggests a leadership team focused on market expansion and innovation in critical solution areas. The expansion of strategic partnerships further underscores a commitment to broadening market reach and delivering specialized AI-powered services to diverse sectors.

The strategic shift towards aggressive capital expenditure in AI and accelerated generative AI product launches is poised to deepen AWS's AI capabilities, offer more sophisticated tools like AgentCore, and expand its ecosystem. This positions AWS as a pivotal enabler of AI innovation across industries. We anticipate that ongoing investments will bolster its long-term growth trajectory.

The most significant opportunity for AWS's leadership in the coming year is solidifying its dominant position in the enterprise generative AI market. It can capture a larger share of evolving AI-driven transformation initiatives by continuing to innovate and integrate its Bedrock suite with agentic AI capabilities and strategic partnerships. This aligns with Futurum Research insights emphasizing ecosystem compatibility and vendor consultative guidance.

Go-to-Market Execution

AWS is well-positioned to sustain and accelerate its revenue growth and market share capture. Its Q2 2025 financial performance, demonstrating a 17.5% year-over-year revenue increase to \$30.9 billion, underscores its foundational strength. This momentum is bolstered by a strategic commitment to comprehensive and integrated AI solutions, particularly within the burgeoning generative AI market. AWS's extensive product portfolio, encompassing Amazon Bedrock Agents, Bedrock Knowledge Bases, and Guardrails, provides a full-stack approach to AI development and deployment. This approach, combined with deep integration across the broader AWS ecosystem, ensures enterprises can leverage secure, scalable, and compliant AI capabilities, driving new customer acquisition and expansion within its vast customer base.



The aggressive rollout of generative AI capabilities, including the expansion of Amazon Bedrock and a substantial \$100 million investment in agentic AI development, directly supports a roadmap focused on ease of development and global accessibility. These initiatives are expected to accelerate enterprise AI adoption. While the widespread AWS outage in October 2025 presented a challenge, it will likely prompt AWS to prioritize enhanced resilience investments, potentially driving increased customer adoption of multi-region architectures for higher availability. This strategic response is expected to strengthen customer confidence and service delivery.

AWS is strongly positioned to ensure rapid value realization and drive long-term adoption of its Amazon Bedrock Agents and Core Agent platform. The comprehensive, managed framework for autonomous agents, configured declaratively and grounded in enterprise data, inherently accelerates deployment and streamlines operations. With integrated features such as Bedrock Knowledge Bases for Retrieval-Augmented Generation (RAG), Guardrails for compliance, and extensive observability tools, the platform provides robust capabilities that facilitate effective agent deployment and management.

Ecosystem Alignment

AWS's Bedrock Agents platform is architected with a strong emphasis on extensibility, positioning it as a foundational layer for future enterprise AI solutions. Its core design facilitates declarative agent building, which inherently supports integration with diverse enterprise data sources and existing systems through tool and API invocations. The platform is explicitly designed to integrate seamlessly with a broad array of AWS services like Lambda, API Gateway, S3, and external APIs, signifying a robust framework

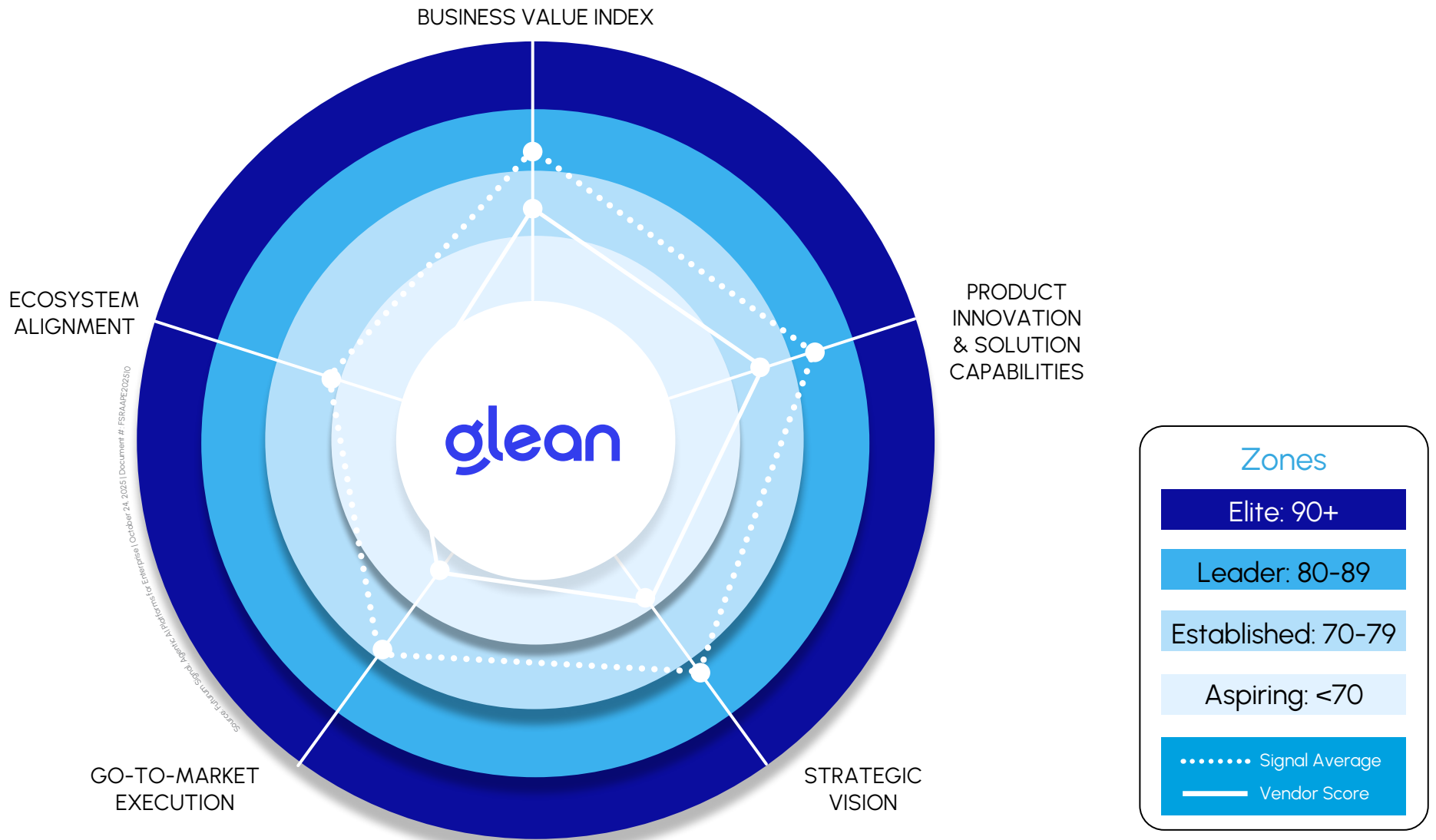
for connecting agentic AI capabilities across complex IT environments. This modularity, evidenced by components like Bedrock Flows for visual orchestration and the underlying AgentCore services, underscores a forward-looking approach to empowering developers and fostering a rich ecosystem of integrated applications.

The robust Q1 FY26 financial results, including a substantial increase in Remaining Performance Obligations (RPO), provide significant capital for continued aggressive investment in cloud and AI infrastructure, inherently supporting advanced integration capabilities. The appointment of co-CEOs directly focusing on OCI and industry-specific AI applications will likely accelerate innovation in foundational cloud services and specialized AI-driven solutions, demanding enhanced API capabilities. Furthermore, the monumental OpenAI "Stargate Project" and AMD partnership drastically elevate OCI's profile as a hyperscale AI infrastructure provider, which will necessitate highly robust, scalable, and well-managed APIs for vast AI workloads. The launch of Oracle AI Database 26ai and AI Data Platform further anchors AI directly into the core data layer, requiring sophisticated APIs to integrate generative AI models with enterprise data, applications, and workflows.

The most significant opportunity for Oracle over the next 12-24 months lies in leveraging its established internal API strength and OCI's growing stature as a foundational AI infrastructure provider to cultivate a truly vibrant, external developer ecosystem proactively. By translating its deep internal integration capabilities into comprehensive, well-documented public APIs and robust developer tools, Oracle can empower third-party innovation and significantly broaden the reach and utility of its AI Agent Platform beyond its immediate customer base.



Vendor Analysis: Glean



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Glean is poised for substantial advancement, driven by its exceptional prowess in Product Innovation and Solution Capabilities. It is demonstrably reinforced by the recent unveiling of its third-generation AI Assistant with an enterprise knowledge graph and advanced agentic features. This foundational strength enables Glean to deliver significant Business Value, validated by its strong index score and the recent surge in market valuation, reflecting robust investor confidence in its enterprise AI trajectory. Strategically, Glean is making decisive moves to broaden its impact; the introduction of advanced developer platform features, including remote MCP servers, signals a deliberate push to expand its ecosystem and empower integrated solutions. Concurrently, the focused search for a Head of Partnerships in EMEA indicates an aggressive go-to-market expansion strategy, directly addressing its current scores in Ecosystem Alignment and Go-to-Market Execution. While Glean's innovative product pipeline is undeniable, the critical determinant of its success will be the effective execution of these nascent ecosystem and partnership initiatives, transforming strategic intent into scalable, globally integrated market presence.

Of Note

- In September 2025, Glean launched its third-generation AI Assistant, now capable of deeper personalization and complex agentic tasks, underpinned by a new enterprise knowledge graph. This major product launch significantly strengthens Glean's core offering in work AI, suggesting a future strategic focus on highly adaptable and intelligent solutions for employees and complex enterprise workflows.
- Glean's implied valuation rose to \$7.98 billion in September 2025, representing a 10.82% premium to its Series F valuation from June 2025. This positive shift in market valuation reflects strong investor confidence and a favorable market perception of Glean's growth trajectory and its position in the competitive enterprise AI space.
- In September 2025, Glean introduced new features for its Developer Platform, notably the public beta of remote MCP (Multi-Cloud

Platform) servers. This move signals a strategic emphasis on expanding its ecosystem and empowering developers to build more integrated and secure AI solutions, which could significantly broaden the utility and adoption of Glean's platform across various enterprise functions in the medium term.

- Glean's job posting for a "Head of Partnerships—EMEA" in October 2025 indicates a strategic push towards international expansion and strengthening its partner ecosystem in the Europe, Middle East, and Africa regions. This leadership role suggests a focused effort to build a robust network of go-to-market partners, which will be crucial for scaling sales, enhancing product integration, and establishing a stronger global market presence in the coming year.

Business Value Index

Glean demonstrates significant potential to create business value through innovative enterprise AI solutions, particularly in knowledge management and contextual AI. Its core strength lies in unifying enterprise search with advanced agentic capabilities, enabling organizations to derive actionable insights and automate complex workflows across fragmented data landscapes. This strategic focus positions Glean to improve operational efficiency and decision-making for customers, driving tangible productivity gains.

While Glean's product innovation is compelling, the breadth of its adoption and independently validated ROI evidence are still developing compared to larger, more established vendors. However, the recent surge in market valuation reflects strong investor confidence in its enterprise AI trajectory, suggesting a positive outlook for future value realization. We anticipate that as Glean formalizes its partner ecosystem and expands its go-to-market efforts, it will be able to demonstrate broader and more consistent business impact across its customer base.



Product Innovation & Solution Capabilities

Glean is exceptionally well-positioned to capitalize on the increasing demand for enterprise-grade AI agent development and deployment. The vendor's established foundation in enterprise search and Retrieval Augmented Generation (RAG) provides a robust context-aware backbone for its agentic capabilities. By enabling agents to surface and act on insights across hundreds of enterprise systems while strictly preserving fine-grained permissions, Glean offers a compelling solution for automating knowledge work.

The recent product enhancements announced at Glean:GO 2025, particularly the introduction of the no-code Agent Builder and the expanded Model Hub supporting over 15 large language models, are profoundly positive influences. These advancements are expected to democratize agent creation significantly, allowing non-technical users to design and deploy sophisticated agents, thereby accelerating adoption and expanding the total addressable market. Glean's commitment to observability and analytics further supports its value proposition, allowing organizations to measure and optimize agent performance.

The launch of the third-generation AI Assistant in September 2025, underpinned by a new enterprise knowledge graph, will elevate the platform's ability to deliver deep personalization and highly contextualized agentic experiences. This enhancement of its data grounding capabilities will, we expect, solidify Glean's position as a leader in Work AI.

Strategic Vision

Glean articulates a clear and compelling strategic narrative centered on the deep integration of agentic AI within enterprise knowledge and productivity. Its core vision fuses deep enterprise search capabilities with advanced agentic action to surface and act on contextual insights across all workplace systems. This focus on intelligent automation for knowledge work, underpinned by robust governance and integration across hundreds of data sources, positions the vendor as a key enabler for future enterprise efficiency.

The recent Series F funding, led by Wellington Management, underscores significant investor confidence in Glean's strategic direction. This capital infusion provides the resources to accelerate product innovation, specifically in advanced AI capabilities like agentic AI and no-code agent builders. The leadership team appears poised to solidify Glean's position as a robust and secure AI knowledge and productivity platform, capable of driving increased enterprise adoption through a clear roadmap that prioritizes cutting-edge functionality and stringent data governance.

The introduction of new Developer Platform features, including remote MCP servers, signals a strategic emphasis on expanding its ecosystem and empowering developers to build integrated, permission-aware AI solutions. This will broaden Glean's utility and adoption. We anticipate that Glean's proactive approach will continue to shape how enterprises leverage AI for enhanced productivity and strategic decision-making.



Go-to-Market Execution

Glean is establishing a strong foundation for its direct sales organization to articulate significant business value and execute complex deals. Its positioning as an enterprise AI knowledge and productivity platform, centered on an advanced search and Retrieval-Augmented Generation (RAG) engine with sophisticated agentic capabilities, provides a compelling offering for customers seeking knowledge work automation. The inherent governance and security features, which include fine-grained permissions and compliance, serve as critical differentiators, allowing sales to address common enterprise concerns and unlock larger, more sensitive deployments.

The robust Series F funding round, announced in October 2025, provides substantial capital to fuel aggressive product innovation and market expansion. This financial strength is critical for Glean to further invest in sophisticated testing and evaluation frameworks necessary for enterprise-grade agent deployment. We expect this will lead to increased adoption and improved customer satisfaction.

The introduction of the third-generation Glean Assistant and an Enterprise Graph, along with new SDKs and MCP capabilities, is designed to empower non-technical users to build sophisticated agents using natural language. This democratizes AI capabilities and broadens the user base, fostering accelerated time-to-value and driving long-term adoption and satisfaction by enabling diverse applications and continuous workflow optimization.

Ecosystem Alignment

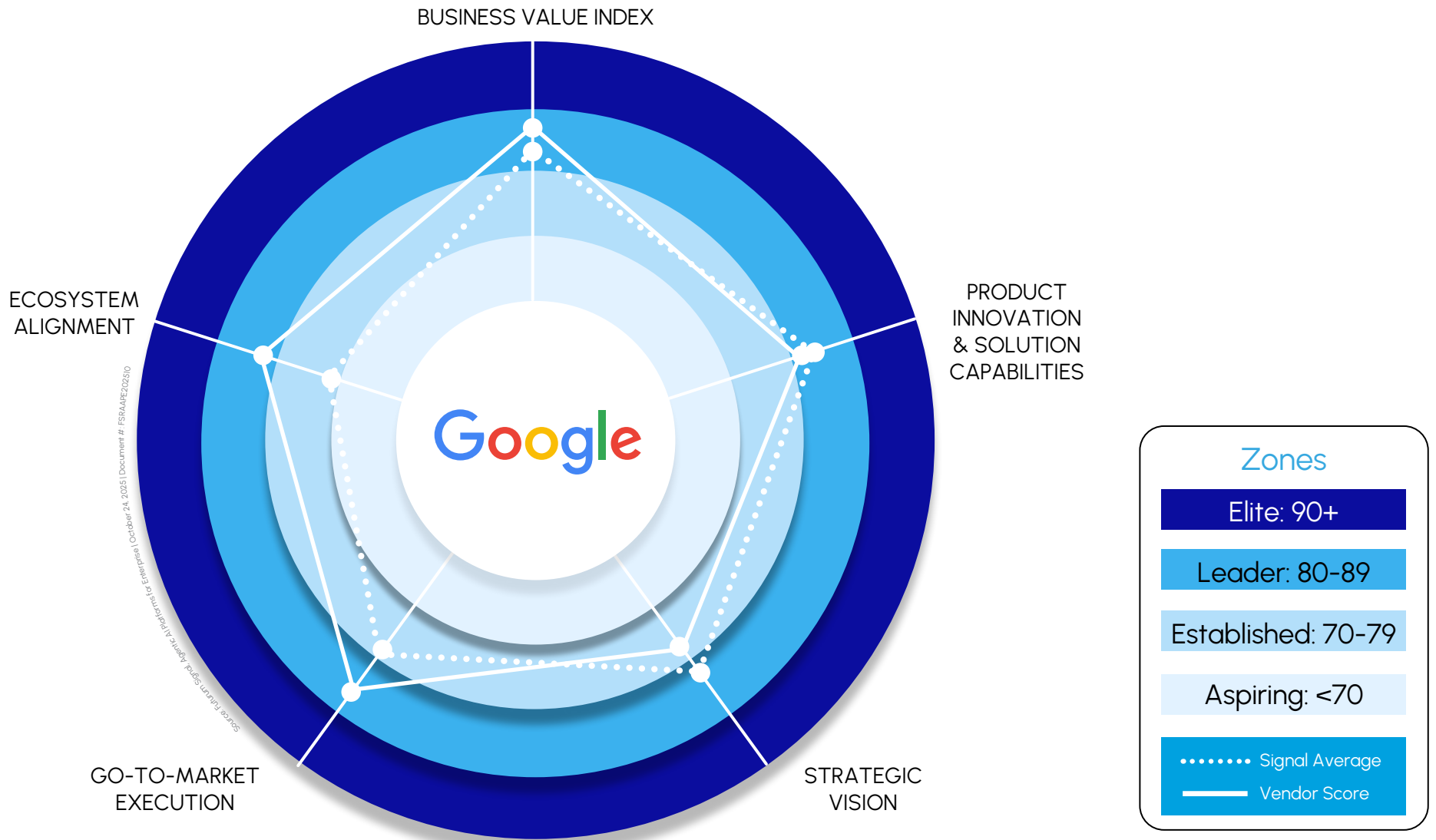
Glean is proactively building a robust foundation for extensive future integration and a thriving developer ecosystem. The platform's core architecture, designed to fuse deep enterprise search with agentic actions across fragmented IT landscapes, inherently necessitates strong API capabilities for its orchestration layer and ability to chain actions across diverse applications. This strategic design ensures that Glean is not merely a standalone solution but a central hub, poised to empower enterprises to customize and extend its knowledge work automation and productivity augmentation capabilities.

The recent announcement of Glean's third-generation AI Assistant, critically coupled with new SDKs and MCP capabilities, significantly and positively influences its roadmap. These enhancements are direct investments in developer experience, enabling enterprises to build, extend, and operationalize powerful AI agents at scale. The introduction of an Enterprise Graph further underpins this extensibility by providing a structured, accessible data foundation. Concurrently, the "Glean:GO on the Road" event series, featuring interactive labs for custom AI agent building, demonstrates a clear commitment to fostering a collaborative developer community.

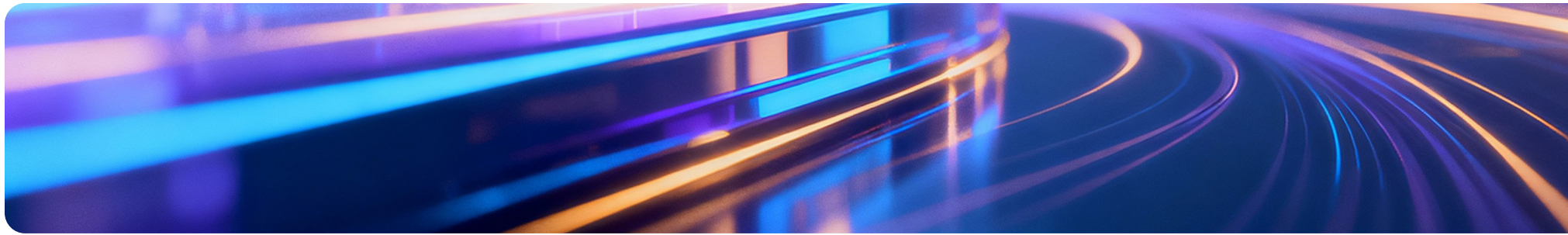
The most significant opportunity for Glean lies in capitalizing on its new SDKs and developer programs to establish itself as a primary enterprise AI agent development platform. This could attract a broad base of integrators and developers, creating a powerful network effect that expands the platform's utility and market reach through third-party innovations.



Vendor Analysis: Google



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Google is entering a period poised for aggressive market expansion, leveraging its formidable financial strength and strategic investments to solidify its AI and cloud powerhouse position. Robust financial performance and a significant surge in capital expenditures underscore a clear directive to dominate the burgeoning AI infrastructure landscape and elevate Google Cloud's enterprise capabilities. The company's "AI-first" hardware strategy, exemplified by the latest Pixel launches deeply integrated with Gemini, aims to drive consumer adoption and extend its ecosystem reach. Simultaneously, bold moves like the Airtel partnership for India's mega AI hub and backing substantial AI hosting contracts reveal a calculated strategy to build global infrastructure and foster a wider AI development environment. While Google demonstrates strong go-to-market execution and delivers significant business value, the primary strategic challenge will be articulating a singularly compelling and differentiated long-term vision amidst its pervasive investments, ensuring these diverse initiatives coalesce into a coherent, market-leading narrative.

Of Note

- Alphabet announced robust Q2 2025 financial results in July 2025, with consolidated revenue growing 14% to \$96.4 billion. Google also revealed plans to significantly increase capital expenditures to approximately \$85 billion in 2025 to meet escalating demand for its cloud services. This financial strength provides Google with significant resources to continue investing heavily in its strategic priorities, particularly in artificial intelligence and cloud infrastructure.
- In August 2025, Google unveiled its latest hardware lineup, including the Pixel 10 series and Pixel Watch 4, which are deeply integrated with the Tensor G5 processor and enhanced Gemini capabilities. These product launches highlight Google's ongoing commitment to its

"AI-first" hardware strategy, aiming to differentiate its devices through superior on-device intelligence and seamless integration with its Gemini AI assistant.

- Google rolled out significant software updates in September 2025, known as the Pixel Drop. These updates brought AI-powered writing tools to Gboard and improved Quick Share functionality. These updates demonstrate Google's continuous effort to infuse AI directly into core Android experiences, likely leading to more intuitive and intelligent user interactions.
- In October 2025, Google entered into a strategic partnership with Bharti Airtel to establish India's first mega AI hub and data center in Visakhapatnam. This multi-faceted investment of approximately \$15 billion over five years marks a major strategic move by Google to expand its global AI infrastructure and solidify its presence in the rapidly growing Indian market.
- In October 2025, Gemini for Home began its early access phase, marking the beginning of Google's transition away from the traditional Google Assistant towards a more intelligent, conversational AI for smart home interactions. This move signifies a major shift in Google's smart home strategy, aiming to create a more proactive and intuitive connected home experience.

Business Value Index

Google's ability to create business value stems from its leadership in AI innovation, growing enterprise adoption, and cost efficiency through Tensor Processing Units (TPUs) and optimized infrastructure. The platform's comprehensive capabilities range from pre-built tools for automating

customer self-service to summarization and smart replies, streamlined deployment, and day-to-day operations. This operational focus minimizes resource requirements while improving response times and efficiency.

Google's deep integration with the broader Google ecosystem, including Google Workspace and Drive, simplifies workflows and data movement, enhancing productivity. While its narrower adoption breadth compared to some competitors remains a challenge, Google's strong financial performance provides substantial resources for continued investment in AI and cloud infrastructure, reinforcing its ability to deliver measurable value.

We expect Google to build on its AI growth to reach more traditional industries, expand third-party ROI validation, and strengthen enterprise support and integration. The strategic partnership with Airtel for India's mega AI hub and backing major AI hosting contracts will enable Google to bring its full AI stack and consumer services closer to businesses and users, accelerating AI adoption and creating long-term value.

Product Innovation & Solution Capabilities

Google's agentic AI platform, anchored by AgentSpace and Vertex AI Agent Engine, demonstrates robust capabilities designed for enterprise-grade deployment and management. The platform provides a comprehensive suite of tools, from the Agent Development Kit (ADK) for building and configuring agents to a managed runtime that handles orchestration, session management, and fault tolerance. Essential features like memory banks,

integration with existing enterprise systems via Apigee/API Hub, and built-in grounding tools such as Vertex AI Search and RAG position the vendor favorably for supporting complex, multi-step business workflows.

The strong Q2 2025 financial performance, driven by substantial growth in Google Cloud and AI solutions, signals continued and increased investment in its core AI infrastructure and generative AI offerings. This financial robustness provides the capital necessary to accelerate its enterprise agent platform's development and market penetration, leading to advanced features and enhanced scalability. The significant \$15 billion AI hub investment in India further underscores a long-term commitment to global AI infrastructure expansion, benefiting enterprise agents' global deployment and low-latency operation.

The early access launch of Gemini for Home, replacing Google Assistant, marks a profound internal shift towards a more intelligent, proactive, and conversational agentic paradigm. This strategic pivot will inevitably funnel innovation, technological advancements, and foundational AI capabilities directly into the Vertex AI Agent Engine and AgentSpace, strengthening their ability to power sophisticated enterprise agents and positively influencing Google's product roadmap for autonomous agents.

Strategic Vision

Google articulates a highly developed and expansive vision for the future of enterprise agentic AI. The company positions its Vertex AI Agent Builder, AgentSpace, and Agent Engine as the foundational components for enterprises to develop, deploy, and govern autonomous agents at



scale. Its narrative emphasizes a comprehensive approach, from low-code development and robust runtime services with built-in tools like Google Search grounding and RAG, to extensive integration capabilities via Apigee/API Hub and Application Integration frameworks.

The inclusion of a Memory Bank for state retention and sophisticated multi-agent orchestration via the Agent2Agent (A2A) protocol underscores a forward-looking strategy that anticipates complex business needs. Furthermore, the commitment to enterprise-grade security, data isolation, and a comprehensive governance layer within AgentSpace signals a clear understanding of the prerequisites for broad enterprise adoption. This indicates the vendor is exceptionally well-positioned to drive significant advancements in this domain.

The strong Q2 2025 financial performance and substantial increase in capital expenditures to approximately \$85 billion directly empower Google to scale the underlying cloud infrastructure essential for its demanding AI workloads. The Made by Google 2025 product launches, showcasing deep AI integration across consumer devices, reinforce a consistent "AI-first" philosophy that creates a powerful halo effect for its enterprise AI offerings.

Go-to-Market Execution

Google is exceptionally positioned for sustained and accelerated revenue growth, driven by a strategic emphasis on AI integration across its product portfolio and significant global infrastructure expansion. Its Q2 2025 financial performance, with revenue increasing 13.8% year-over-year and surpassing analyst estimates, demonstrates robust underlying business health and provides ample resources for strategic investments. The company is actively solidifying its ecosystem, particularly in AI, through initiatives such as the advanced Vertex AI Agent Builder and the AgentSpace platform, which enable enterprises to develop and manage autonomous agents at scale.

The robust Q2 2025 financial performance, exceeding expectations, implies sustained sales effectiveness across core businesses, including Google Cloud. The launch of Gemini Enterprise is a pivotal strategic move that directly empowers the sales organization with a comprehensive, enterprise-focused AI platform, enabling them to pursue larger, more integrated AI solution deals. Furthermore, the strategic partnership with Airtel to establish India's first Mega AI Hub and the collaboration with NVIDIA for enterprise AI and

industrial digitalization represent multi-billion-dollar, complex engagements that demand a highly sophisticated and effective direct sales and account management capability.

Google is well-positioned to drive strong customer experience and satisfaction through its Customer Engagement Suite. The platform's modular architecture, pre-built templates, and low-code capabilities, particularly within the Conversational Agents console, significantly reduce time-to-value and technical barriers. This approach fosters efficient deployment, ease of use, and streamlined training, minimizing the need for extensive custom development.

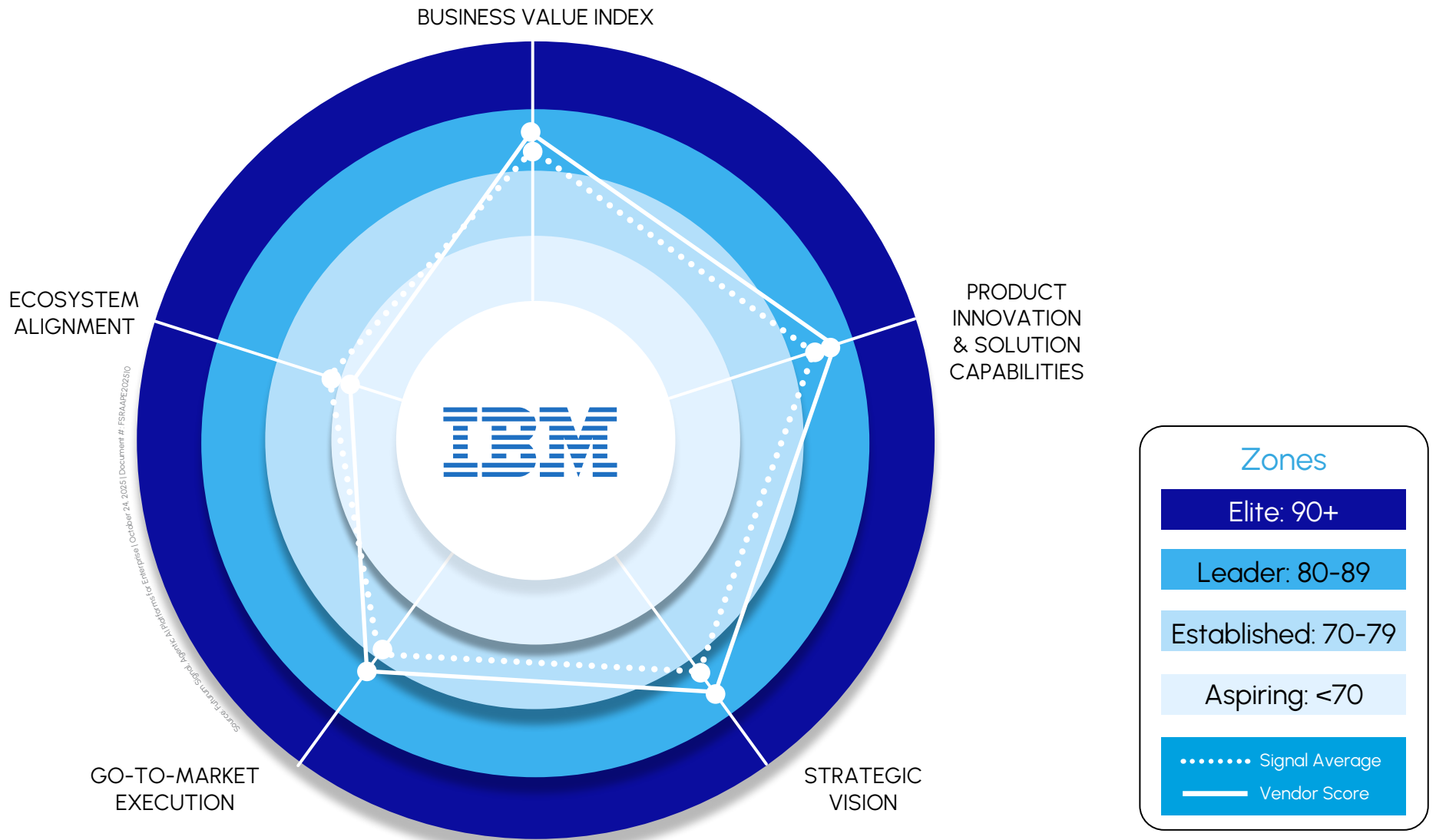
Ecosystem Alignment

Google is strategically positioned to lead in platform extensibility and ecosystem development for agentic AI. Its architecture, centered around AgentSpace and Vertex AI Agent Engine, demonstrates a fundamental commitment to providing robust integration capabilities. The platform offers a strong developer experience, characterized by comprehensive APIs, SDKs, and command-line tools, enabling enterprises and partners to deeply embed and extend AI agents within their existing infrastructure.

The explicit inclusion of Apigee/API Hub Connectors and an Application Integration Framework ensures broad connectivity to a diverse array of enterprise systems and external APIs. Furthermore, the Agent2Agent (A2A) protocol, an open standard, highlights a forward-looking vision for interoperability, positioning Google as a potential catalyst for a broader, interconnected agent ecosystem. This comprehensive approach suggests the vendor is establishing itself as a central agent deployment and management hub, poised for significant future ecosystem growth.

The robust Q2 2025 financial performance, marked by substantial revenue growth and a doubling of Google Cloud's operating income, provides considerable capital for sustained investment in AI development and core infrastructure. This financial strength directly supports the ongoing enhancement of developer tools, API breadth, and the scalability required for a vibrant ecosystem. Additionally, the expanded strategic partnership with WPP, involving a \$400 million commitment to Google technologies for infusing AI into services, serves as a strong validation of Google Cloud's existing integration capabilities.

Vendor Analysis: IBM



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IBM is firmly positioned for significant expansion, driven by a resolute focus on enterprise AI and hybrid cloud. Exhibiting strong performance in Product Innovation, Strategic Vision, and Go-to-Market Execution, IBM's recent flurry of strategic partnerships—including Groq for accelerated AI inference, Anthropic for advanced LLMs, and AWS for expanded geographic reach—underscores a deliberate and effective strategy to deeply embed its watsonx platform and hybrid cloud solutions within critical enterprise workflows. The anticipation of robust Q3 financial results further validates this direction, providing crucial capital for a dynamic roadmap, which includes new agentic AI capabilities and strategic acquisitions like Cognitus to bolster its high-value consulting services. While its Ecosystem Alignment highlights an ongoing imperative to broaden and deepen its partner integrations, IBM's proactive collaborations are effectively accelerating its market penetration. They are poised to deliver substantial business value, securing a more commanding presence in the evolving technology landscape.

Of Note

- IBM is poised to announce its Q3 2025 earnings in October 2025. Analysts anticipate a rise in revenue and adjusted earnings, largely fueled by robust demand for AI and ongoing investments in AI platforms. This expected positive financial performance could bolster investor confidence and provide resources for continued strategic initiatives, particularly in the company's AI and hybrid cloud segments.

- In October 2025, IBM and Groq partnered to deliver high-speed AI inference capabilities via GroqCloud on watsonx Orchestrate, accelerating enterprise AI deployment. This collaboration will enable IBM clients to implement AI agents more rapidly and cost-effectively, strengthening IBM's position in the competitive enterprise AI market.
- IBM announced an expanded partnership with Amazon Web Services in October 2025 to facilitate cloud and AI adoption in the UAE and Saudi Arabia, providing IBM software as SaaS on AWS cloud regions. This move broadens IBM's reach in critical growth markets and aligns with regional digital transformation initiatives.
- At TechXchange 2025 in October 2025, IBM unveiled significant advancements, including new AI agents for watsonx Orchestrate, the introduction of Project infragraph for unified observability, and a partnership with Anthropic to integrate its Claude LLMs into IBM's software portfolio. These product launches and partnerships enhance IBM's AI and hybrid cloud offerings, providing clients with more robust AI development and deployment tools.
- IBM signed a definitive agreement to acquire Cognitus in October 2025, a leading SAP S/4HANA services provider. IBM aims to accelerate SAP transformations globally, and this acquisition will significantly enhance IBM Consulting's ability to support clients in their SAP migrations and digital transformations.

Business Value Index

IBM continues to create business value where regulatory oversight and governance are critical. Its hybrid capabilities allow enterprises to bridge on-premises and cloud workloads, a practical approach for organizations that cannot move everything into the public cloud. The watsonx platform, with AI-based analysis and report generation, can significantly reduce the need for extensive data science teams.

IBM Cloud's business value is notably strong in regulated industries such as financial services, healthcare, and government, where trust, compliance, and governance are top priorities. The ability to deploy watsonx and its Responsible AI positioning resonates with enterprises demanding stringent controls. This enables hybrid orchestration and provides trusted governance frameworks.

We expect IBM to strengthen its position by expanding watsonx adoption and extending hybrid services. The company's strategic partnerships, such as with Groq for accelerated AI inference, are designed to deliver high-speed AI solutions that reduce costs and accelerate deployment for critical enterprise AI workloads.

Product Innovation & Solution Capabilities

IBM is strongly positioned for significant growth and impact in the enterprise agentic AI market. Its watsonx platform, particularly watsonx Orchestrate and watsonx.ai, offers a comprehensive and mature environment for developing, deploying, and governing autonomous agents. The platform's dual approach, combining intuitive low-code/no-code interfaces like Agent Builder with robust pro-code tools and SDKs, ensures broad accessibility for diverse user skill levels within enterprises. This foundational flexibility, coupled with advanced multi-agent orchestration capabilities via the Bee Agent Framework and MARC, positions the vendor to address complex business process automation needs at scale.

The strong Q2 2025 financial performance provides a robust foundation for continued strategic investments in AI and hybrid cloud. The acquisition of Cognitus will deepen IBM Consulting's ability to integrate AI-powered solutions, including agents, into core SAP-centric business processes, directly enhancing its enterprise solution delivery and competitive edge. Product advancements at TechXchange 2025, such as AgentOps for AI agent management and Project Bob for an AI-driven IDE, coupled with the Anthropic partnership, signal a strong commitment to improving AI agent management, developer experience, and model diversity, shaping future product releases.

Crucially, the strategic partnership with Groq to integrate high-speed AI inference technology into watsonx Orchestrate directly addresses performance and reliability challenges. This makes IBM's agentic AI offerings more compelling for mission-critical enterprise applications. We anticipate these collaborations will solidify IBM's leadership in complex, governed enterprise AI agent deployments.

Strategic Vision

IBM's leadership team demonstrates a clear and effective strategic vision for its hybrid cloud and AI offerings, particularly within the agentic AI landscape. The company's robust financial performance in Q2 2025, driven by substantial growth in software and infrastructure segments and accelerating generative AI bookings, provides a strong foundation for future initiatives. These results underscore the leadership's ability to pivot strategic investments towards high-growth areas, indicating a strong command of market dynamics and a capacity to generate tangible returns. Their proactive engagement in strategic acquisitions, such as Cognitus, and critical partnerships, like those with Groq and Anthropic, positions IBM to solidify its market share in enterprise AI and cloud solutions.

The acquisition of Cognitus significantly enhances IBM Consulting's capabilities in enterprise resource planning transformations, directly strengthening its competitive position in a crucial services market. The strategic partnership with Groq to integrate high-speed inference technology into watsonx Orchestrate addresses critical performance and cost barriers, differentiating IBM's agentic AI offerings and driving broader platform adoption.

Concurrently, the collaboration with Anthropic to embed Claude models into IBM software products expands the foundational model choices available, while the expanded AWS partnership in the UAE and Saudi Arabia deepens IBM's regional presence and market access.

IBM's strategic direction is clearly oriented towards pioneering enterprise-grade agentic AI, demonstrating a robust R&D roadmap. The watsonx platform, with its comprehensive suite of tools like watsonx Orchestrate, watsonx.ai Agent Builder, and the underlying Bee Agent Framework and MARC, showcases a commitment to building foundational technologies for autonomous agents. A strong emphasis on governance further supports this commitment through watsonx.governance and robust data integration via watsonx.data.

Go-to-Market Execution

IBM appears well-positioned to accelerate its revenue growth and capture market share, primarily driven by its strategic focus on enterprise AI and hybrid cloud. The comprehensive suite of agentic AI capabilities within watsonx, including watsonx Orchestrate and watsonx.ai Agent Builder, coupled with the ability to deploy hybrid models and robust governance frameworks (watsonx.governance), provides a compelling offering for businesses seeking to operationalize AI securely and at scale. The company's deep integration capabilities, from process intelligence to its broader data fabric, enable it to address complex enterprise needs.

The announcements in October 2025 significantly influenced IBM's trajectory, largely in a positive direction. The anticipation of strong Q3 2025 financial results provides a solid foundation and validates the existing strategic pivot towards AI and hybrid cloud. Product advancements showcased at TechXchange 2025, including enhancements to watsonx Orchestrate and the introduction of Project Bob, directly accelerate the product roadmap, offering more accessible and productive AI tools for enterprises. The strategic partnerships with Anthropic and Groq are pivotal, immediately enhancing IBM's generative AI capabilities with advanced LLMs and improving the performance and scalability of its AI solutions through high-speed inference.

IBM's direct sales organization is exceptionally strong for addressing complex enterprise needs. The watsonx portfolio, particularly its agentic AI capabilities

via watsonx Orchestrate and watsonx.ai, positions the vendor strongly for articulating significant business value in process automation and secure AI adoption for large-scale clients.

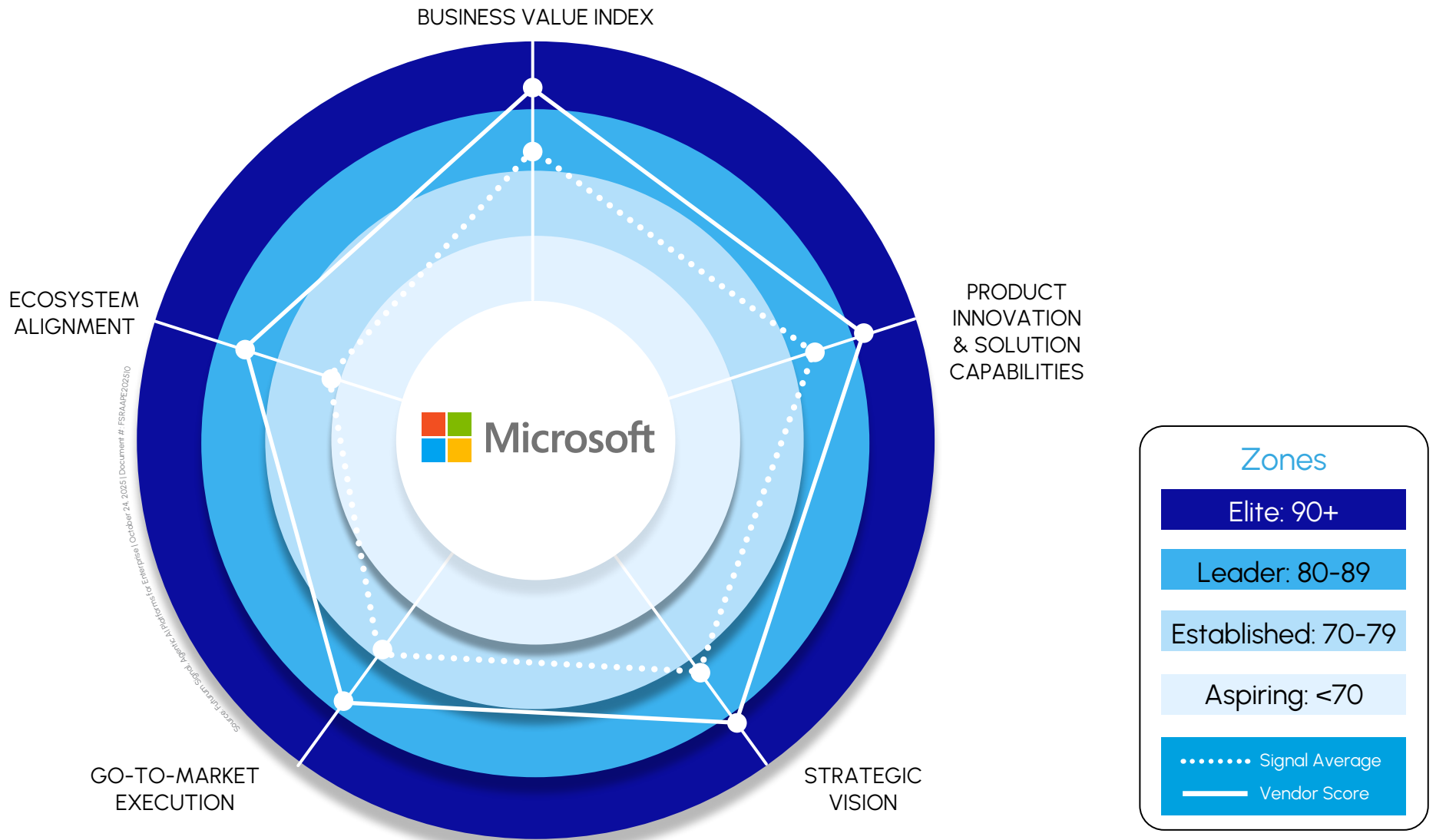
Ecosystem Alignment

IBM is strategically positioned to leverage open standards and technologies, ensuring flexibility and broad applicability for its enterprise AI solutions. Its foundational hybrid cloud strategy, underpinned by Red Hat OpenShift, demonstrates a significant commitment to open source as a core component of its infrastructure. The watsonx platform further extends this by supporting hybrid model deployments, including open-source models, alongside its proprietary offerings, enabling customers to select the most suitable AI components. This approach cultivates an ecosystem of choice and interoperability, crucial for long-term enterprise AI adoption and integration within complex environments.

The TechXchange 2025 announcement of "Project infragraph," stemming from the HashiCorp acquisition, is particularly significant. This project is highly likely to either be open-source or contribute to open standards in observability, which is critical for operationalizing AI at scale. This move suggests IBM is actively bringing open-source expertise and tooling into its core AI platforms. Furthermore, the expanded partnership with AWS, offering IBM software as SaaS, underscores a continued commitment to hybrid cloud flexibility and meeting clients where they are, rather than enforcing a closed ecosystem.

The most significant opportunity for IBM lies in establishing watsonx as the unequivocal, API-first orchestration and integration layer for multi-agent, multi-model enterprise AI solutions. By continuously enhancing its Agent Connect capabilities, expanding its ADK, and nurturing a vibrant developer community around its open and hybrid model strategy, IBM can become the preferred platform for enterprises seeking to build governed, highly integrated AI applications, leveraging its established trust and enterprise reach.

Vendor Analysis: Microsoft



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Microsoft is decisively poised for a period of accelerated growth and enhanced market leadership, propelled by an uncompromising strategic vision centered on AI. Recent robust financial performance, significantly driven by Azure and Microsoft Cloud, provides the formidable capital necessary to fuel its aggressive investments in AI infrastructure and advanced R&D. The strategic executive realignment, placing CEO Nadella's direct focus on 'highest ambition technical work' in AI, signals an unprecedented commitment to innovation, translating into a product roadmap deeply integrating advanced AI across Microsoft 365 and its broader ecosystem. With exceptional product innovation and solution capabilities, complemented by strong go-to-market execution, Microsoft will leverage its expansive partner network to solidify its position as the foundational AI and digital transformation partner globally. While its business value index remains exceedingly high, the primary strategic challenge will be maintaining this breakneck pace of AI advancement and effectively expanding its ecosystem to navigate an intensely competitive and rapidly evolving technological landscape.

Of Note

- In July 2025, Microsoft reported impressive Q4 FY2025 financial results, with revenue climbing 18% to \$76.4 billion and diluted earnings per share increasing 24% to \$3.65. This robust performance, significantly fueled by growth in Microsoft Cloud revenue (up 27%) and Azure (up 39%), reinforces the company's leading position in cloud computing and its successful monetization of AI services.
- In October 2025, CEO Satya Nadella announced a significant leadership restructuring, promoting Judson Althoff to the newly created role of CEO of Microsoft's commercial business. This strategic

change allows Nadella to dedicate more personal time and focus to the company's "highest ambition technical work," particularly in AI innovation, data center construction, and system architecture.

- Throughout July and August 2025, Microsoft rolled out numerous enhancements for Microsoft 365 Copilot, introducing features like email thread summarization in Outlook, real-time voice interaction for mobile, and improved conversation history with clear grounding sources. In October 2025, Microsoft announced plans to integrate its AI subscription service for consumers into a higher-priced Office 365 tier.
- Microsoft forged several key partnerships in October 2025, including a collaboration with Cyware Labs Inc. to integrate threat intelligence across Microsoft Sentinel and Defender solutions, and a partnership with South Korea's KT to open an innovation hub focused on AI transformation for local businesses. Furthermore, Alphamega, a major Cypriot retailer, partnered with Microsoft to modernize its ERP systems using Dynamics 365.

Business Value Index

Microsoft Copilot Agents present a compelling case for financial viability through their focus on cost-efficiency and ROI. Organizations can achieve tangible cost savings from reduced manual effort and improved productivity by automating common tasks such as IT troubleshooting, customer support inquiries, and HR processes. The ability to embed agents into existing Microsoft 365 workflows eliminates the need for additional tools or platforms, reducing licensing and integration costs.

Improvements in workflow efficiency, decision-making, and employee productivity bolster the ROI. For instance, use cases such as real-time IT self-service agents or project management automation directly impact operational speed and accuracy while reducing response times for repetitive tasks. Microsoft's reporting and analytics capabilities, such as Copilot Business Impact Reports and Viva Insights, provide organizations with tools to measure ROI and agent adoption, aligning performance metrics with business objectives. This transparency ensures that enterprises can track both immediate and long-term financial benefits.

Microsoft's deep Copilot integration across Microsoft 365, Dynamics, and Azure, combined with strong adoption breadth and innovation velocity, leads to rapid payback in productivity use cases. Copilot Agents benefit from Microsoft's centralized platform management, reducing operational overhead and resource requirements for maintenance, updates, and governance.

Product Innovation & Solution Capabilities

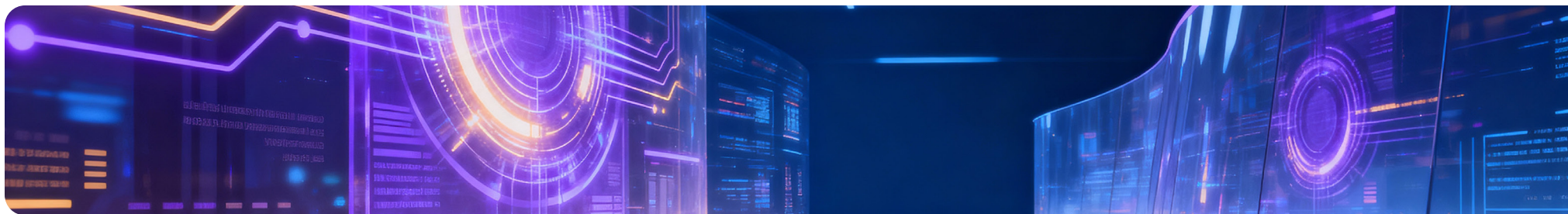
Microsoft is exceptionally well-positioned to dominate the enterprise agent development landscape, largely due to its deeply integrated and comprehensive agentic AI stack. The combination of Copilot Studio for enterprise agent design and deployment and Azure AI Foundry's Agent Service for managed runtime, orchestration, and observability provides a unified platform. This approach enables organizations to build and operate autonomous, tool-using agents that can learn, maintain state, and execute complex workflows under robust policy controls.

The unique 'computer use' capability, allowing agents to interact with Windows and web applications without explicit APIs, significantly expands the scope of automation. Furthermore, extensive grounding through Microsoft Graph connectors, integrated enterprise data protections, and Responsible AI governance ensures that agents can reason over critical business data while adhering to strict security and compliance standards. This end-to-end stack, from identity to security and data, positions Microsoft to drive pervasive adoption of agentic AI across its vast enterprise customer base.

The strong Q4 FY2025 financial performance, highlighting significant growth in Cloud and AI, provides the capital and strategic impetus for continued heavy investment in AI development and infrastructure expansion. The leadership reorganization, specifically freeing CEO Satya Nadella to focus intensely on core AI technology, data center expansion, and product innovation, is a decisive move that will accelerate advancements and reinforce Microsoft's competitive edge.

Strategic Vision

Microsoft's leadership demonstrates exceptional foresight and strategic acumen, positioning the company for sustained dominance in the evolving artificial intelligence landscape, particularly concerning agentic AI. The sustained robust financial performance, highlighted by the Intelligent Cloud segment's growth, provides a formidable foundation for continued aggressive investment in AI research and development. This strong financial health underpins the company's ability to execute bold, long-term bets, reinforcing its comprehensive agentic AI stack that spans Copilot Studio, Azure AI Foundry, and enterprise-grade solutions. The clear articulation of their vision, combined with a history of successful execution in large-scale enterprise technology, inspires confidence in their capacity to drive innovation and capture significant market share in AI.



The Q4 FY2025 financial results provide the capital necessary to fuel extensive AI initiatives, while the strategic reorganization, promoting Judson Althoff, explicitly frees CEO Satya Nadella to dedicate increased focus and time to AI. This executive realignment signals an intense, top-down commitment to accelerating Microsoft's AI strategy and product roadmap, ensuring agility and aggressive development in a rapidly changing market. Furthermore, the substantial investment in Aligned Data Centers through an investor consortium proactively addresses critical infrastructure needs, mitigating potential bottlenecks for scaling AI services and reinforcing their cloud and AI platform offerings.

Microsoft's R&D roadmap demonstrates profound alignment with a long-term strategic vision centered on architecting an agentic AI future. Breakthrough capabilities such as the "computer use" feature, which enables agents to directly operate Windows and web applications where APIs may not exist, signify a commitment to pioneering innovation.

Go-to-Market Execution

Microsoft is exceptionally well-positioned to sustain and accelerate revenue growth and market share capture. Its robust financial performance, evidenced by an 18.1% year-over-year revenue increase to \$76.44 billion and a valuation exceeding \$4 trillion in July 2025, provides a formidable foundation for aggressive strategic investments. The company's deep and integrated AI agentic stack, encompassing Copilot Studio, Azure AI Foundry, and extensive integration across Microsoft 365, Dynamics 365, and the Power Platform, is designed to deliver comprehensive enterprise solutions. This enables autonomous, tool-using agents to operate across diverse business domains, directly addressing critical enterprise needs for automation, intelligence, and data-driven decision-making.

Microsoft's commercial organization is strategically positioned for significant advancement in its direct sales capabilities. The comprehensive integration of AI and Copilot across its flagship products and a robust enterprise go-to-market strategy provides a powerful foundation for value articulation. The breadth of its technology stack, spanning identity, security, compliance, and data, enables its sales force to address complex customer requirements and demonstrate tangible business value, particularly in high-value, regulated industries. This strong product-market fit and a history of executing complex enterprise deals point to a highly effective sales motion poised for continued success.

Microsoft is exceptionally well-positioned to ensure rapid value realization and scale long-term adoption due to its robust and integrated AI agent stack and a strategic emphasis on enterprise-grade operational efficiency and trust. The Futurum Group's product rankings of operational metrics for Microsoft Copilot Agents reflect a perfect 10/10 for deployment speed, ease of use, training, and maintenance, and a 9/10 for long-term operational costs and resource requirements.

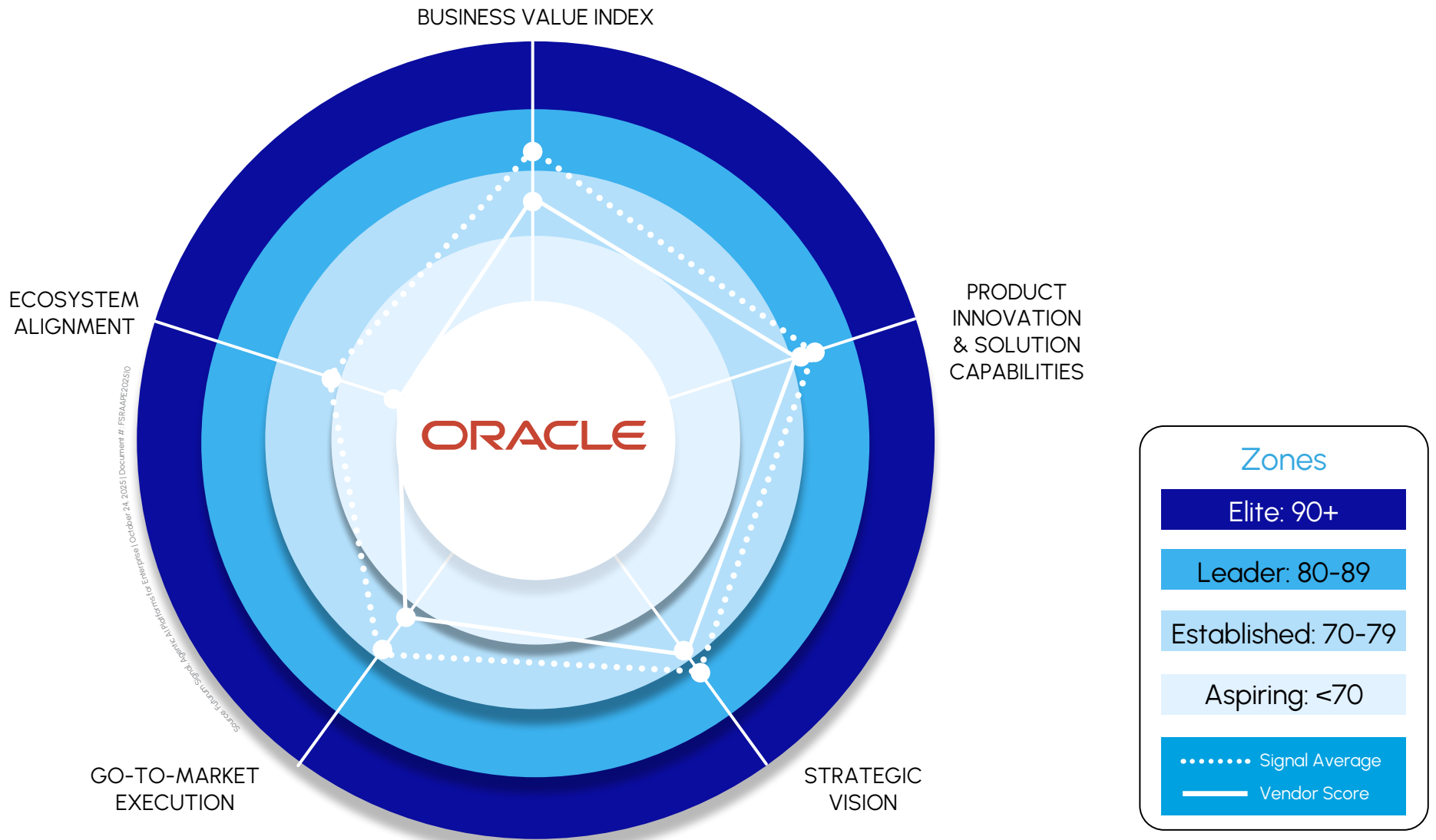
Ecosystem Alignment

Microsoft's platform is clearly architected with a strong emphasis on future extensibility and a comprehensive approach to APIs and integrations. The vendor axioms articulate a commitment to a modular design through "Actions, plugins, connectors, and open APIs" spanning critical platforms such as Microsoft 365, Teams, Dynamics 365, and Azure. This foundational strategy enables developers to seamlessly integrate custom tools and backends into its evolving agent action model.

With Copilot Studio and Azure AI Foundry's Agent Service positioned as central hubs for AI agent design and deployment, the company is building a cohesive ecosystem that leverages existing robust integration points like the Microsoft Graph for grounding and context, and provides explicit hooks into the Power Platform and Dynamics 365. Furthermore, including a "computer-use capability" to automate tasks where traditional APIs are absent demonstrates a forward-thinking approach to ensure comprehensive automation and integration possibilities across enterprise environments.

Microsoft is exceptionally well-positioned to cultivate a thriving ISV ecosystem, leveraging its expansive enterprise platform, which includes Azure, Microsoft 365, Dynamics 365, and the Power Platform. The explicit emphasis on extensibility through Copilot Studio, Azure AI Foundry's Agent Service, plugins, connectors, and open APIs provides a rich environment for developers to build innovative solutions. This comprehensive approach enables ISVs to integrate autonomous, tool-using agents across diverse business domains, extending the platform's value into new use cases and vertical markets.

Vendor Analysis: Oracle



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Oracle is poised for a transformative period, fundamentally solidifying its position as a dominant force in enterprise cloud and AI infrastructure. Driven by unprecedented cloud revenue growth and a staggering \$455 billion in Remaining Performance Obligations, the company commands a robust financial foundation to fuel aggressive investments in its Oracle Cloud Infrastructure (OCI) and an expansive global data center footprint. Strategic leadership changes, emphasizing cloud infrastructure and industry-specific AI applications, underscore a sharpened focus on embedding generative AI deeply into its core database and application stack, as evidenced by the rapid deployment of its AI Data Platform and AI Database 26ai. Critically, Oracle has cemented its role as an indispensable AI hyperscaler, securing multi-billion-dollar infrastructure deals with industry leaders like OpenAI and Meta Platforms, alongside strategic hardware collaborations with AMD. While its broader ecosystem alignment has historically presented a relative challenge, these monumental AI partnerships and a clear commitment to hybrid cloud flexibility via OCI Dedicated Region25 demonstrate a targeted, high-impact strategy to expand market reach and deepen crucial customer engagements. Oracle's strong product innovation and strategic vision will propel it to deliver significant business value, making it a pivotal player in the evolving enterprise technology landscape.

Of Note

- In September 2025, Oracle announced its Q1 FY2026 results, with total quarterly revenues increasing by 12% to \$14.9 billion and cloud revenues rising 28% to \$7.2 billion. Total Remaining Performance Obligations (RPO) surged 359% to \$455 billion, primarily from multi-year AI contracts. This financial performance underscores Oracle's successful pivot to cloud services and sets a robust foundation for its ambitious growth targets.
- Oracle announced significant leadership changes in September 2025, promoting Clay Magouyrk and Mike Sicilia to co-Chief Executive Officers, while former CEO Safra Catz transitioned to Executive Vice Chair. This move signals a strategic emphasis on cloud infrastructure (Magouyrk's background) and industry-specific applications with embedded AI (Sicilia's expertise).
- Throughout July and October 2025, Oracle solidified major AI-focused partnerships, including a multi-year agreement with OpenAI exceeding \$300 billion for Stargate capacity development and a \$20 billion cloud

deal with Meta Platforms. Additionally, Oracle and AMD expanded their collaboration to deploy 50,000 AMD GPUs.

- At Oracle AI World in October 2025, Oracle introduced the general availability of its AI Data Platform and replaced Oracle Database 23ai with the new Oracle AI Database 26ai. These new offerings are designed to integrate generative AI models seamlessly with enterprise data and workflows, indicating a profound shift in Oracle's core product strategy to embed AI deeply into its database and application stack.
- In October 2025, Oracle made OCI Dedicated Region25 generally available, enabling customers to deploy over 200 OCI AI and cloud services directly within their data centers. This offering underscores Oracle's commitment to hybrid cloud environments, providing flexibility and addressing stringent data sovereignty and latency requirements for enterprises.

Business Value Index

Oracle generates business value by combining competitive pricing with workload-optimized infrastructure and deep integration with Oracle databases and applications. These qualities resonate with enterprises that rely heavily on Oracle technology, making cloud migration smoother and potentially more cost-effective. Its AI Data Platform and AI Database 26ai are designed to integrate generative AI models with enterprise data and workflows seamlessly. It is expected to accelerate customer AI initiatives and drive significant innovation in how enterprises manage, analyze, and leverage their data with AI tools.

Oracle's business value impact is most substantial within its existing customer base, where ERP and database workloads drive adoption. The focus on grounding AI agents in Fusion's metadata, domain models, and a unified data foundation ensures agents operate with high contextual accuracy and reliability across critical business functions like ERP, HCM, SCM, and CX. This approach is bolstered by advanced Retrieval-Augmented Generation (RAG) capabilities, vector databases, and knowledge graphs, enabling agents to seamlessly access and reason over enterprise-wide structured and unstructured data in real-time.

The massive cloud infrastructure expansion through the OpenAI partnership and gigawatt-scale AI training centers signifies a monumental investment in the foundational AI layer. This will secure Oracle's position as a leading provider for AI training and inference, ensuring its AI Agent platform has the necessary underlying compute power to scale and perform at an unparalleled level, attracting more large enterprise customers and solidifying its competitive advantage.

Product Innovation & Solution Capabilities

Oracle is strategically positioned to become a dominant player in enterprise AI agent development, particularly within its expansive customer base, leveraging Fusion Cloud Applications. Its managed AI Agent Platform on Oracle Cloud Infrastructure (OCI) and the embedded AI Agent Studio provide a robust environment for both business and technical users. The platform's ability to ground agents in Fusion's metadata and domain models ensures deep contextual accuracy and alignment with existing enterprise processes and security frameworks.

Oracle's multi-agent orchestration, extensive governance capabilities, and a large library of over 400 prebuilt AI features and agents within Fusion modules indicate a strong trajectory toward enabling rapid, scalable, and secure agent deployment across critical business functions like ERP, HCM, SCM, and CX. The support for various Large Language Model (LLM) options, including Oracle-optimized, partner, and custom models, ensures flexibility and future-proofing as the AI landscape evolves.

The robust Q1 FY2026 financial results, characterized by a massive increase in Remaining Performance Obligations (RPO) backlog, provide significant revenue visibility and capital for continued investment in AI research and development. The leadership transition, appointing Clay Magouyrk (from OCI) and Mike Sicilia (from Oracle Industries) as co-CEOs, reinforces a focused strategic emphasis on Oracle's core cloud infrastructure and industry-specific applications, ensuring that AI agent development aligns directly with key business imperatives.

Strategic Vision

Oracle's leadership demonstrates exceptional foresight and strategic execution, firmly positioning the vendor for continued dominance in the AI and cloud infrastructure markets. The deliberate restructuring of executive responsibilities, evidenced by the new co-CEO model, underscores a commitment to driving core cloud technology and industry-specific applications with a dedicated focus. This proactive approach, coupled with a robust pipeline of integrated AI offerings across its stack—from OCI to Fusion Applications—reflects a leadership team actively shaping market opportunities. The vendor's ability to secure substantial multi-year AI cloud contracts, including a notable \$300 billion deal, is a powerful testament to market confidence in its long-term strategic vision and the perceived value of its enterprise-grade AI solutions.

The appointment of Clay Magouyrk and Mike Sicilia as co-Chief Executive Officers in September 2025, with Safra Catz transitioning to Executive Vice Chair, signifies a profoundly positive influence on Oracle's strategic trajectory. This structured leadership succession plan is designed to enhance focus, with Magouyrk steering cloud and technology development and Sicilia driving industry-specific applications and customer engagement. This dual



leadership model is expected to accelerate innovation, optimize resource allocation, and strengthen Oracle's ability to address the diverse demands of the evolving AI and cloud landscape.

Oracle is demonstrating a robust and deeply integrated R&D strategy that positions it strongly for future leadership in enterprise AI. The vendor's approach focuses on foundational technologies and a comprehensive AI Agent Platform built directly into its OCI and Fusion Applications ecosystem. This strategy is poised to accelerate enterprise AI adoption by providing prebuilt, governed, and highly integrated AI agents that act autonomously on critical business workflows, from ERP to SCM.

Go-to-Market Execution

Oracle is exceptionally well-positioned to sustain and accelerate its revenue growth and market share capture. The company's strategic focus on a managed AI Agent Platform on Oracle Cloud Infrastructure (OCI) and the deep embedding of AI agents within its Fusion Cloud Applications provide a robust and differentiated offering for enterprise customers. Its comprehensive approach, encompassing infrastructure, a diverse LLM ecosystem, and purpose-built agents for critical business functions like ERP, HCM, SCM, and CX, establishes a compelling value proposition.

The Q1 FY2026 financial results, specifically the announcement of substantial multi-year AI commitments from leading AI companies such as OpenAI, xAI, and Meta, underscore the growing importance of OCI as a foundational platform for AI development, significantly expanding its future revenue potential. Furthermore, the major AI product launches at Oracle AI World 2025—including the Oracle AI Data Platform, Oracle AI Database 26ai, and an AI Agent Marketplace—alongside expanded multi-cloud partnerships, will enhance enterprise AI adoption and drive significant updates to Oracle's product roadmap, focusing on intelligent automation.

Oracle's direct sales organization is exceptionally well-positioned to drive substantial future growth, demonstrating a robust capability to articulate intricate business value and execute highly complex, large-scale deals. The company's recent financial performance, marked by significant revenue increases and an unprecedented surge in Remaining Performance

Obligations (RPO) primarily from multi-billion dollar AI contracts, clearly illustrates a sales motion adept at securing strategic commitments.

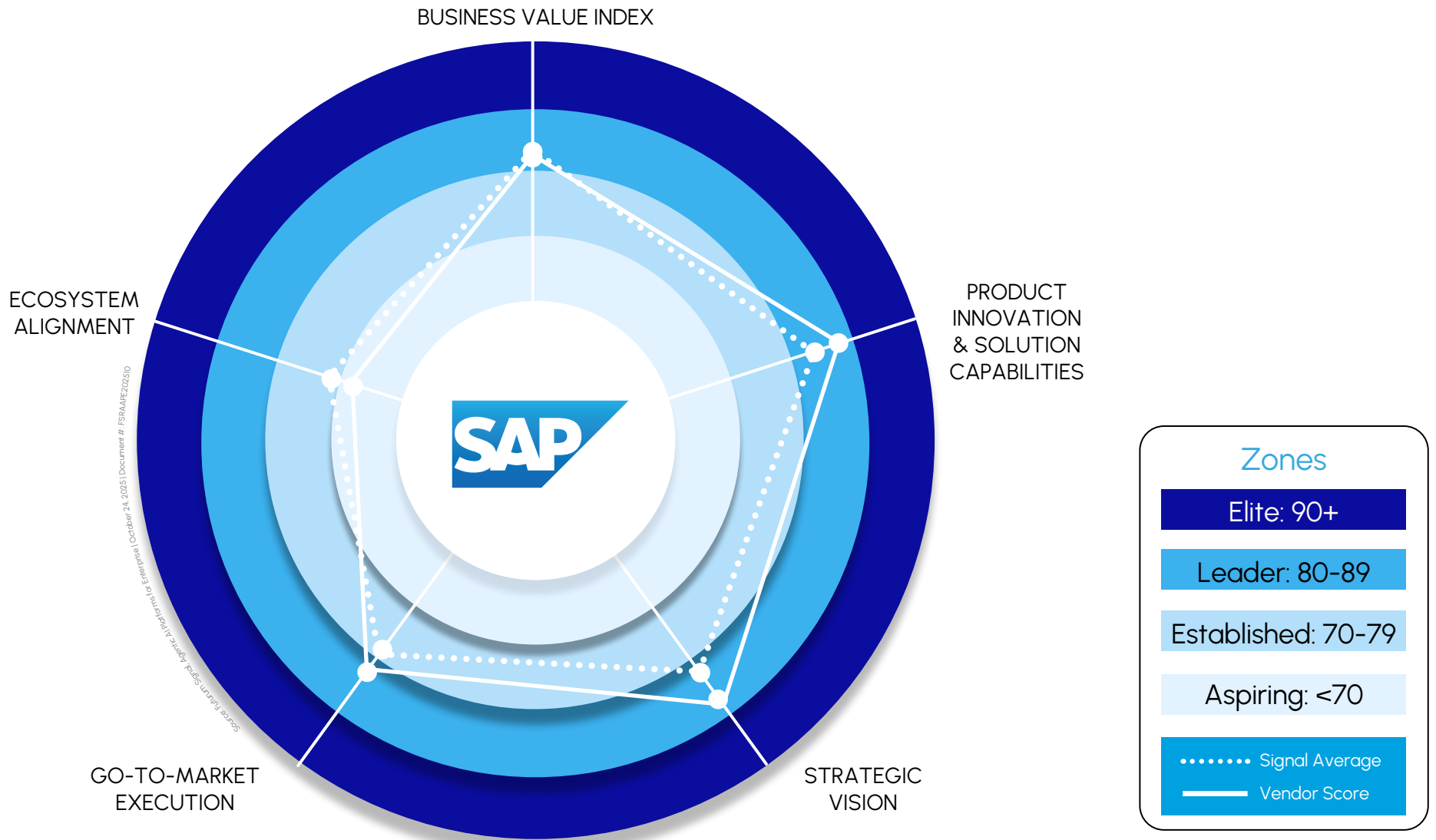
Ecosystem Alignment

Oracle's platform exhibits substantial architectural strength for future extensibility, particularly through its deep integration within the Oracle Fusion Cloud Applications ecosystem. The embedding of AI Agent Studio and the reliance on Fusion APIs, Data Integration Services, and Oracle Digital Assistant channels for data consumption underscore a robust framework for operational customization and programmatic interaction within its domain. The strategic deployment of OCI's API Gateway for access layers and support for Bring Your Own Model (BYOM) APIs via OCI Data Science provides clear avenues for incorporating diverse AI models and external data sources.

The robust Q1 FY2026 financial results, including a substantial increase in Remaining Performance Obligations (RPO), provide significant capital for continued aggressive investment in cloud and AI infrastructure, which inherently supports advanced integration capabilities. The appointment of co-CEOs with a direct focus on OCI and industry-specific AI applications will likely accelerate innovation in foundational cloud services and specialized AI-driven solutions, demanding enhanced API capabilities. Furthermore, the monumental OpenAI "Stargate Project" and AMD partnership drastically elevate OCI's profile as a hyperscale AI infrastructure provider, which will necessitate highly robust, scalable, and well-managed APIs for vast AI workloads.

Oracle is strategically equipped to embed its AI agent platform within the core offerings of Global System Integrators (GSIs) and consulting partners, enabling them to build scalable practices. The comprehensive Oracle AI Agents Platform, built on OCI and deeply integrated within Oracle Fusion Cloud Applications, provides a unified foundation for enterprise AI agent development and deployment. This intrinsic integration with critical business processes (ERP, HCM, SCM, CX) ensures that GSIs serving Oracle's vast installed base will find the AI capabilities a natural and necessary extension of their transformation engagements.

Vendor Analysis: SAP



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Over the next 18-24 months, SAP is poised for an accelerated trajectory, solidifying its position as a dominant force in enterprise software driven by a clear strategic vision and robust product innovation. Anticipated strong financial performance, particularly in cloud revenue, will underpin further investment in its pervasive 'Business AI' strategy, with the Joule copilot becoming increasingly integral across its evolving ecosystem. Strategic acquisitions like SmartRecruiters and pivotal alliances, such as the Amex GBT partnership for Concur and the strengthened IBM channel for RISE and GROW, underscore SAP's commitment to expanding its solution capabilities and leveraging a sophisticated partner network. While its ecosystem alignment has historically presented an area for optimization, these recent, concerted efforts indicate a proactive and successful strategy to deeply embed SAP across diverse enterprise landscapes and specialized industries. This integrated approach, blending cutting-edge AI with a strengthened partner ecosystem and a proven go-to-market execution, positions SAP not merely for growth but for an assertive expansion of its market influence and an elevated business value proposition in the intelligent enterprise era.

Of Note

- SAP is scheduled to release its Q3 2025 earnings in October 2025, with market analysts projecting notable earnings per share and revenue increases. Cloud revenue is expected to demonstrate robust growth, signifying the continued success of SAP's cloud-first strategy and its offerings like Rise with SAP.
- In August 2025, SAP announced its intention to acquire SmartRecruiters, a leading provider of talent acquisition software. This strategic acquisition aims to enhance the SAP SuccessFactors human capital management (HCM) suite by integrating SmartRecruiters' expertise in high-volume recruiting, automation, and AI-enabled candidate experiences.
- Throughout Q3 2025, SAP continued to roll out and enhance its generative AI copilot, Joule, increasing its integration across SAP and non-SAP systems, a development leveraging the 2024 acquisition of WalkMe. Key advancements include the anticipated availability of the "SAP Action Bar for Joule" in Q3 2025, offering proactive, real-time insights and a two-way integration with Microsoft 365 Copilot, aiming for a unified AI experience.

- In October 2025, IBM announced its acquisition of Cognitus, an SAP Gold & Co-innovation Partner specializing in SAP services and solutions for complex and regulated industries. Through the acquisition, this strategic alignment provides SAP with a more robust channel for its cloud transformation initiatives, potentially accelerating customer migrations and expanding its reach in specialized industries.
- In October 2025, SAP Concur announced a strategic alliance with American Express Global Business Travel (Amex GBT) to co-develop "Complete by SAP Concur," a solution integrating booking, servicing, payments, and expensing with AI at its core. This partnership is designed to streamline business travel management by offering a seamless, AI-powered experience.

Business Value Index

SAP's Business Value Index score reflects its strong alignment with ERP and CRM, offering robust compliance features. The company embeds AI into its enterprise resource planning (ERP) and business software suite via its Business Technology Platform (BTP), with its AI copilot, Joule, enhancing business process automation, analytics, and data management. SAP leverages its deep understanding of enterprise workflows to align AI-driven agents with existing business processes, ensuring faster time-to-value for its customers.

Joule agents deliver substantial financial impact by driving efficiency and reducing costs across front-office functions. Automating tasks such as lead scoring, campaign execution, and customer inquiry resolution enables organizations to optimize resource allocation while improving speed and accuracy. Pre-built agents for common sales and service processes minimize development costs and shorten the time to deployment.

By integrating SAP Knowledge Graph, Joule agents leverage context-rich business data to improve workflow outcomes, reduce errors, and maximize ROI. Automating end-to-end customer interactions enhances customer satisfaction and revenue generation, particularly in sales and marketing, where personalized experiences translate to higher conversion rates and retention.

Product Innovation & Solution Capabilities

SAP is strongly positioned to capitalize on the growing demand for enterprise agentic AI. Its Joule Agents framework, deeply integrated with SAP's extensive application suite and grounded in its Knowledge Graph and Business Data Cloud, offers a robust foundation for building intelligent automation. The provision of over 1,800 prebuilt Joule skills facilitates rapid deployment and broad applicability across critical business functions such as finance, procurement, and HR.

With Joule Studio for agent definition and lifecycle management within SAP Business Technology Platform (BTP), the platform supports both low-code and pro-code development, enabling efficient design and extension of agents that operate directly within SAP business applications, leveraging native data and transaction context. This comprehensive approach, combined with multi-agent orchestration and a modular architecture supporting various large language models, indicates a clear strategic direction towards deeply embedding AI within enterprise workflows.

The robust Q2 2025 financial performance and continued cloud growth provide the necessary capital and strategic impetus for accelerated investment in AI-driven solutions, positively influencing Joule's development and adoption. The completion of the SmartRecruiters acquisition in September 2025 enhances SAP SuccessFactors with AI-enabled recruiting capabilities, directly demonstrating the integration of AI agents into key business processes.

Strategic Vision

SAP's leadership demonstrates a clear and effective strategic direction, as evidenced by consistent advancements across its core offerings and targeted expansion into high-growth areas. The company's ongoing commitment to evolving its Cloud ERP business, coupled with the aggressive integration and expansion of its Business AI strategy, including the Joule AI copilot and numerous AI agents, signals a leadership team that is responsive to market demands and proactively shapes its future trajectory. The anticipated positive financial results for Q3 2025 further validate the

leadership's operational effectiveness and the successful execution of its long-term vision, indicating a firm grasp on sustainable growth and market leadership.

The intended acquisition of SmartRecruiters, the strategic partnership with Adyen, the anticipated strong Q3 2025 earnings, and the SAP Integrated Product Development (IPD) July 2025 release will positively influence SAP's strategy, market position, and product roadmap. The acquisition of SmartRecruiters is set to bolster SAP SuccessFactors significantly, enhancing its competitive stance in cloud HR. The Adyen partnership streamlines payment integrations for SAP Commerce Cloud, directly improving its appeal and adoption in e-commerce.

SAP demonstrates a robust commitment to foundational R&D, evidenced by its comprehensive Joule Agents framework. This initiative, rooted in SAP's business process knowledge, showcases deep integration within SAP applications, grounded via the Knowledge Graph and Business Data Cloud, and advanced capabilities like multi-agent orchestration. The modular architecture, which allows SAP's foundational models and external LLMs through the Generative AI Hub, positions the vendor for long-term flexibility and adaptability in the evolving AI landscape.

Go-to-Market Execution

SAP is exceptionally well-positioned for sustained and accelerated revenue growth and market share capture. Its deep integration of AI, particularly through Joule Agents, into core business applications represents a significant differentiator within the enterprise software landscape. The company's strategic focus on cloud transformation, evidenced by robust cloud and cloud ERP revenue growth, provides a scalable foundation for future expansion. By leveraging its vast business process knowledge and a comprehensive portfolio of prebuilt AI skills, SAP aims to deliver embedded intelligence that drives operational efficiency across diverse enterprise functions, enabling it to capitalize on the increasing enterprise demand for intelligent automation and data-driven decision-making.

The strong Q2 2025 financial results, reporting a 24% increase in cloud revenue and a 30% surge in cloud ERP suite revenue, validate its cloud and AI investments, providing significant momentum for further strategic initiatives. The acquisition of SmartRecruiters strategically enhances its Human

Capital Management (HCM) suite, enabling cross-selling opportunities and expanding its reach in the high-demand HR technology market. The unveiling of the enhanced Business Suite, with integrated AI and Joule role-based assistants, signals a product roadmap directly addressing core enterprise transformation needs.

SAP maintains a robust market presence, underpinned by anticipated strong financial performance, particularly in its Cloud ERP business. The vendor's consistent ability to secure and implement large-scale digital transformation projects, such as the global rollout of SAP S/4HANA Cloud at SEKISUI CHEMICAL, indicates a capable sales organization adept at managing complex deals and articulating strategic business value.

Ecosystem Alignment

SAP's platform is strategically positioned for significant future extensibility, leveraging its robust Business Technology Platform (BTP) as a foundational layer for integration and innovation. The modular architecture of Joule Agents, which supports over 1,800 prebuilt skills and the dynamic sequencing of tasks across both SAP and non-SAP systems, inherently promotes a highly extensible environment. Furthermore, the explicit provision of SAP integration and extension services, including API connections, ensures that agents can

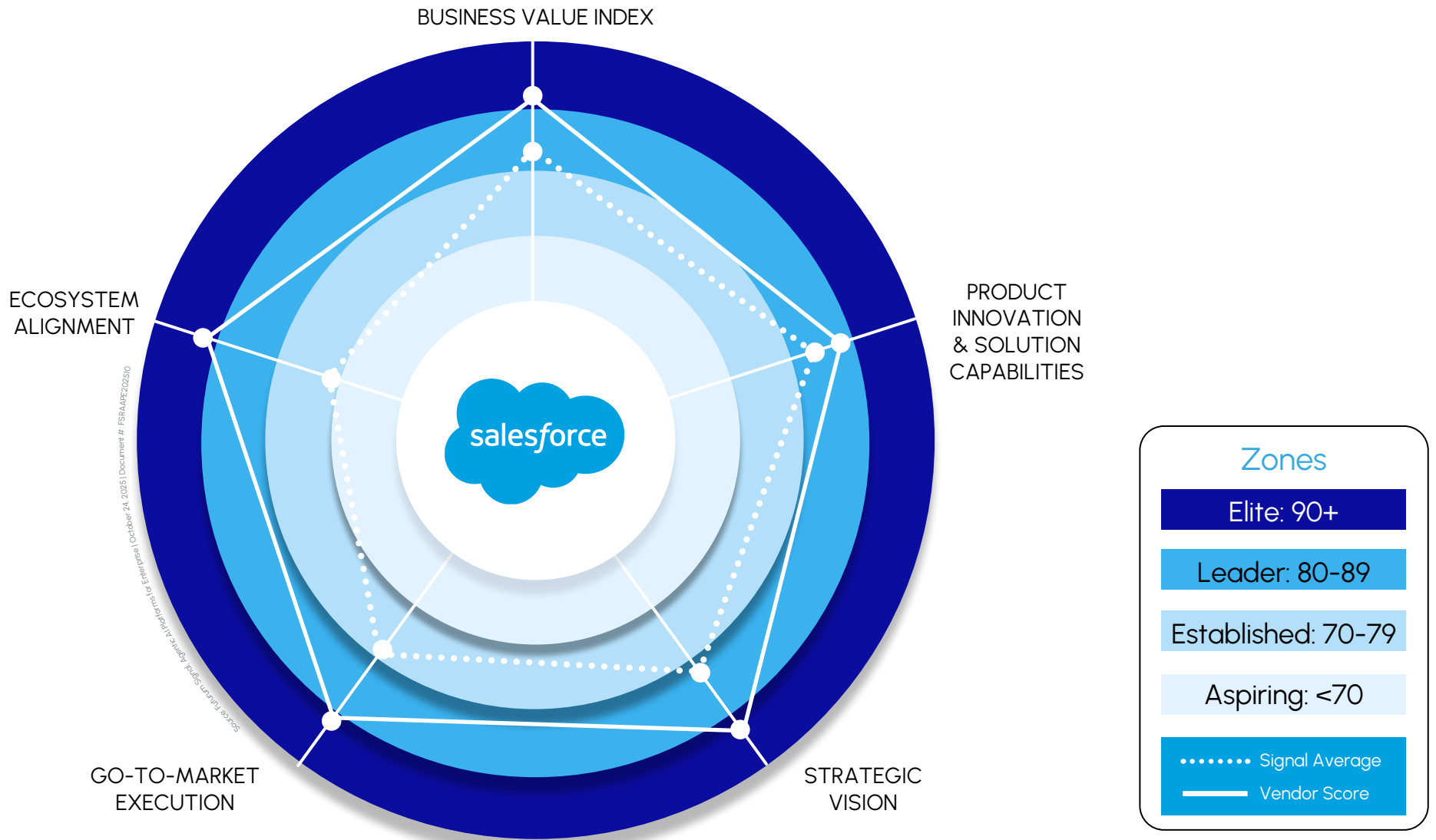
interact seamlessly with external systems and tooling. The Joule Studio and planned AI Agent Hub offer centralized management and development environments, critical for enabling partners and customers to define, tune, and govern custom agentic solutions, fostering a collaborative ecosystem.

The introduction of SAP Business Data Cloud Connect, alongside partnerships with Databricks and Google Cloud, is a strong positive development. It establishes a bidirectional flow of business-ready data products that will enable a more interconnected data ecosystem for richer analytics and AI applications. Similarly, the availability of PROS Smart Price Optimization and Management on SAP Store, integrating with SAP S/4HANA Cloud and BTP, demonstrably reinforces SAP's role as a platform provider and validates the robustness of its APIs and developer tools for partner solutions.

SAP is strategically positioned to embed its agentic AI technology within the core offerings of Global System Integrators (GSIs) due to its foundational role in global enterprise IT. Its Joule AI framework is deeply integrated into its core applications, directly leveraging SAP's Knowledge Graph and Business Data Cloud.



Vendor Analysis: Salesforce



Salesforce is unequivocally repositioned for aggressive market leadership, propelled by a formidable strategic vision and robust financial health. The company's recent Q2 FY26 performance and an ambitious long-term revenue forecast exceeding \$60 billion by FY30 provides ample capital and confidence to execute its profound shift towards the "Agentic Enterprise." The unveiling of Agentforce 360, underpinned by deepened strategic partnerships with OpenAI and Anthropic, dramatically elevates its product innovation and ecosystem alignment, signaling an intent to redefine CRM with autonomous AI agents and hyper-personalized customer experiences. While this bold pivot promises significant business value and ethical AI differentiation, its successful execution will hinge on rapidly scaling these advanced AI solutions, navigating intensifying competition in the enterprise AI landscape, and ensuring seamless go-to-market adoption as it transforms foundational customer workflows.

Of Note

- In September 2025, Salesforce announced its Q2 FY26 results, reporting record revenue of \$10.2 billion, a 10% increase year-over-year. Subscription and support revenue grew by 11% to \$9.7 billion, with GAAP operating margin reaching 22.8%. These robust financial results demonstrate the company's sustained growth and operational efficiency.
- At Dreamforce 2025, held from October 14-16, Salesforce unveiled Agentforce 360, a significant evolution of its AI platform to drive the "Agentic Enterprise" vision. This comprehensive update integrates the Agentforce 360 Platform, Data 360 (formerly Data Cloud), Customer 360 Apps, and Slack as a unified conversational interface for humans and AI agents.
- Coinciding with Dreamforce in October 2025, Salesforce announced an expanded strategic partnership with OpenAI, integrating Salesforce's Agentforce 360 with OpenAI's cutting-edge models, including GPT-5. This collaboration enables Salesforce CRM data and Tableau insights to surface directly within ChatGPT and facilitates new AI-powered experiences across enterprise work and commerce.
- During Dreamforce 2025, Salesforce highlighted an expanded alliance with Anthropic, integrating Claude models into its AI ecosystem. This partnership focuses on incorporating Anthropic's trust, reliability, and responsible AI governance strengths into Salesforce's offerings.

- At its Investor Day in October 2025, Salesforce raised its revenue forecast, projecting to exceed \$60 billion by fiscal year 2030, surpassing analyst expectations. This ambitious long-term forecast reflects Salesforce's confidence in its AI-driven strategy, particularly the growth of its Agentforce platform and Data & AI segment.
- In September 2025, Salesforce CEO Marc Benioff stated that the company had eliminated approximately 4,000 customer service roles following the deployment of AI-powered support agents. Benioff indicated that AI now handles a significant portion of internal work, including customer service, and has reduced support costs by 17% since early 2025.
- Salesforce continued its strategic acquisition activity in July and August 2025, with notable purchases including Moonhub, Regrello, Waii, and Bluebirds. These acquisitions are intended to strengthen Salesforce's AI capabilities in areas like talent recruitment and workforce management, and enhance supply chain collaboration and data management.

Business Value Index

Salesforce's strategic shift towards an "Agentic Enterprise" model, integrating advanced AI across its entire business software suite, is poised to drive significant future revenue expansion and market share capture. The strong financial performance reported in Q2 FY2026, highlighted by a 120% year-over-year increase in Data Cloud and AI annual recurring revenue, provides clear evidence that the company's investments in these critical areas are already translating into tangible growth. This trajectory indicates that Salesforce is exceptionally well-positioned for sustained and accelerated revenue growth, leveraging its established market leadership in CRM to expand into new AI-driven capabilities and capture a larger share of the enterprise AI market.

The global launch of Agentforce 360 in October 2025 marks a fundamentally positive influence, signifying a strategic pivot that will profoundly reshape Salesforce's product roadmap by making AI agents central to its offerings. This initiative is expected to solidify its market position as a leader in enterprise AI. Concurrently, the expanded strategic partnerships with Google, OpenAI, and Anthropic, announced between

October 14-16, 2025, will positively influence its ecosystem by offering broader AI model choices and strengthening the Atlas Reasoning Engine, ensuring adaptability to emerging AI technologies.

Salesforce's most significant opportunity is to establish Agentforce 360 as the predominant enterprise agentic AI platform. By leveraging its extensive customer base, robust ecosystem (AppExchange, MuleSoft), and strategic partnerships with leading AI model providers, Salesforce can drive widespread adoption of autonomous, task-oriented agents across diverse enterprise functions, creating a new, compounding revenue stream and strengthening its position at the core of enterprise digital transformation.

Product Innovation & Solution Capabilities

Salesforce is exceptionally well-positioned to lead the enterprise agentic AI market, primarily due to its cohesive strategy anchored by Data Cloud and the Agentforce platform. The vendor's approach centralizes enterprise data, enabling agents to operate with a continuously updated and contextual foundation. This data-first orientation, augmented by MuleSoft for broad system integration and AppExchange for extensibility, empowers agents to perform autonomous, task-oriented actions across diverse business functions.

The integration of advanced reasoning capabilities via the Atlas Reasoning Engine and the embedded Einstein Trust Layer for governance and compliance further underscores a platform designed for reliable, explainable, and secure agent deployment at scale. This comprehensive framework suggests a strong trajectory for delivering sophisticated, data-grounded AI solutions that drive operational efficiency and intelligent automation across the enterprise. Salesforce demonstrates a robust and forward-looking strategy for agentic AI, positioning Agentforce as a pivotal growth driver that integrates autonomous, task-oriented agents across its extensive enterprise functions.

The global rollout of Agentforce 360 and the rebranding of Sales Cloud to Agentforce Sales in October 2025 signal an aggressive market push and a fundamental repositioning towards agentic automation, which will accelerate

its product roadmap. Expanded AI partnerships during Dreamforce 2025 with industry leaders like Google, AWS, OpenAI, and Anthropic will significantly enhance Agentforce's capabilities and market competitiveness by integrating cutting-edge models.

Strategic Vision

Salesforce's leadership team demonstrates a clear and executable long-term strategic vision, particularly through its pivot towards an "Agentic Enterprise" model. The company's recent financial performance, including a 10% year-over-year revenue increase in Q2 FY2026 and an ambitious FY2030 revenue target exceeding \$60 billion, underscores a stable financial foundation and confidence in its future trajectory. This financial strength enables sustained investment in its core innovation areas, especially agentic AI. The introduction of Agentforce as a new growth pillar, embedding autonomous, task-oriented agents across key business functions, signifies a proactive and forward-looking approach to market evolution.

The Dreamforce 2025 announcements and expanded strategic AI partnerships profoundly influence Salesforce's strategy and market position. The general availability of Agentforce 360 and its expansion into IT service management, coupled with Agentforce Vibes for accelerated AI development, indicates a rapid and tangible execution of their agentic AI vision. This shift is positive, signaling leadership's capacity to translate strategic directives into concrete product offerings that align with evolving enterprise demands for comprehensive AI solutions. Furthermore, deepening collaborations with Google, AWS, Anthropic, and OpenAI will significantly broaden Salesforce's AI capabilities and market reach, embedding its agentic AI into diverse customer workflows.

Salesforce's research and development roadmap is demonstrating a profound alignment with its long-term strategic vision, particularly through its dedicated focus on agentic AI. The company is actively pursuing breakthrough capabilities by integrating autonomous, task-oriented agents across its core sales, service, and marketing functions, underpinned by the Data Cloud as a central, continuously updated contextual foundation.



Go-to-Market Execution

Salesforce is strategically shifting towards an “Agentic Enterprise” model, integrating advanced AI across its entire business software suite, a move poised to drive significant future revenue expansion and market share capture. The strong financial performance reported in Q2 FY2026, highlighted by a 120% year-over-year increase in Data Cloud and AI annual recurring revenue, provides clear evidence that the company's investments in these critical areas are already translating into tangible growth. This trajectory indicates that Salesforce is exceptionally well-positioned for sustained and accelerated revenue growth, leveraging its established market leadership in CRM to expand into new AI-driven capabilities and capture a larger share of the enterprise AI market.

Salesforce is strategically repositioning its direct sales organization for a future dominated by agentic AI, indicating a strong capability to articulate business value and execute complex deals. The launch of Agentforce 360 and the rebranding of core products like Sales Cloud to Agentforce Sales signifies a profound organizational commitment to embedding autonomous AI into sales workflows. This strategic pivot is supported by robust financial performance, as evidenced by strong Q2 FY2026 results and raised full-year guidance, enabling significant investments in AI R&D. These investments are equipping the sales force with advanced tools such as Einstein Copilot, Data 360, and the Atlas Reasoning Engine, designed to unify customer data, automate administrative tasks, and provide intelligent insights.

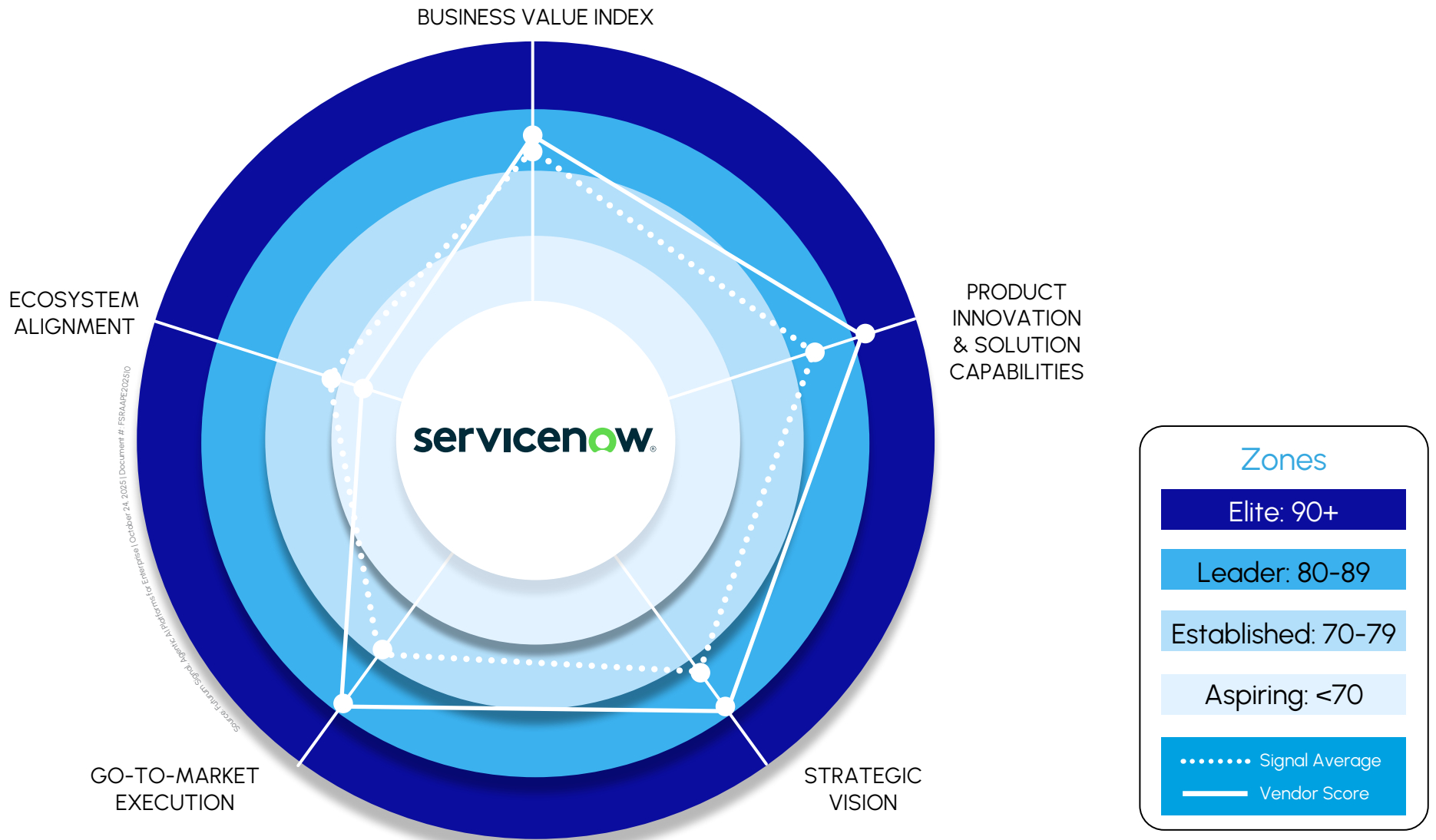
Salesforce is positioned to leverage its extensive channel ecosystem as a significant driver for its future growth, particularly with the global rollout of Agentforce 360. The company's vision of becoming the most broadly adopted commercial agentic AI system globally inherently relies on a robust network of partners for scalable sales, intricate implementations, and broad market penetration. Its platform architecture, characterized by extensibility through AppExchange, MuleSoft integration, and low-code/no-code tooling, mandates a comprehensive channel strategy.

Ecosystem Alignment

Salesforce's platform architecture positions it for substantial future extensibility, leveraging its Data Cloud as a unifying layer for agentic AI. The emphasis on a large partner ecosystem, combined with explicit open APIs and low-code/no-code tools like Flow and Prompt Builder, suggests a robust environment for developers and enterprises to build upon. Its modular architecture and support for flexible customization through Lightning Web Components further reinforce its commitment to a flexible and adaptable foundation. The existing MuleSoft integration already broadens its reach across diverse enterprise systems, underscoring a design philosophy that prioritizes cross-system actionability and data unification, enabling a future where the platform acts as a central orchestrator.

The proposed acquisition of Informatica represents a profoundly positive influence, poised to significantly enhance Salesforce's underlying data management and integration capabilities. This will bolster the effectiveness of its AI and analytics offerings by providing a more comprehensive, intelligent data layer, directly supporting its aim to be a central hub. Furthermore, the expanded strategic partnerships with OpenAI and Google are positive influences, enabling deep integration of frontier AI models into enterprise workflows and extending Salesforce's platform reach into critical collaboration tools.

Vendor Analysis: ServiceNow



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ServiceNow is demonstrably poised for accelerated market leadership, propelled by an exceptionally strong product innovation engine and a robust strategic vision centered on becoming the definitive AI-first intelligent workflow automation platform. Recent financial performance underscores healthy demand and provides significant capital for continued aggressive R&D into cutting-edge AI capabilities, as evidenced by the "AI Experience" and Zurich release enhancements. While ecosystem alignment has historically been a more moderate area, the strategic expansion of its Global Partner Program, bolstered by a dedicated AI Co-Investment Fund and high-profile alliances like the KPMG Global Elite Partnership, is rapidly strengthening this dimension, ensuring broader market penetration and scalable solution delivery. The primary challenge will lie in maintaining this rapid pace of innovation and effective go-to-market execution within an increasingly competitive AI landscape, ensuring partner enablement continues to scale at the velocity required to capture the expansive opportunities presented by their advanced platform.

Of Note

- In July 2025, ServiceNow reported robust Q2 2025 financial results, with total revenue reaching \$3.22 billion, a 22% increase year-over-year, and earnings per share of \$4.09, up 33% from the prior year. This strong financial showing signals healthy demand for ServiceNow's offerings and provides a solid foundation for continued investment in research and development, particularly in emerging technologies such as AI.
- ServiceNow unveiled its "AI Experience," a conversational interface designed to embed artificial intelligence across enterprise workflows using various modalities like voice, text, and image. Concurrently, the Zurich release delivered substantial enhancements to Process

Mining, including AI-generated improvement opportunities, playbook generation, and the introduction of Task Mining. These product innovations are central to ServiceNow's strategy of delivering an AI-first platform.

- In September 2025, ServiceNow announced updates to its partner program, including a strategic AI Co-Investment Fund providing \$100,000 for artificial intelligence projects and program credit for subcontracting work. This initiative significantly strengthens ServiceNow's ecosystem, incentivizing partners to accelerate the development and deployment of AI-powered solutions.
- In October 2025, KPMG announced the launch of "Global Business Services with KPMG Velocity," enabled by ServiceNow, with KPMG achieving the Global Elite Partner designation. This significant partnership reinforces ServiceNow's credibility and expands its market presence within the global consulting and professional services sector.
- John Phillips was appointed Group Vice President of Product and General Manager, Employee Experience, in July 2025. This leadership change indicates a renewed focus on enhancing the employee experience within ServiceNow's product offerings.

Business Value Index

ServiceNow AI Agents demonstrate effective delivery of business value within ITSM/CSM workflows, with solid ROI. The platform is highly customizable and scalable, with an intuitive interface, robust reporting, and automation features that simplify day-to-day tasks. Its ability to integrate with other tools makes it a central hub for workflows, ensuring performance and availability.

The integration capabilities with other tools and platforms are impressive, allowing organizations to create a cohesive ecosystem. Additionally, the emphasis on automation and AI helps reduce repetitive tasks, freeing up teams to focus on more strategic initiatives. Overall, it's not just about managing services; it's about enabling organizations to innovate and respond to challenges more effectively.

The introduction of "AI Experience" and Zurich Release enhancements, particularly with AI-driven process mining, will accelerate the deployment of intelligent features across the Now Platform, deepening customer engagement with AI solutions. This will enhance business value by simplifying interactions and automating more complex tasks, solidifying its market position as a leader in intelligent workflow automation.

Product Innovation & Solution Capabilities

ServiceNow is well-positioned to drive the adoption and deployment of agentic AI within the enterprise. Its native AI Agents, powered by the AI Agent Studio, provide a robust environment for business and technical users to design, develop, and deploy intelligent agents using natural language and low-code constructs. The inherent integration with the Now Platform's Workflow Data Fabric, Integration Hub, and Common Service Data Model ensures agents are deeply grounded in enterprise data and workflows. This foundation, combined with features like AI Agent Orchestrator for multi-agent coordination and prebuilt domain-specific agents, facilitates rapid time-to-value and scalable intelligent automation across critical business functions.

The platform's strong focus on governance, security, and lifecycle management through the AI Control Tower and integrated IAM also provides the necessary guardrails for trusted enterprise adoption, suggesting a sustained leadership role in the intelligent automation space. The acquisition of data.world in July 2025 represents a significantly positive inflection point, strategically enhancing ServiceNow's data governance and AI capabilities, particularly through integrating knowledge graph technology. This move directly addresses a high-tier criterion for advanced data grounding and is

expected to solidify ServiceNow's market position by enabling richer insights and more sophisticated AI-driven workflows.

The single most significant opportunity for ServiceNow lies in leveraging the data.world acquisition to fully integrate knowledge graph capabilities and advanced semantic understanding into its agentic AI platform. This can enable its AI agents to process highly intricate enterprise-wide data landscapes, offering unparalleled contextual reasoning and driving transformative automation for complex, high-value use cases that require deep domain expertise.

Strategic Vision

ServiceNow's leadership team demonstrates a highly confident and forward-thinking approach, positioning the company for substantial growth and influence in the enterprise AI landscape. The consistent financial outperformance, as seen in robust Q2 2025 results, provides a strong financial bedrock, enabling continued aggressive investment in core AI initiatives. This financial strength underpins a clear strategic vision centered on AI becoming the primary user interface across all enterprise workflows, a bold move that redefines how businesses will interact with technology. The leadership's commitment to natively building sophisticated AI Agent capabilities on the Now Platform, alongside comprehensive governance and security frameworks, suggests a coherent and well-articulated strategy for future market complexities.

The unveiling of the "AI Experience" as the UI for Enterprise AI, the AI Platform Zurich Release, and the expansion of strategic partnerships collectively underscore a positive and decisive influence on ServiceNow's trajectory. The "AI Experience" indicates a pivotal strategic shift aimed at accelerating generative AI monetization and enhancing productivity. The Zurich Release reinforces their commitment to secure, scalable multi-agentic AI development, directly addressing the growing demand for customized and efficient AI solutions. Furthermore, the diverse strategic partnerships, such as those with CapZone, UKG, and the GSA, signal an aggressive and calculated expansion beyond traditional IT into new industry verticals.

ServiceNow's R&D roadmap exhibits a profound alignment with its long-term strategic vision, demonstrating a consistent pursuit of breakthrough capabilities in enterprise AI. The company is actively moving beyond incremental improvements by developing and integrating foundational AI technologies, such as its native AI Agents, AI Agent Orchestrator, and the AI Control Tower, designed for autonomous task execution within complex workflow contexts.

Go-to-Market Execution

ServiceNow is exceptionally well-positioned to sustain and accelerate its revenue growth and market share capture. The company's robust Q2 2025 financial performance, marked by a 22.4% year-over-year revenue increase and increased full-year subscription revenue guidance for 2025, demonstrates strong market demand for its enterprise workflow automation solutions. This performance, coupled with a fundamental strategy to integrate agentic AI natively across its platform via AI Agent Studio, Fabric, and Orchestrator capabilities, positions it to capitalize on the increasing enterprise demand for intelligent automation.

The launch of the AI Experience Platform, with its emphasis on "AI as the new UI" and multi-modal interfaces, is designed to accelerate AI adoption and redefine how users interact with enterprise software, thereby directly boosting demand for their core offerings. Concurrently, the Zurich platform enhancements, particularly those advancing multi-agent AI development and enabling natural language application creation through "vibe coding," will likely broaden the appeal and accessibility of their AI capabilities for enterprise clients. Furthermore, the landmark OneGov agreement with the U.S. General Services Administration is a critical strategic partnership that opens substantial new market opportunities within the public sector, projecting significant efficiencies and cementing ServiceNow's position as a key enabler of digital transformation.

ServiceNow appears exceptionally well-positioned to translate its recent AI innovations into tangible enterprise value and widespread adoption. The company's robust financial performance, evidenced by its strong Q2 2025 earnings, provides a solid foundation for sustained investment in its strategic initiatives. The axiomatic approach to building AI agents natively on the Now Platform, integrating them with the Workflow Data Fabric, Integration Hub,

and the Common Service Data Model (CSDM), underscores a commitment to enterprise-ready solutions.

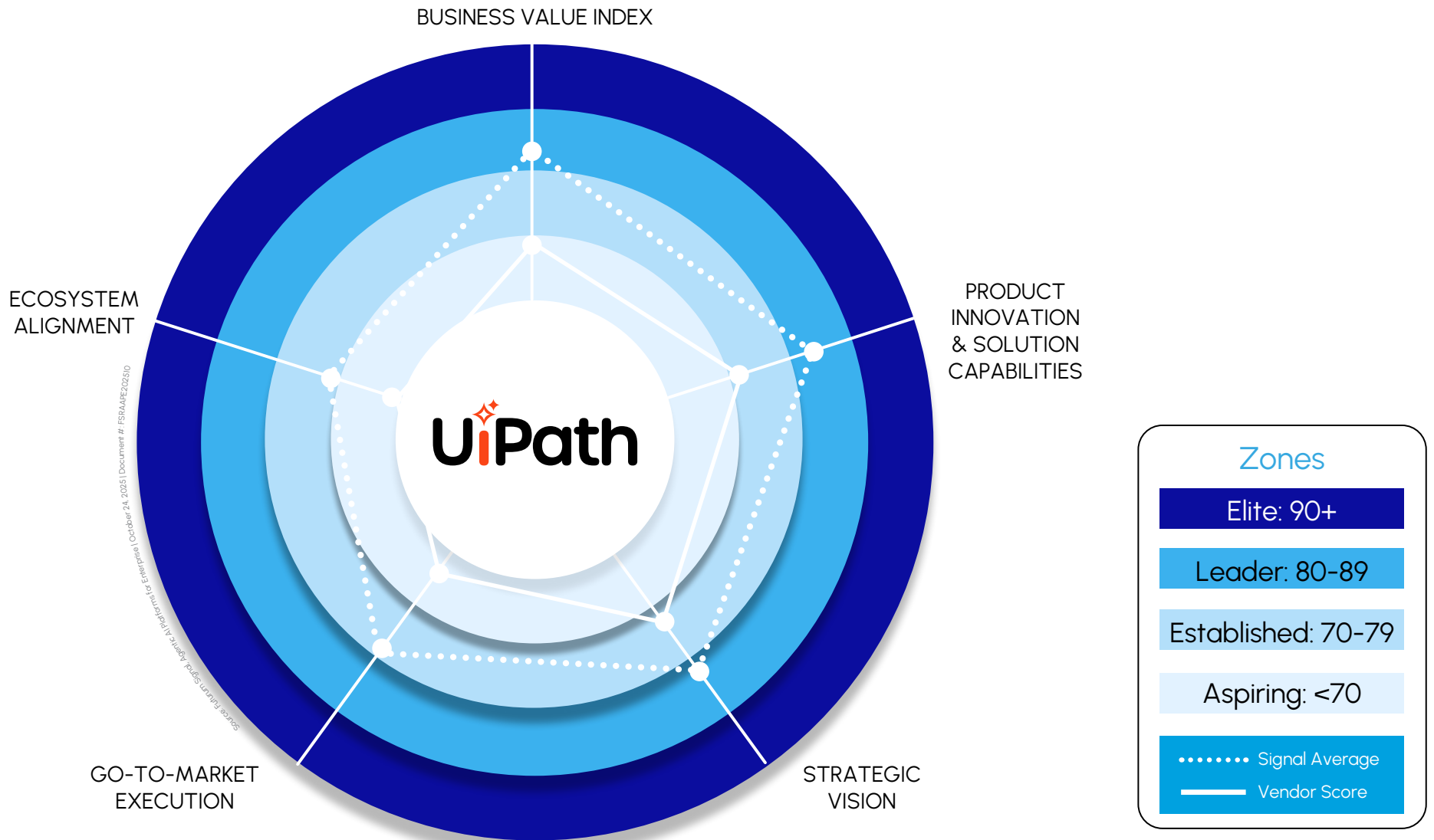
Ecosystem Alignment

ServiceNow is strongly positioned for future extensibility and ecosystem empowerment, driven by a platform architecture that prioritizes robust integration and collaborative development. The vendor's foundational "Integration Hub" provides comprehensive system and API connectivity, complemented by the "AI Agent Fabric" designed for cross-agent collaboration and interoperation with third-party tools. This allows for autonomous task execution within enterprise workflow contexts, enabling custom agents to invoke ServiceNow flow actions, subflows, scripts, RAG/AI Search, or external APIs, extending its reach into diverse enterprise systems.

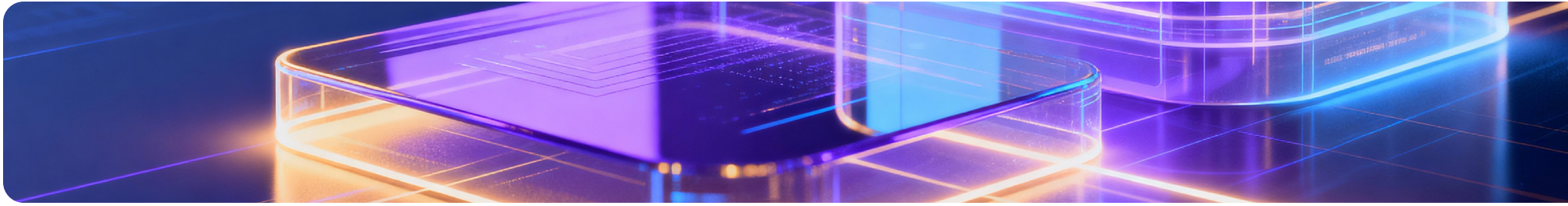
The design philosophy ensuring that AI agents and conventional workflows share a unified architecture further supports consistent lifecycle management, data permissions, and integration patterns, fostering a cohesive and highly extensible environment for partners and customers to build sophisticated, long-term solutions. The recent introduction of the AI Experience and Zurich platform enhancements, particularly their emphasis on multi-agent AI development, is poised to significantly and positively influence ServiceNow's extensibility roadmap. These advancements deepen the platform's complex agent orchestration and interoperation capabilities, making the underlying APIs and integration points more critical and robust.

ServiceNow demonstrates a robust and strategically important focus on its ISV ecosystem, positioning it for significant expansion and innovation. The platform's native AI Agent capabilities, supported by features like AI Agent Fabric for third-party interoperation and custom agent development, provide a compelling foundation for partners to build upon. This technical extensibility, combined with a clear commitment to leveraging partners for market reach and specialized solutions, suggests an accelerated trajectory for ecosystem growth.

Vendor Analysis: UiPath



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UiPath is aggressively positioning itself to capitalize on the accelerating demand for AI-driven automation, entering a period with a clear strategic vision and substantial financial momentum. Bolstered by recent financial outperformance and robust product innovation, the vendor's FUSION 2025 announcements signal a pivotal shift towards an open, AI-first ecosystem. Strategic partnerships with major AI providers like OpenAI, Google Cloud, and NVIDIA are designed to rapidly enhance platform intelligence and integration, aiming to establish UiPath as a central orchestrator of enterprise AI solutions. While its current 'Ecosystem Alignment' indicates an area for maturation, these proactive collaborations directly address this, transforming a potential weakness into a critical driver for broader market reach and complex deal expansion. Successful execution and integration of this ambitious strategy will be paramount for UiPath to solidify its market leadership and sustain accelerated growth in the highly competitive automation landscape.

Of Note

- UiPath reported robust Q2 FY2026 results around September 4, 2025, surpassing analyst expectations for revenue and adjusted EPS and subsequently increasing its full-year guidance. This strong financial performance was attributed to the accelerating adoption of its AI-enabled automation solutions, particularly the AgenTeq platform, and a focus on operational efficiency.
- At its FUSION 2025 event held from September 29 to October 1, 2025, UiPath unveiled significant enhancements to its platform, including a stronger focus on end-to-end orchestration with UiPath Maestro and the introduction of new development tools like the AI Agent Builder.
- UiPath announced strategic collaborations with industry leaders such as OpenAI for GPT-5 integration, Google Cloud for Gemini-

powered conversational agents, NVIDIA for integration with Nemotron models, and Snowflake for linking with Snowflake Cortex AI. These announcements signal a clear strategic direction towards an open, AI-first ecosystem.

- In October 2025, the UiPath Platform for Agentic Automation and Orchestration was recognized as one of TIME's Best Inventions of 2025, enhancing brand perception and credibility.

Business Value Index

UiPath is well-positioned for sustained customer satisfaction and value realization, primarily due to its robust foundational platform and strategic pivot towards advanced agentic automation. The operational metrics associated with its platform, such as strong deployment speed, ease of use, and low long-term operational costs, provide a solid basis for rapid time-to-value for customers. Furthermore, favorable financial metrics, including high Total Cost of Ownership (TCO) and Return on Investment (ROI) scores, underscore the platform's economic viability and ability to deliver tangible business benefits.

The strong Q2 FY2026 financial results, marked by robust revenue and ARR growth alongside a return to profitability, provide the necessary financial stability to continue strategic investments in product innovation and customer-facing initiatives. The unveiling of the agentic automation vision at FUSION 2025, alongside strategic partnerships with leading AI providers like OpenAI, Google, NVIDIA, and Snowflake, will significantly influence the product roadmap. These collaborations will embed sophisticated AI capabilities across UiPath's offerings, enabling customers to tackle more complex automation challenges and realize greater value.

The most significant opportunity for UiPath lies in its ability to lead the enterprise shift to agentic automation. UiPath can unlock substantially greater value for customers, expanding beyond traditional RPA to address more complex, end-to-end business processes by successfully delivering on its vision of autonomous AI agents that can reason, plan, and execute across diverse systems.

Product Innovation & Solution Capabilities

UiPath is strategically positioned as a comprehensive agentic automation platform, having evolved from its robotic process automation (RPA) origins to integrate autonomous AI agents capable of reasoning, planning, and executing complex workflows. Central to this evolution, the Maestro orchestration control plane facilitates dynamic coordination among AI agents, unattended robots, and human-in-the-loop interactions, ensuring adaptable and resilient automation across the enterprise. Its Agent Builder empowers organizations to define agents with specific goals and leverage reusable components, including RPA activities, APIs, and knowledge connectors. The platform's extensive integration depth across critical enterprise systems such as ERP, CRM, ITSM, and HRIS, coupled with robust observability and governance features, underscores its readiness to meet stringent enterprise compliance and security requirements.

The strong Q2 FY2025 financial results, exceeding analyst expectations and showing robust Annual Recurring Revenue (ARR) growth, provide crucial capital and market confidence for sustained investment in AI innovation and global expansion. This financial health will enable the accelerated development of their agentic platform. Furthermore, the FUSION 2025 event marked a clear strategic acceleration towards an "AI-first" approach with "agentic automation" at its core. The unveiling of major platform updates and strategic partnerships with industry leaders like OpenAI (GPT-5), Google (Gemini models), NVIDIA (trusted AI), and Snowflake are particularly impactful. These collaborations will directly enhance UiPath's product roadmap, driving superior AI reasoning capabilities, expanding its model ecosystem, improving data-driven automation, and fortifying trusted AI workflows.

Another vital opportunity for UiPath lies in successfully capitalizing on its strategic partnerships to embed frontier AI capabilities deeply into its agentic orchestration platform. By seamlessly integrating OpenAI's GPT-5 and Google's Gemini models, combined with NVIDIA's trusted AI frameworks, UiPath can deliver truly differentiated, highly intelligent, and secure autonomous agents.

Strategic Vision

UiPath articulates a clear and compelling strategic narrative centered on transitioning from Robotic Process Automation (RPA) to a comprehensive agentic automation platform. The vendor is positioning itself as the central orchestrator of diverse AI and automation technologies, enabling enterprises to deploy autonomous AI agents that can reason, plan, and execute workflows across complex, disparate systems. This vision, supported by offerings like Agent Builder and Maestro, aims to define the future of enterprise automation by allowing organizations to design agents with defined goals, tools, and policies, deeply integrated with critical business applications.

The strategic emphasis on an open, AI-first ecosystem, leveraging external large language models (LLMs) and Retrieval-Augmented Generation (RAG) connectors, underscores a forward-looking approach to delivering intelligent, adaptable, and governed automation at scale, thereby shaping customer expectations for comprehensive automation solutions. The robust Q2 Fiscal Year 2026 financial results, which exceeded expectations and led to raised full-year guidance, demonstrate accelerating market adoption of their AI-enabled automation solutions, particularly the AgenTeq platform. This positive momentum provides UiPath with substantial resources to continue investing aggressively in AI research and development, directly supporting their future-oriented product roadmap.

The FUSION 2025 event and its associated announcements—including platform enhancements like a stronger focus on end-to-end orchestration with UiPath Maestro, the introduction of the AI Agent Builder, and strategic AI partnerships with industry leaders like OpenAI, Google Cloud, NVIDIA, and Snowflake—mark a strong positive influence. These developments solidify UiPath's commitment to an open, AI-first ecosystem, enabling broader market reach and enhancing the intelligence and adaptability of their platform.



Go-to-Market Execution

UiPath is well-positioned to sustain and accelerate its revenue growth by strategically expanding its offerings beyond Robotic Process Automation (RPA) into a comprehensive agentic automation platform. The company's recent strong Q2 Fiscal 2026 financial results, which reported a 14.4% year-over-year sales increase and a raised full-year revenue guidance to \$1.57 billion, demonstrate robust market demand and effective operational execution. This financial momentum provides a solid foundation for continued investment in research and development, particularly in advanced AI capabilities.

The pivot towards autonomous AI agents that can reason, plan, and execute across diverse enterprise systems, combined with a deep integration ecosystem, positions UiPath to capture a larger share of the evolving automation and AI software market. The company's ability to offer comprehensive solutions that blend traditional automation with cutting-edge AI agents suggests a trajectory of sustained expansion within new and existing enterprise clients. Futurum Research notes that the AI software/tools market is expected to see strong growth. UiPath's strategic moves align well with this broader trend, indicating potential for growth well above the overall market average.

The robust Q2 Fiscal 2026 financial results, including increased revenue and profitability, provide the necessary capital for continued investment in its AI and automation platform. The launch of the expanded AI Automation Suite, particularly UiPath Maestro with its built-in security and governance features, marks a pivotal positive influence. Maestro's role in orchestrating end-to-end business processes necessitates highly detailed observability to manage state, memory, and human-in-the-loop interactions, ensuring that agent actions are transparent and auditable.

Ecosystem Alignment

UiPath's platform is fundamentally architected for extensibility, moving beyond traditional RPA to an agentic automation paradigm. The "Agent Builder" allows for the creation of autonomous AI agents using reusable components, including APIs and knowledge connectors, indicating a modular and composable design. This foundation supports deep integration across critical enterprise systems such as ERP, CRM, ITSM, and HRIS, enabling a broad operational reach. The platform's ability to call diverse external LLMs (OpenAI, Anthropic, Google) and ground decisions in enterprise data via RAG connectors further underscores its open and adaptable architecture. This strategic shift positions the vendor to serve as a central hub for intelligent automation, facilitating complex workflows across varied technical landscapes.

The FUSION 2025 product innovations, including Maestro and AI Agent Builder enhancements, coupled with strategic partnerships with industry leaders like OpenAI, Google Cloud, NVIDIA, and Snowflake, will significantly accelerate UiPath's API and integration roadmap. These developments are overwhelmingly positive, signaling a concerted effort to deepen AI integration and expand the ecosystem of consumable services and models. The launch of Automation Cloud 23.4 and the global expansion, notably into the UAE with Microsoft Azure integration, further bolsters the platform's ability to offer scalable and compliant integration points globally.

UiPath is exceptionally well-positioned for substantial embedding within GSI core offerings and the development of scalable, repeatable practices. The vendor's robust financial performance, evidenced by its Q2 FY26 revenue and ARR, provides significant resources to fuel strategic investments. Its evolution into an agentic automation platform, featuring tools like AI Agent Builder and an enhanced Maestro orchestrator, directly addresses the enterprise need for sophisticated, goal-directed AI workflows.

Signal Snapshot

In addition to the vendors covered in this report, the Futurum Signal is currently assessing the following companies, which may be included in future versions of this report. These companies are identified as having developed technologies in the covered solution area and have matured their offering to the point where they have communicated their ambition publicly in the

market in some capacity through press releases, media interviews, marketing campaigns, industry events, and analyst briefings.

Inclusion in the Futurum Signal is at the discretion of the Futurum Research analyst team.

Vendor Name	Overview
Action	An AI-driven data intelligence platform that uses knowledge graph technology to provide complete visibility and control across a company's data ecosystem. Link
Adobe	A global leader in creative, marketing, and document solutions that has evolved into an enterprise AI powerhouse through its Adobe Experience Cloud and Firefly generative AI models, enabling intelligent content creation, personalization, and customer experience orchestration at scale. Link
Airbyte	An open-source data integration platform that enables seamless data movement and is focused on becoming the standard for all physical data movement. Link
Altair Rapidminer	An end-to-end data analytics and AI platform that offers intuitive tools to uncover new insights, automate processes, and build next-gen AI agents. Link
Alteryx	An AI platform for enterprise analytics that focuses on automating analytics to deliver actionable insights. Link
Atlas	A modern data intelligence platform that simplifies data management and boosts collaboration by acting as a "Google for your data," with capabilities for natural language or SQL search. Link
Boomi	An integration and data intelligence platform that unifies applications, APIs, data, and AI agents into a single, cohesive solution. Link
Collibra	A data intelligence platform that enhances data governance, cataloging, and lineage using active metadata to streamline decision-making. Link
DataRobot	A platform that helps enterprises create, deploy, and govern enterprise-grade AI agents, models, and analytics with a focus on quick iteration and production readiness. Link
Dataiku	A universal AI platform that gives organizations control over their AI talent, processes, and technologies to enable the creation of analytics, models, and agents. Link
dbt Labs	Provides an analytics engineering tool that prepares raw data for analysis in the data warehouse. It has plans to merge with Fivetran. Link
Domo	A data analytics platform offering both micro and macro-level visibility, including predictive analysis, for a wide range of business users. Link
Firebolt	A cloud data warehousing platform designed to streamline analytics and provide faster access to insights. Link

Vendor Name	Overview
FiveTran	A company that builds data pipelines to automatically connect cloud applications with data warehouses, offering over 160 connectors. It recently announced plans to merge with dbt Labs. Link
GoodData	Offers an analytical architecture that decouples the analytical backend from its metric store, allowing users to create AI-fueled dashboards and visualizations. Link
Hex	A collaborative analytics and data science workspace that enables teams to turn data into knowledge by analyzing, visualizing, and sharing insights. Link
Imply	Delivers real-time ingestion and visualizations for event-driven and streaming data flows using a database based on Apache Druid. Link
Lightdash	An open-source business intelligence platform built on dbt that centralizes business logic and helps users define and explore data. Link
MindsDB	Helps users leverage machine learning to ask predictive questions of their data and receive accurate answers. Link
Pyramid Analytics	SProvides multiple data preparation experiences for analytics, allowing it to meet customers at various stages of their data journey. Link
Qlik	A global leader in data analytics and integration, specializing in data quality and reporting, with a growing focus on AI and ML. Link
Secoda	An AI-powered data intelligence platform that simplifies data cataloging, discovery, and governance for modern enterprises. Link
Sigma Computing	A BI player empowering business users to analyze data without needing extensive technical skills, promoting faster insights and productivity. Link
Sisense	Provides a user-friendly BI tool focusing on embedding analytics into workflows for various industries. Link
Starburst Data	A data access and analytics company that develops an SQL query engine. Link
Tellius	An AI-driven augmented analytics platform with a Google-like search interface that allows users to ask questions in plain English to analyze billions of records and discover insights. Link
ThoughtSpot	An AI-powered BI platform focusing on real-time data analysis and intuitive search functionality. Link
Workday	A leading enterprise cloud platform for finance and human capital management that has rapidly advanced into agentic AI, embedding intelligent copilots and autonomous agents across its workflows to handle planning, talent, and financial operations with contextual understanding and natural language interaction. Link
Writer	An enterprise-grade generative AI platform that has evolved into a full agentic intelligence layer for business content, knowledge, and communication workflows. Writer combines proprietary LLMs with orchestration tools that enable organizations to build autonomous agents for documentation, marketing, support, and internal knowledge tasks—securely grounded in enterprise data and style guides. Link
Zoho	A comprehensive BI and analytics platform that provides AI-powered analytics, generative AI, and a unified data view for the enterprise. Link



Definitions and Terminology

Agentic AI Platforms for Enterprise:

A new class of intelligent cloud ecosystems purpose-built to design, deploy, and orchestrate partially- and fully-autonomous AI agents at scale. These platforms go beyond traditional AI infrastructure by integrating reasoning engines, memory systems, tool-use frameworks, and workflow orchestration. They enable developers, data scientists, and business teams to create goal-driven agents that can plan, act, and collaborate across enterprise systems, while abstracting the complexity of hardware, model management, and real-time coordination.

Business Value Index:

Measures the degree to which a solution can help its customers to generate sustainable, scalable financial impact. It assesses cost savings benefits, productivity gains, revenue growth opportunities derived, and/or the ability to mitigate operational risk.

Product Innovation & Technology Capabilities:

This measure measures innovation velocity, technical leadership, and market differentiation. It assesses features (available and near-term roadmap), product effectiveness/accuracy, core IP and patents, and open-source project support.

Strategic Vision:

This measure measures the clarity of a company's long-term strategy and its ability to anticipate market shifts. It assesses market messaging, resource allocation, quality and stability of leadership, functional alignment, R&D, and M&A activities.

Go-to-Market Execution:

Measures how effectively the company will bring innovation to market and scale adoption. It assesses revenue growth/performance, customer experience and satisfaction, sales and marketing channels, partner programs, and incentives.

Ecosystem Alignment:

Measures the depth, influence, and strategic fit of the company's partner and platform network. It assesses APIs and integrations, strategic alliances with key players, contribution to/participation in industry standards, support for ISVs, support from GSIs.

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