Gaining competitive advantage with the Agentic AI leap
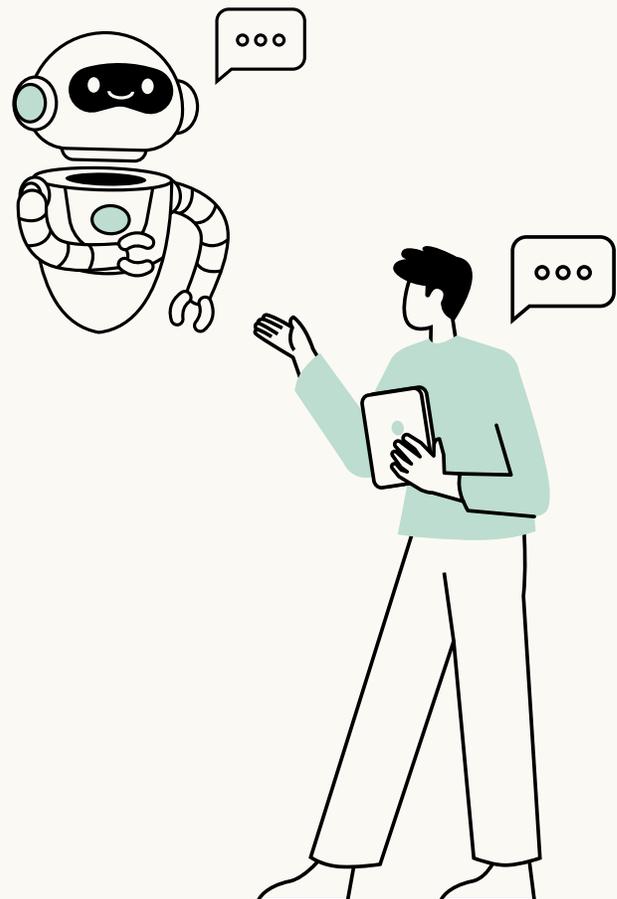
Contents

Executive summary: The next frontier of AI is here

The artificial intelligence revolution is no longer a distant vision; it's a present-day reality reshaping industries. While many businesses are still exploring the potential of generative AI, a new, more powerful paradigm has emerged: agentic AI. This is not just another incremental update; it's a transformative leap forward.
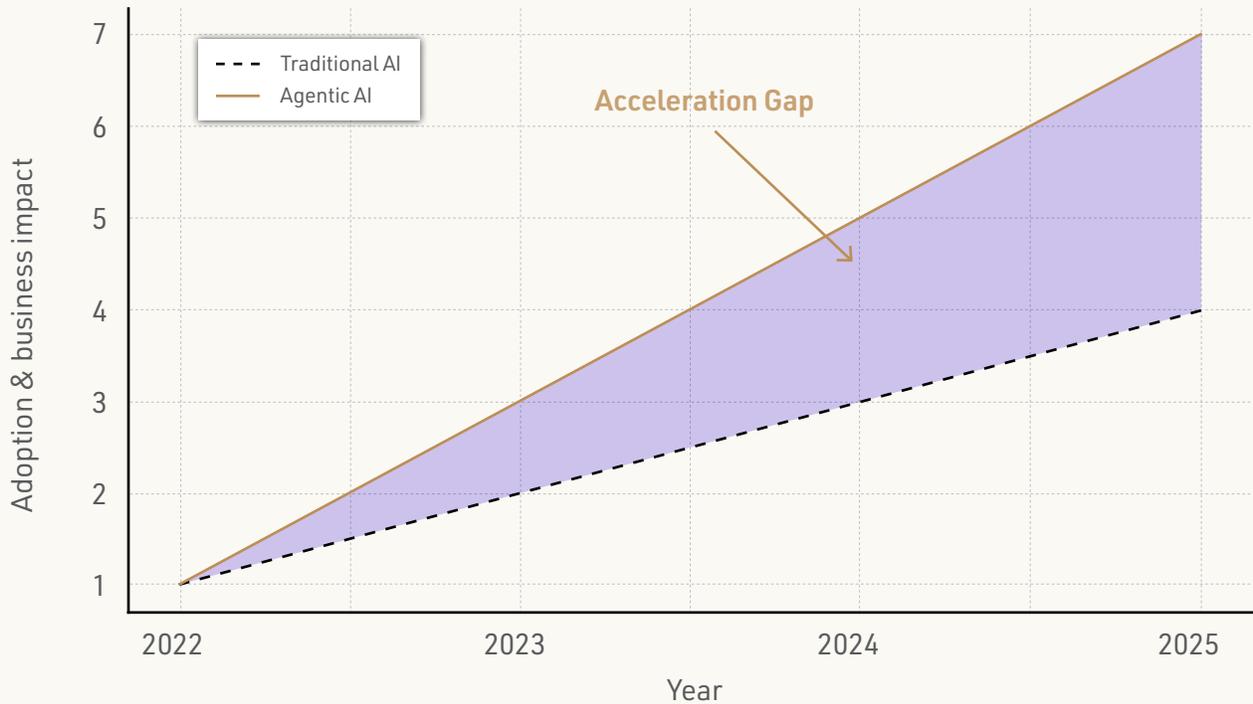
Agentic AI systems move beyond simply responding to prompts. They are proactive, goal-oriented, and capable of automating complex, multi-step workflows with minimal human intervention. For businesses, this represents a pivotal opportunity to unlock unprecedented levels of efficiency, innovation, and growth. Organizations that adopt agentic AI early can achieve measurable differentiation in time-to-market, customer engagement, and operational efficiency.

However, the path to harnessing this power is fraught with challenges, from legacy system integration to a shortage of specialized skills.

This whitepaper will illuminate the transformative potential of the agentic AI leap, explore the hurdles to adoption, and present a clear, actionable path for software vendors and enterprises not only to compete but to dominate in this new era.
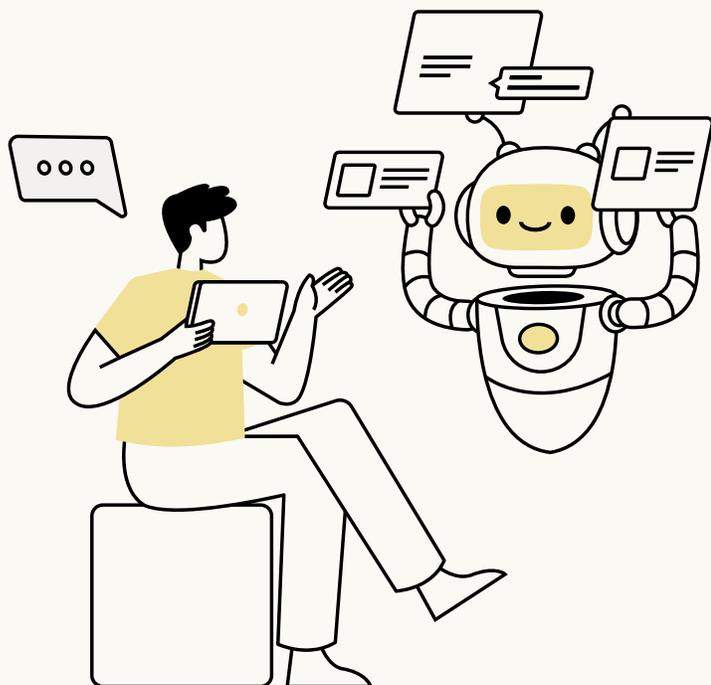
From traditional to agentic AI: The acceleration of intelligence

Acceleration Gap

- - - Traditional AI
—— Agentic AI

Adoption & business impact

Year

2022 2023 2024 2025

The dawn of the agentic era

If traditional AI is like a highly skilled intern who can understand and execute specific tasks when asked, then agentic AI operates like a seasoned project manager. The agent can understand the high-level goal, break it down into tasks, execute these, adapt to unforeseen challenges, and keep you updated on the status.

This shift from reactive to proactive AI is what defines the agentic era. These AI agents can:

> ▶ **Reason and plan:** Analyze a complex objective and devise a multi-step plan to achieve it.
>
> ▶ **Execute and act:** Interact with various systems, applications, and APIs to carry out the plan.
>
> ▶ **Learn and adapt:** Continuously learn from feedback and adjust their approach to optimize for the desired outcome.
>
> ▶ **Collaborate across agents:** Coordinate with other AI agents or human teams, creating a network of autonomous problem-solvers across business processes.

According to recent analyses, the AI market is projected to reach USD 244.22 billion in 2025, with an annual growth rate of 36.6% anticipated through 2030. Within this, the AI agents segment is poised for even more rapid expansion, valued at approximately USD 5.4 billion in 2024 and expected to grow to USD 7.6 billion in 2025, reflecting a compound annual growth rate (CAGR) exceeding 40%. Enterprise adoption statistics further illustrate this momentum. A 2025 McKinsey survey reveals that

78% of organizations now utilize AI in at least one business function, up from 72% in prior years. Similarly, 35% of businesses have fully deployed AI in key areas, while 42% are actively piloting or experimenting with these technologies. In specific sectors, adoption rates are even higher: 79% of businesses prioritize AI in software development, and 92% of companies plan to increase AI investments over the next three years.

Agentic AI trends in 2025 emphasize autonomy and integration across industries. Key developments include automated customer service at scale, supply chain optimization, and fraud detection in finance, all driven by systems that adapt in real-time and collaborate across multiple agents.

Deloitte forecasts that 25% of enterprises using generative AI will deploy agentic systems in 2025, rising to 50% by 2027, highlighting a shift toward more proactive AI applications.

From incremental gains to
transformational value

Companies that successfully make the agentic AI leap will unlock a host of competitive advantages:

Hyper-automation of complex workflows: Move beyond simple task automation to orchestrate entire business processes, from lead qualification and sales outreach to customer support resolution and supply chain management. This frees up your human talent to focus on high-value strategic initiatives.

Radically personalized customer experiences: Imagine an AI agent that not only answers a customer's query but also analyzes their history, anticipates their future needs, and proactively offers tailored solutions, creating a level of personalization that was previously impossible to scale.

Unprecedented operational agility: Agentic AI can analyze real-time data to anticipate market shifts, identify operational bottlenecks, and even re-route supply chains in response to disruptions, all without human intervention. This capability also supports scenario planning and risk mitigation at scale.

Creation of new revenue streams: By embedding agentic AI into your products, you can move from a traditional SaaS model to offering outcome-based services, creating new, high-margin revenue opportunities.

Enhanced decision-making: Agentic AI provides real-time insights and recommendations, allowing executives to make faster, data-driven strategic decisions.

Why do agentic AI initiatives falter

Despite the immense potential, the path to implementing agentic AI is not without its obstacles. Many enterprises and software vendors find their AI ambitions stalled by a common set of challenges:

▶ **Data and system complexity:** AI models are only as good as the data they're trained on. Poor data infrastructure and the challenge of integrating with a complex web of legacy systems are major roadblocks. Data silos can prevent AI agents from accessing holistic information, reducing their effectiveness.

▶ **The AI skills gap:** The demand for AI experts far outstrips the supply, making it difficult and expensive to build an in-house team capable of developing and deploying sophisticated AI agents.

▶ **Long development cycles:** Traditional AI development can be a slow, resource-intensive process, often taking many months, if not years, to move from concept to a production-ready solution. By the time a solution is deployed, the market may have already moved on.

▶ **Uncertain ROI:** The high upfront costs and long development timelines associated with AI projects can make it difficult to prove a clear return on investment, leading to a lack of executive buy-in.

These challenges create a significant barrier to entry, leaving many companies stuck in a state of "AI paralysis," unable to move beyond small-scale experiments.
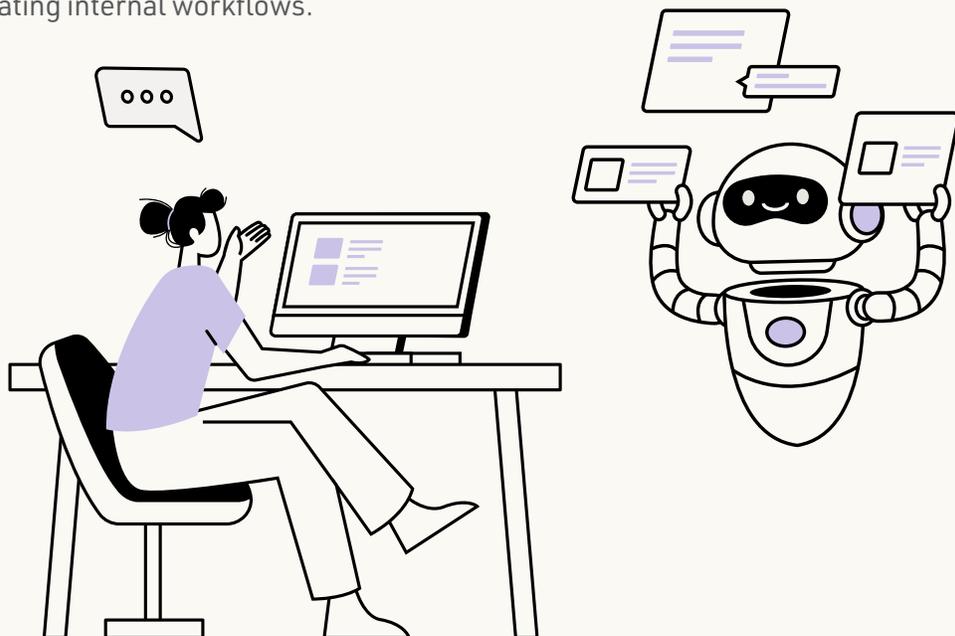
99x

Your fast track to the agentic future

At 99x, we know these challenges firsthand, both from helping our clients overcome them and from applying the same solutions internally to power our own AI initiatives. Our www.xians.ai.platform is designed to be the catalyst for your agentic AI transformation, providing the tools and infrastructure to rapidly develop and deploy powerful AI agents.

Xians.ai empowers you to leapfrog the competition by:

▶ **Accelerating development with a powerful SDK:** Our readily available SDK provides the building blocks for creating sophisticated AI agents, dramatically reducing development time and complexity. What would typically take a large team of specialists months to build can be achieved in a fraction of the time.

▶ **Seamless integration:** The platform is designed for interoperability, with cross-cutting features that simplify the process of connecting to your existing systems and data sources, whether you're a SaaS vendor looking to enhance your product or an enterprise automating internal workflows.

▶ **Proven, real-world success:** Most of our customers who have embraced this AI transformation journey were able to develop and deploy production-ready AI agents to handle a key workflow in just two months.

▶ **Continuous optimization:** Our platform enables ongoing learning and adaptation, allowing AI agents to evolve alongside your business needs without requiring major redevelopments.

Conclusion

The agentic AI era is here, and the window to gain a first-mover advantage is closing fast. Companies that act decisively now will shape the markets of tomorrow. The cost of inaction isn't just stagnation; it's the risk of being left behind.

Whether you want to test the waters with ready-to-use AI agents or create custom, bespoke solutions for your business, we've got you covered: Agentri lets you explore and experiment instantly, while Xians.ai empowers you to build tailored AI agents that deliver real impact.

Early adopters of agentic AI are not just automating, they are redefining industry standards, unlocking new business models, and creating lasting value

Ready to take the leap?

- Try **Agentri** to experience running AI agents firsthand.

- Explore **Xians.ai** to design, build, and deploy your own bespoke AI agents in just weeks.

About us

99x is a global product engineering company with decades of experience co-creating technology solutions for customers across Europe and beyond. With deep expertise in AI engineering, product development, and scalable delivery, 99x helps organizations turn bold ideas into market-ready products.

If you're considering your first agentic AI use case, the experts at 99x can guide you through the journey, from concept to implementation.

Lets talk Agentic AI or reach us at productengineering@99x.io