



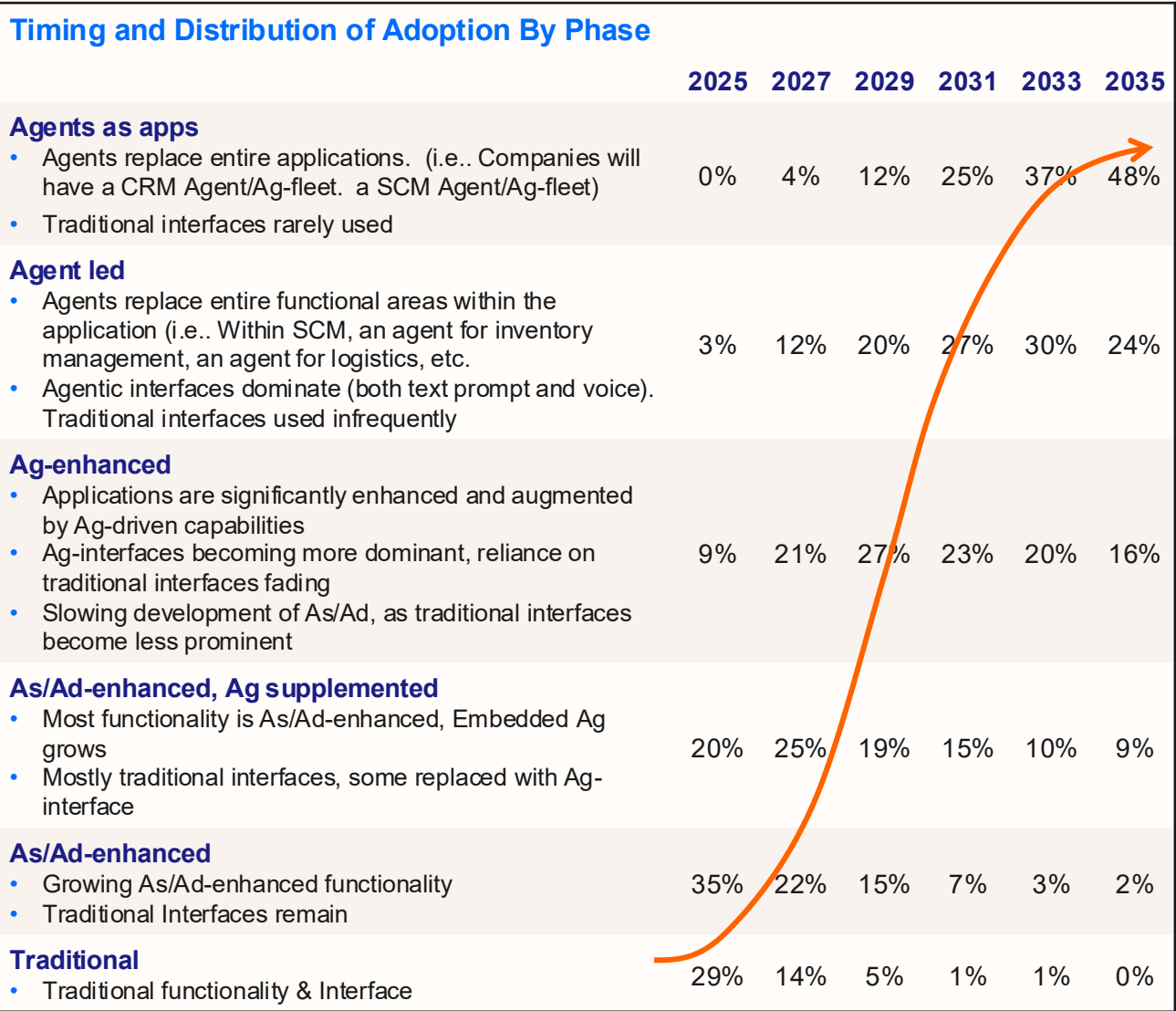
# Data in Action: Agentic Application Success

Roger Beharry Lall

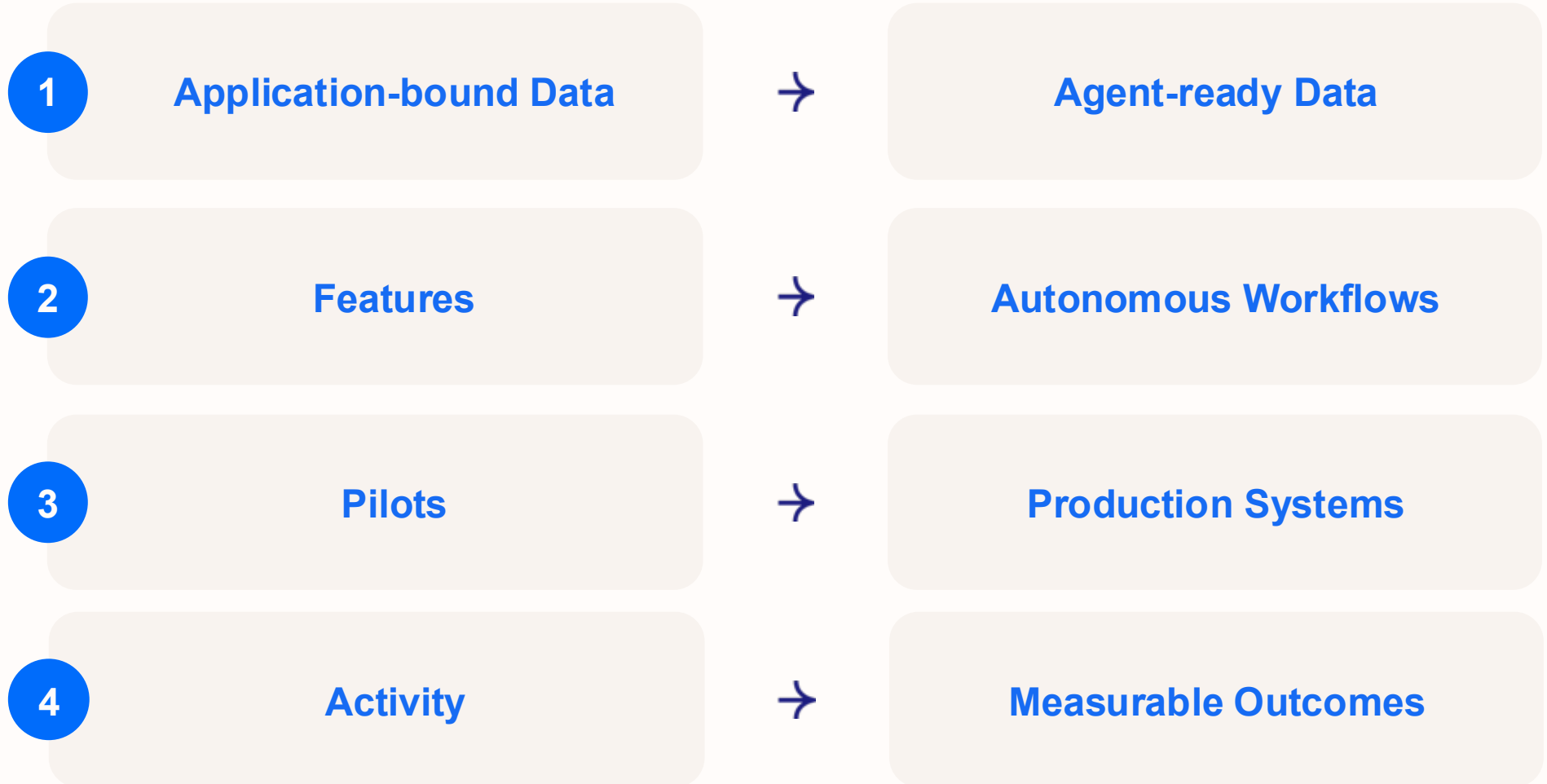
Lynne Schneider

# The agentic evolution of enterprise apps

Nearly **half** of all applications will be replaced by **agents** within the decade!



# Translating good data into business value

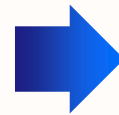


# From SaaS apps to autonomous systems



## SaaS Era

User-initiated workflows  
Reports & dashboards  
Human interpretation  
Feature adoption



## Agentic Era

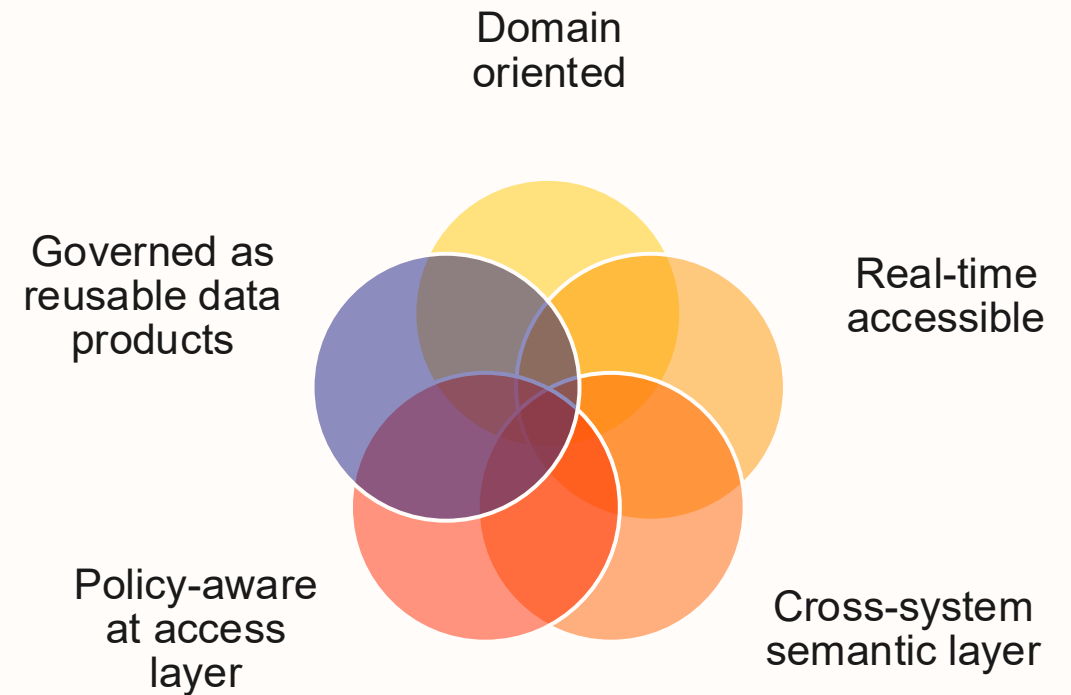
System-initiated actions  
Goal-directed agents  
Autonomous decision loops  
Outcome accountability

# Data for applications vs agents

## Application-Bound Data

- Structured around individual systems
- Transaction-optimized
- Integrated via point-to-point
- Owned by application teams
- Governed per system boundary

## Agent-Ready Data

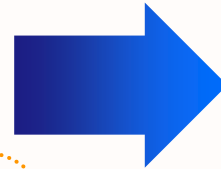


**Agents don't respect application boundaries. Your data architecture still does.**

# From features to autonomous workflows

## AI Features (Current Reality)

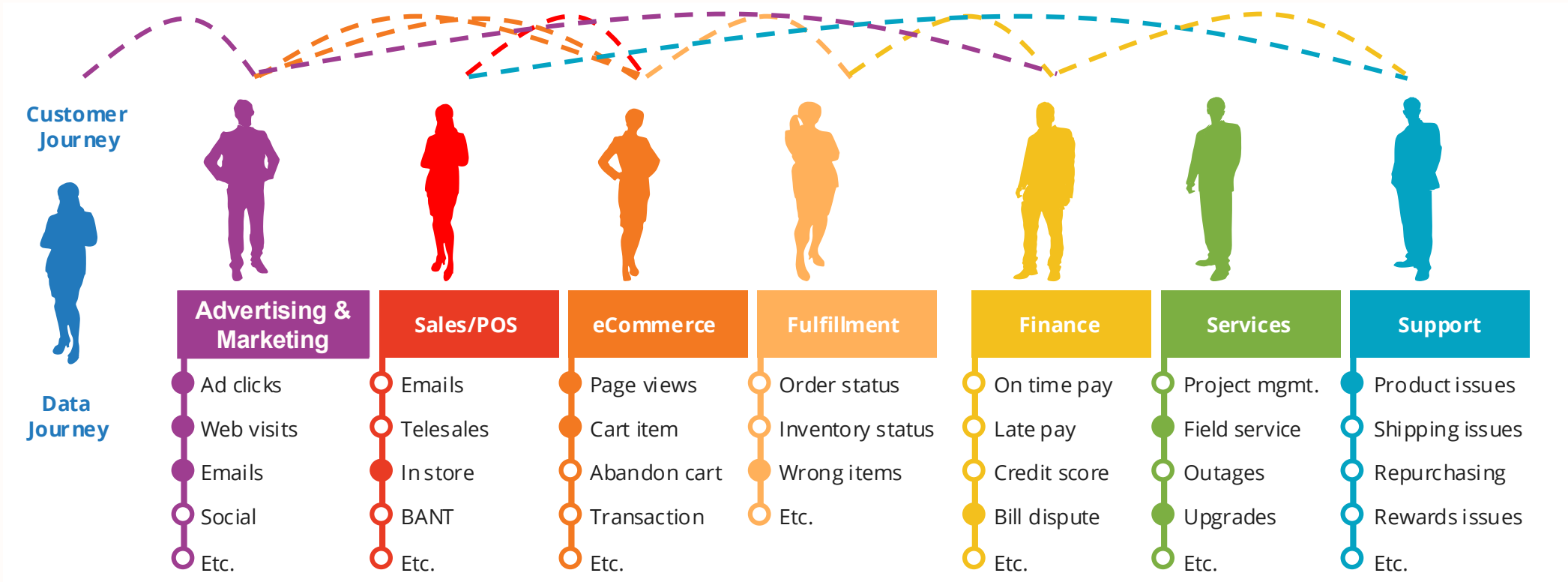
- Isolated, single-step capabilities
- Application-bound;
- no cross-system awareness
- No persistent context — resets each interaction
- Assists tasks but does not own workflows
  
- Examples:
  - Embedded assistant
  - Summaries
  - Draft recommendations



## Autonomous Agentic Workflows (Emerging Future)

- Multi-step, goal-driven execution
- Cross-application orchestration
- Persistent context across tasks and systems
- Owns outcomes, not just actions
  
- Examples
  - Goal-setting
  - Decision loops
  - System-to-system interaction
  - Triggered execution

# Agentic mesh for CX: Pursuing organizational outcomes



# Why pilots don't scale to production

Undefined KPIs

Data remains application-bound



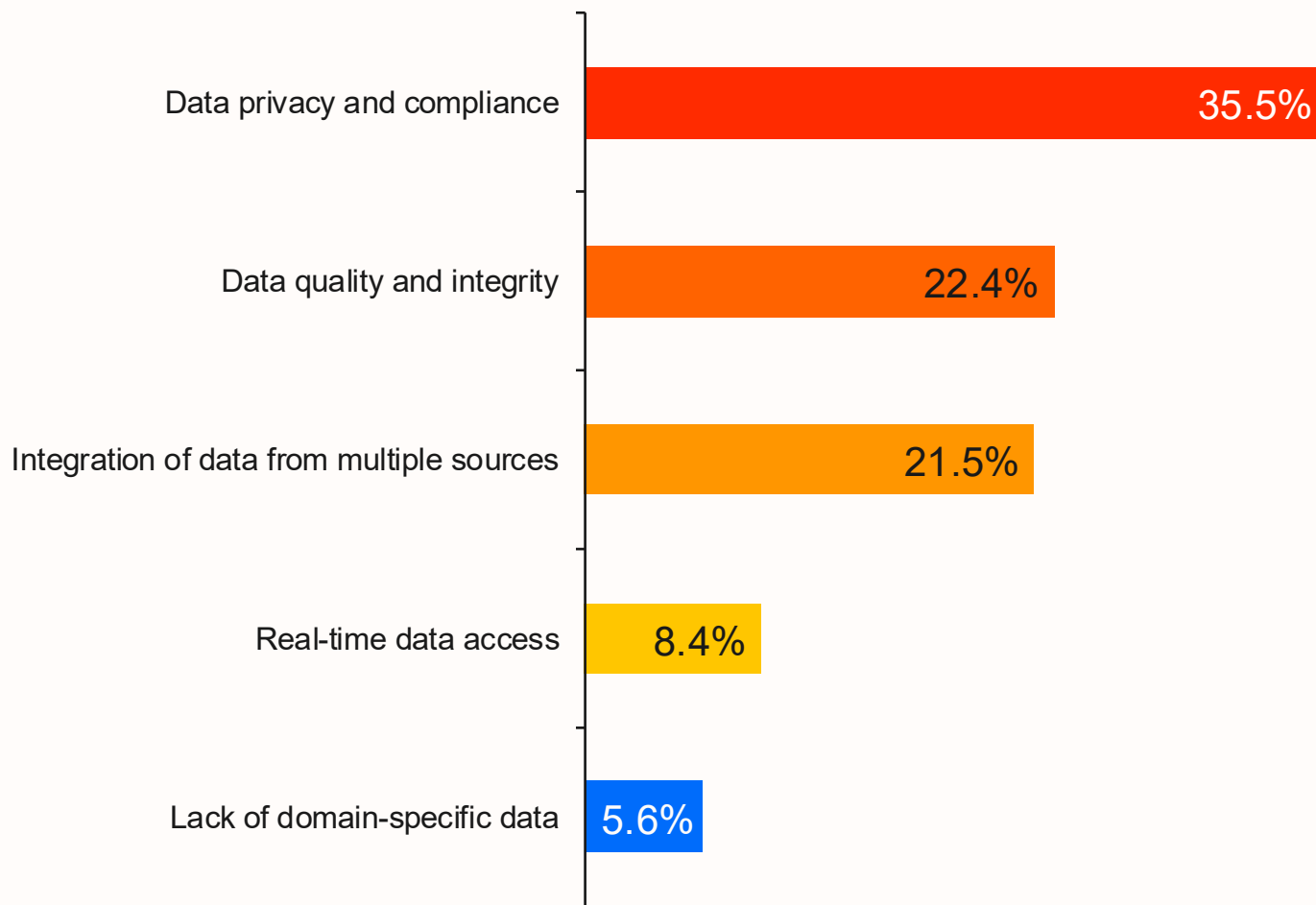
Security considered too late

Missing cost instrumentation

Lack of outcome ownership

# Where organizations struggle

What is your biggest challenge in making data available for AI-driven applications?



AI projects are amplifying data challenges as they scaled scale.

Over 93% of organizations report some form of data challenge.



# Risk & governance impacts

## Agentic operations

Trigger transactions

Initiate workflows

Influence outcomes

Escalate errors



## Implications

Explainability

Auditability

Governance by design

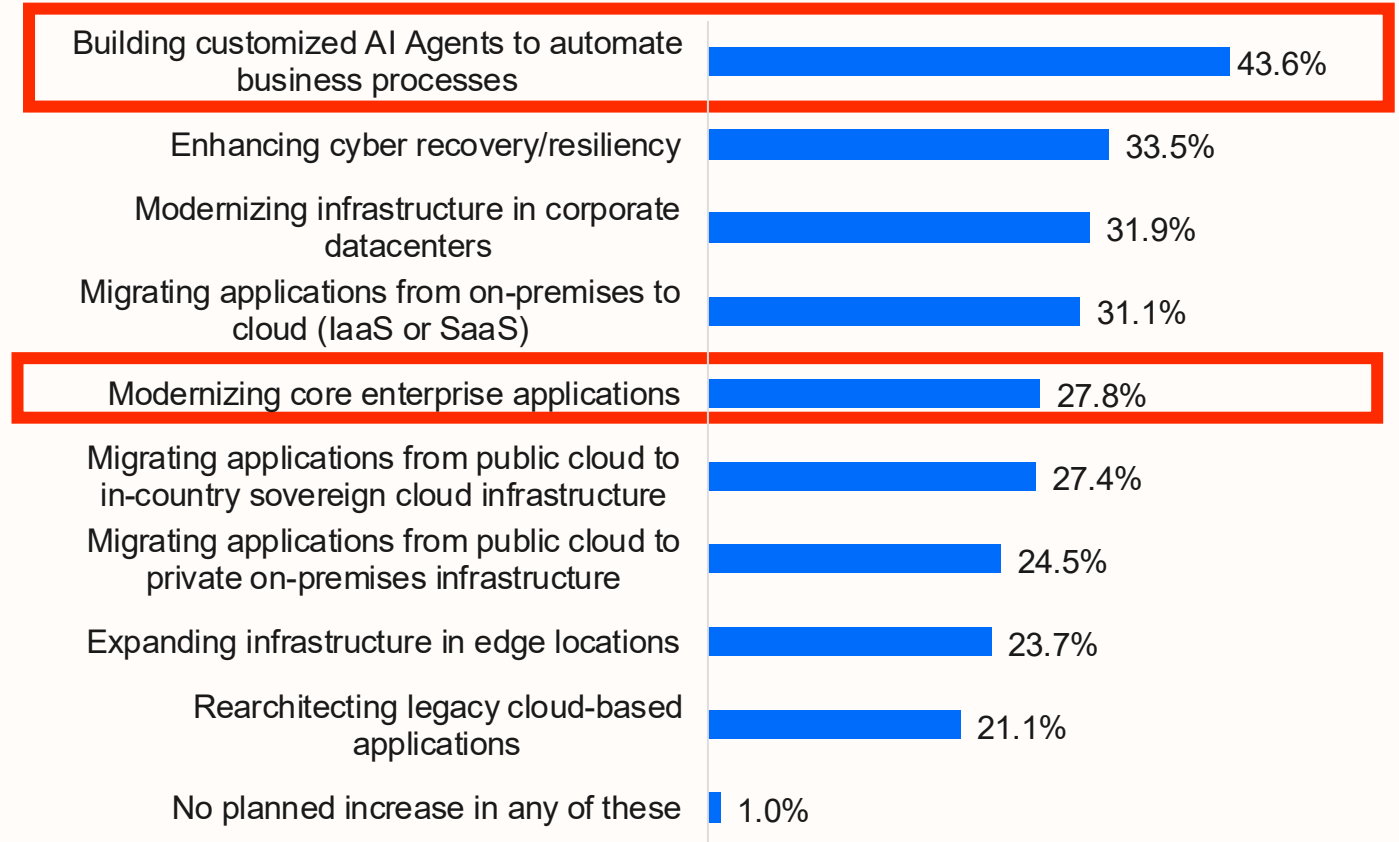
Cross-team collaboration



# AI investment shifting toward agentic systems

- After three years of initial investment and implementation activity focused on the use of GenAI to boost personal and team productivity through simple and standalone AI assistants, organizations are now starting to pivot.
- Organizations are clearly prioritizing investment in agentic AI, which promises to bring GenAI capabilities to business process automation transformation and efforts.

Regardless of overall IT spending plans, in which of the following areas do you expect to most significantly increase spending in 2026?

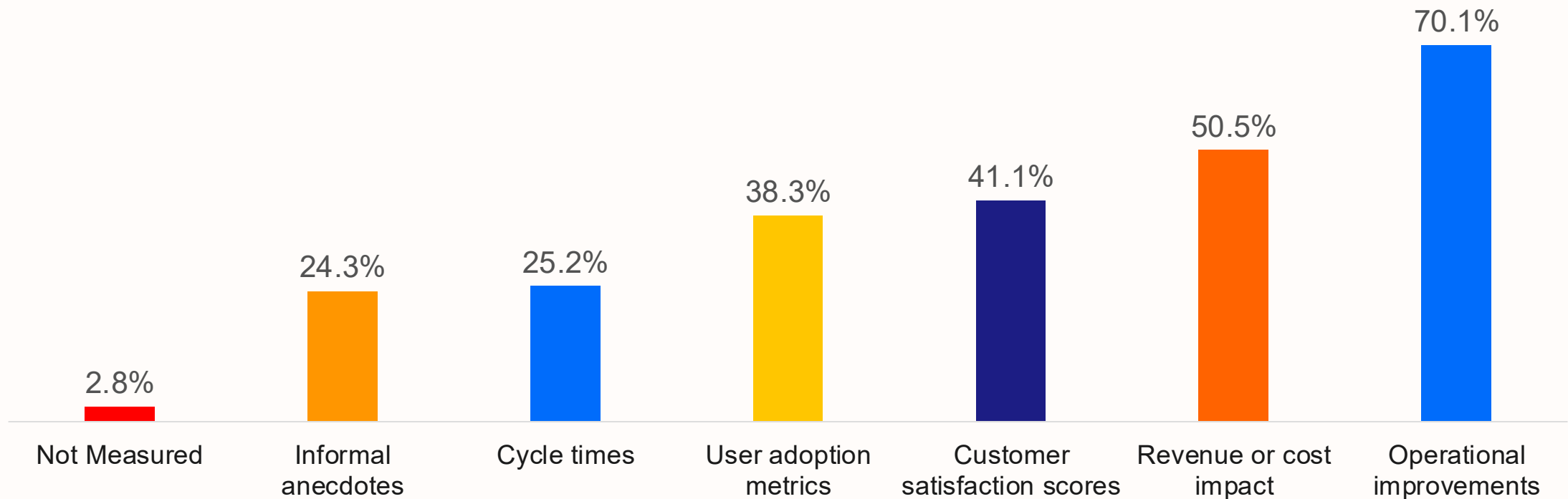


Source: IDC's *FERS Survey, Wave 8 & 9, December, 2025* (n = 1,897)



# How are organizations measuring agentic value?

How do you measure the business value or outcomes from Agentic AI features within applications?



# Measuring agentic outcomes



## Engagement

*Are people using AI*

- User adoption
- Prompt/session volume
- Feature utilization
- Interaction depth

## Efficiency

*Is the workflow getting faster or cheaper?*

- Cycle time reduction
- Time saved per workflow
- Automation rate (% of steps executed by agents)
- Error reduction

## Financial

*Is the business performing better?*

- Revenue lift
- Margin impact
- Cost avoidance / cost reduction
- Improved throughput / capacity

## Customer Experience

*Are customers experiencing the difference?*

- Retention or renewal gains
- Customer satisfaction (CSAT/NPS)
- Conversion improvements
- Faster issue resolution / fewer escalations





# Actions steps

## Buyers

- Define agentic accountability models
- Instrument business KPIs before deployment
- Align security & data teams with application owners
- Treat semantics as strategic infrastructure
- Elevate governance from compliance to enablement

## Suppliers

- Support open and flexible systems
- Provide explainability & traceability
- Design for multi-agent coordination
- Enable outcome dashboards natively



# The path forward: Translating good data into business value





IDC

DIRECTIONS

