



Gen & Agentic AI benchmark 2026 edition

June 2026

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We present our 2026 Gen & Agentic AI Benchmark to accelerate value creation

At SparkOptimus, we've seen in the past years how Gen AI can unlock meaningful business value, driving efficiency, and enabling new ways of working. In 2026, the conversation is shifting from process optimizations with Gen AI to full transformation with agentic AI, opening a new frontier of autonomous workflows.

There has been clear progress this year: more areas are seeing use cases realizing impact at scale, and we're seeing first signs of AI threatening markets and reshaping propositions.

Yet scaling remains difficult for many, especially in agentic AI. Impact often trails ambitions, and large-scale adoption is challenging for most.

This benchmark follows our 2025 edition, combining insights from our work with leading organizations and the voices of digital & AI decision-makers across industries. I hope it helps you assess your progress, spark ideas, and shape your next steps.

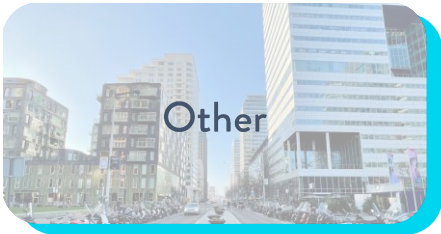
Many thanks to all participants who shared their perspectives.



Matti van Engelen

Associate partner | Practice Lead Data & AI

Sectors interviewed (50+ participants)



Executive summary

- **AI developments are moving fast** due to increasing use of Agentic AI, more mature models, and model democratization
- All organizations are focusing on productivity gains, while **frontrunners are reinventing their proposition to disrupt industries**
- **Organizations can take concrete actions** to make sure they don't get left behind

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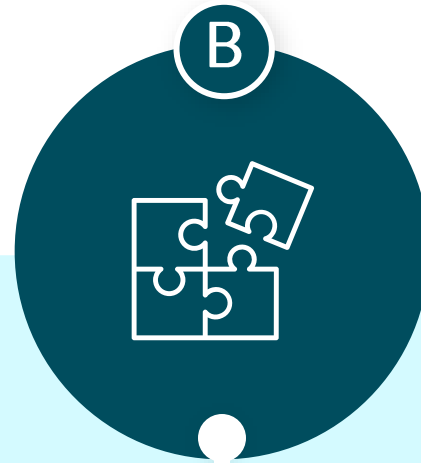
➤ **Organizations can take concrete actions** to make sure they don't get left behind

Three major developments are shaping tomorrow's AI impact



Agentic AI

*More complex tasks are **automated**, as AI agents autonomously execute multi-step tasks, shifting from tool to co-worker*



Function-specific models

*More functions are being **affected**, as purpose-built models (e.g., legal) outperform general models in their domain*



Democratization of access

*All (big and small) **organizations can use AI** as AI is embedded in standard software platforms, eliminating the need for custom builds*

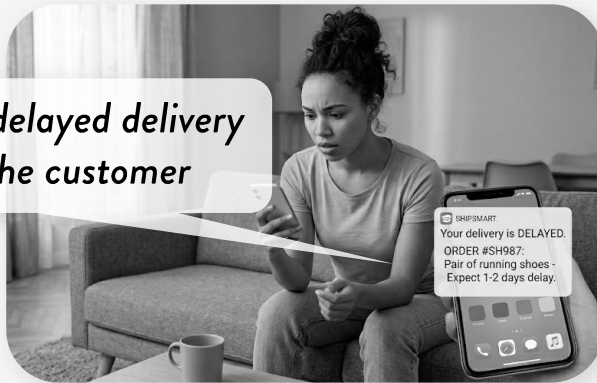
A From our benchmark, we see everyone is testing agents, but just 20% are testing true multi-agent systems

FROM

Agentic AI

Agents automate individual tasks by making decisions based on data

Agent detects a **delayed delivery** and **notifies the customer**



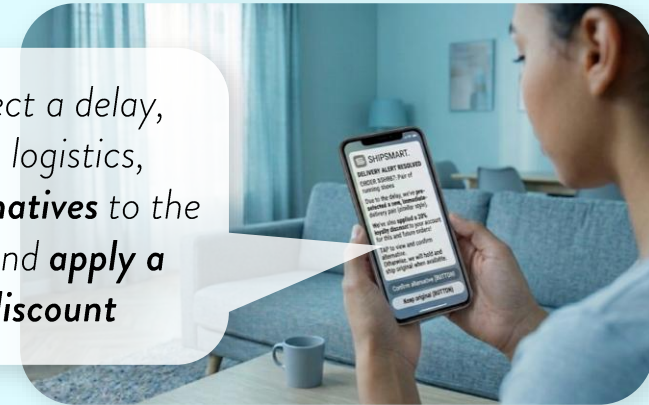
90% of organizations

TO

Multi - Agentic AI

Multi-agent systems collaborate on complex end-to-end tasks

Agents detect a delay, reschedule logistics, **propose alternatives** to the customer, and **apply a loyalty discount**



20% of organizations

A CASE EXAMPLE | AI-driven supply chain planning and production delivers €100M
Operating Working Capital reduction and €12M productivity gain

*Benchmark participant
within CPG industry*

€100M

Operating Working Capital reduction

€12M

Productivity gain

Months → Days

Shortened planning cycle

B Generic models fall short in high-stakes domains; function-specific models close the gap

FROM

Generic models

Trained on broad data, optimized for general tasks



A law firm uses ChatGPT to draft NDAs;
output requires heavy partner review

TO

Function-specific models

Trained on domain data, optimized for accuracy in critical workflows

Harvey Agents

Harvey reviews contracts against case law
and flags risk clauses autonomously

B CASE EXAMPLE | Healthcare-specific models boost patient satisfaction and increase medical team capacity significantly

360%

Increase in team capacity through handling of routine cases by agents

9/10

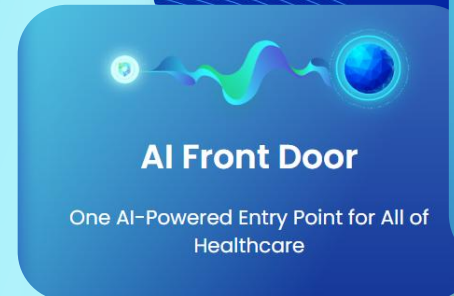
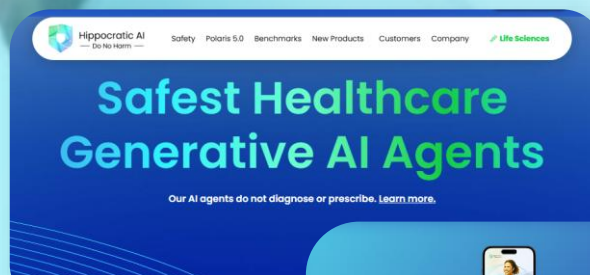
Patient satisfaction score across post-discharge calls

30%

Patient readmission decrease



Hippocratic AI
— Do No Harm —



C Additionally, AI access is democratizing as the AI software landscape is maturing

FROM

Custom-built AIs, only available to large organizations

**Bloomberg
GPT**

\$10M+ to train BloombergGPT's custom LLM

40 years of proprietary Bloomberg data required

1.3M GPU hours running for 53 days

TO

Embedded AI available for everyone


Agentforce

 **Microsoft
Copilot**

HubSpot
 **Breeze**

Adobe
Firefly

Gemini



**CORTEX
ANALYST**

Along with hundreds of
available off-the-shelf AI

C CASE EXAMPLE | Salesforce is realizing significant cost savings by integrating agents in its core product

11.5M+

support requests handled autonomously

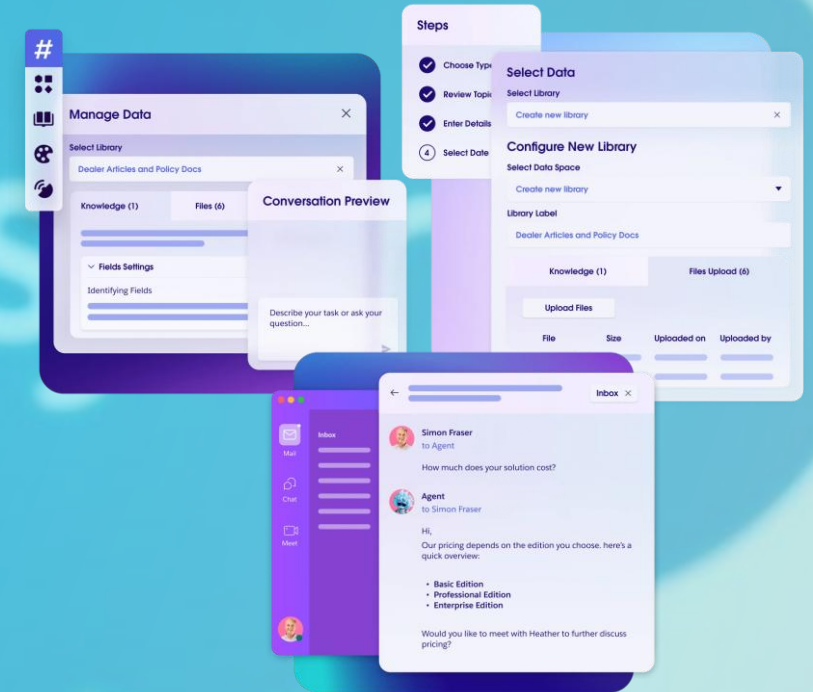
500k hours

freed up by AI agents handling routine tasks in Slack

\$100M+

annualized cost savings reported by Agentforce users

salesforce

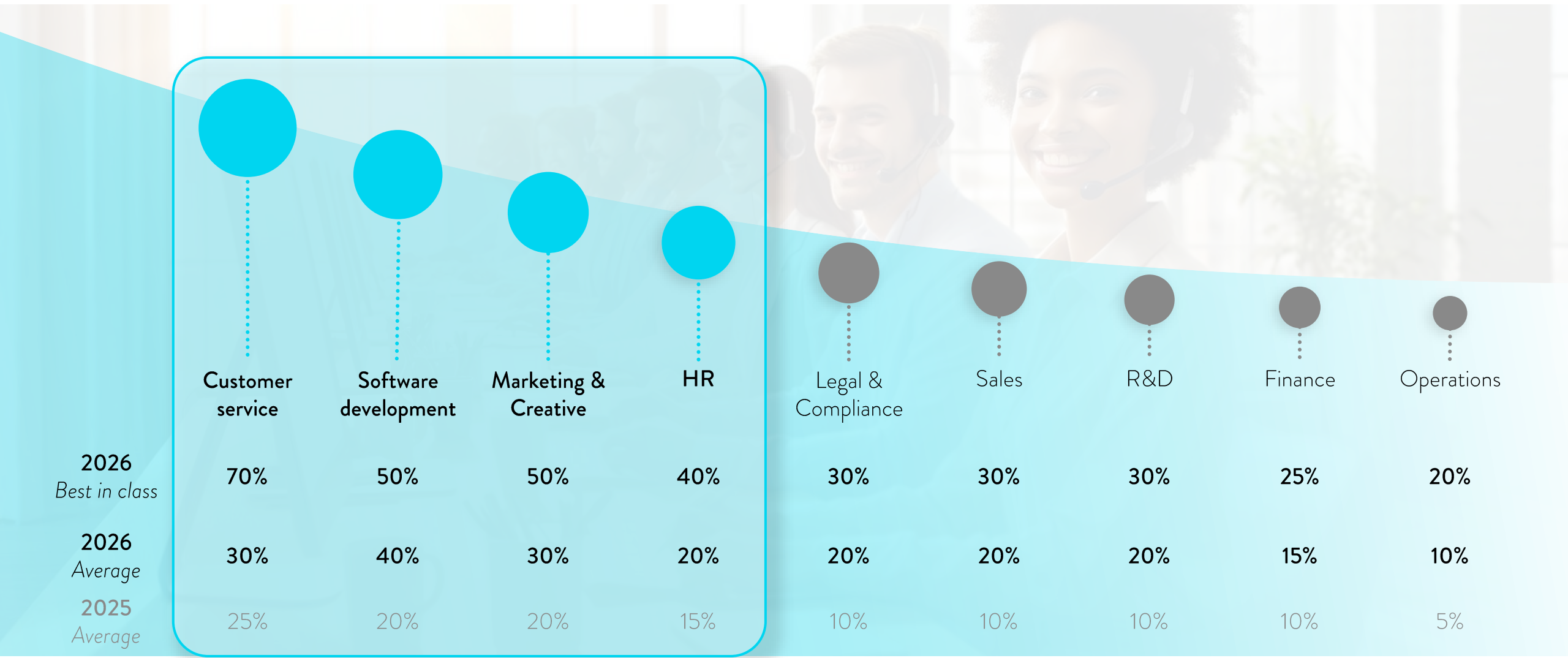


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Productivity gains have doubled in some areas and increased across all functions...

Average impact of Gen AI (% effectiveness increase)



... with Agentic AI impact especially high in specific sectors

Example accounting industry

Accountants spend hours...

... whereas Agentic AI does it in minutes

Invoice processing	10-30 min per invoice	>	< 10 sec per invoice
Bank reconciliation	4 hours per client per month	>	10 min per client per month
Month-end close	2 weeks per month	>	45 min per month

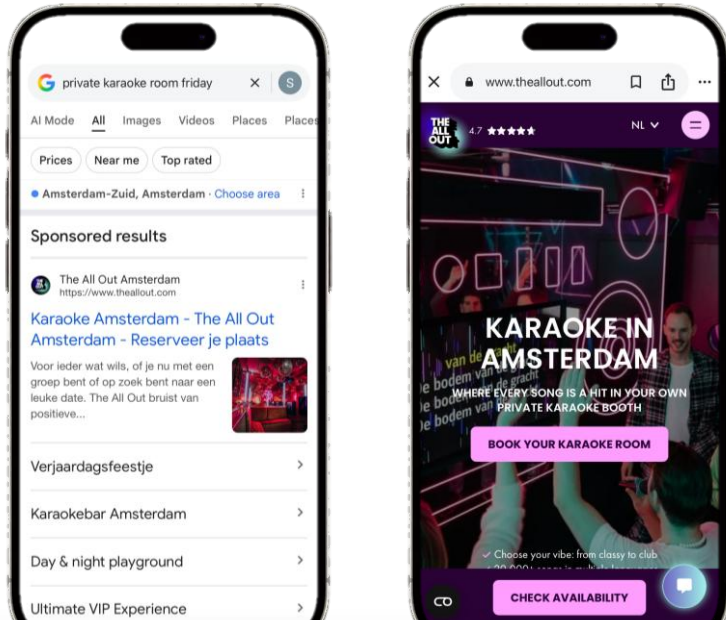


Frontrunning accountants estimate **80% of traditional accounting work is automatable** within the next five years

First signs of more fundamental disruption are emerging, as Agentic AI is starting to become the one-stop-shop for discovery, decision, and purchase

TODAY

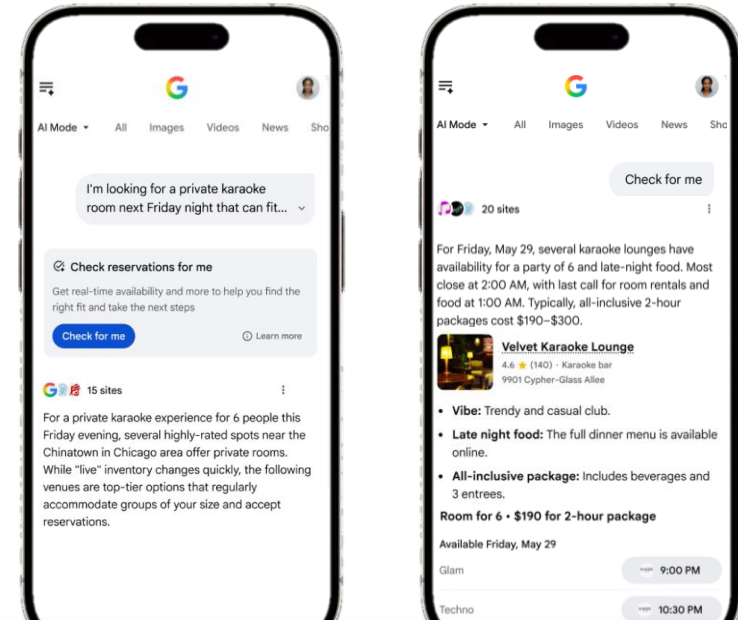
User manually navigates the web



- **Search** for options using keywords
- **Browse and compare** results manually
- **Complete purchase** on a third-party site

TOMORROW

AI agent handles the full journey end-to-end



- **Describe your need** in natural language
- **Agent searches, compares, recommends** options
- **Agent completes purchase**, not leaving the platform

This is just the surface: entire customer journeys will change with Agentic AI

Surface-level change

Fundamental disruption

Last 20 years:
Digital



New services
Increased transparency
Data-driven advice

Now:
Agentic AI



New services
Personalized engagements
Autonomous delivery

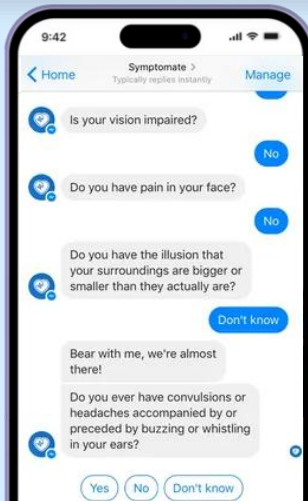
First disruptors are changing the customer experience, enabled by Gen & Agentic AI



Provides healthcare advice & treatment plans based on verbal and image symptoms

Imagine...

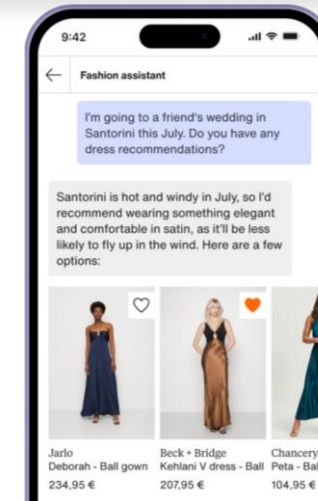
- ... AI triaging based on patient images
- ... with AI accuracy outperforming doctors
- ... reducing emergency care by 50%



Recommends outfits based on purchases, outfit images, and planned occasions

Imagine...

- ... every shopper has a personal stylist
- ... that knows your entire wardrobe
- ... making recommendations that convert >5x



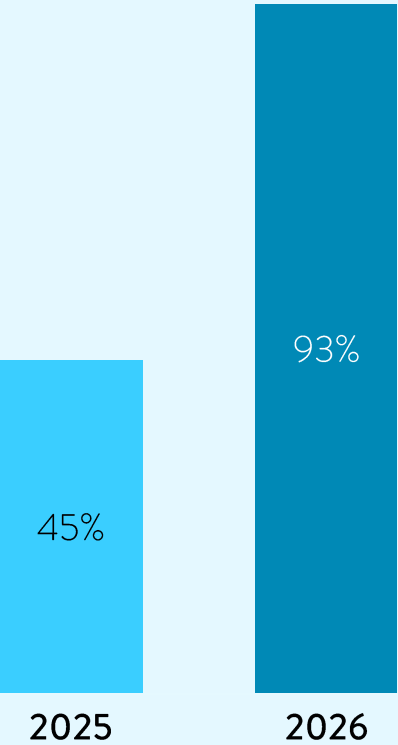
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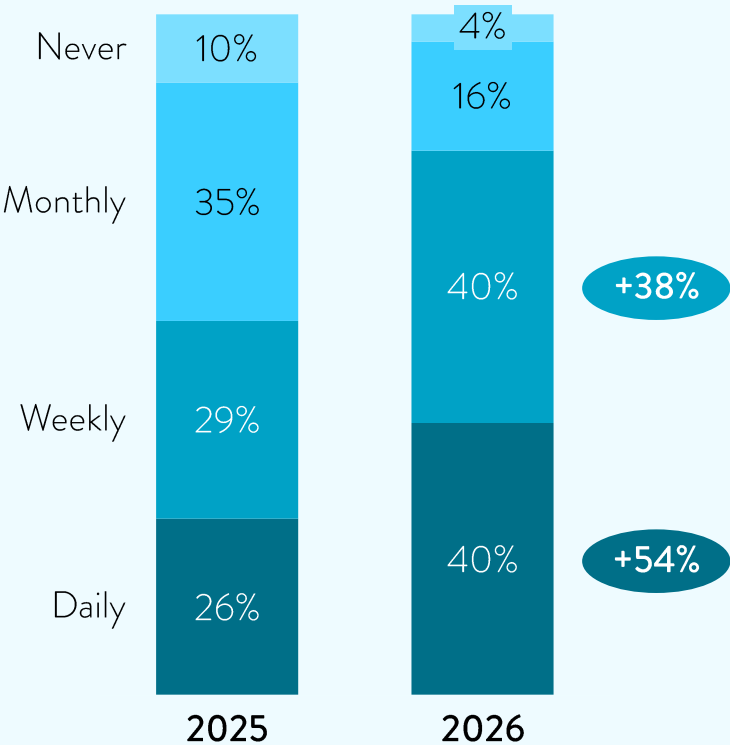
Our benchmark shows clear indication companies are taking steps to capture AI value...

Selection of benchmark outcomes

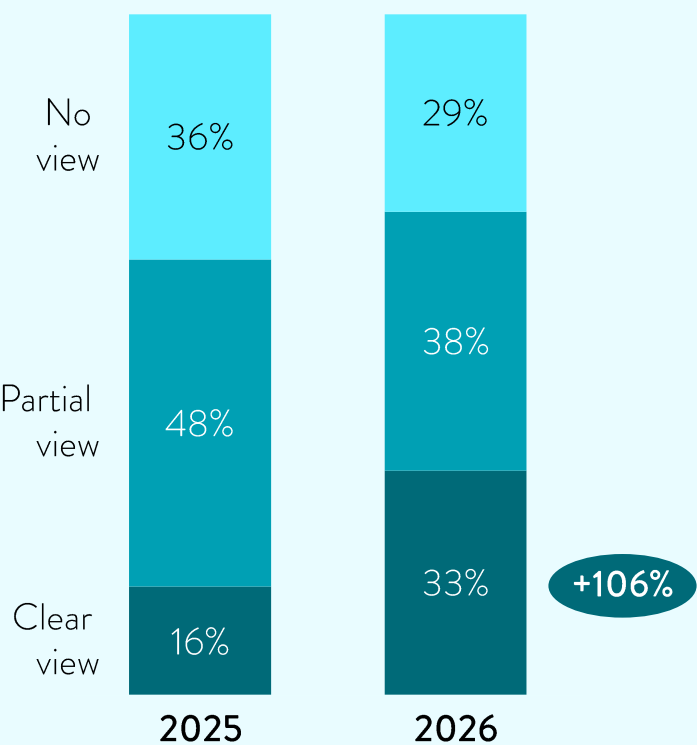
Agent adoption has grown rapidly



AI use is more embedded in daily work

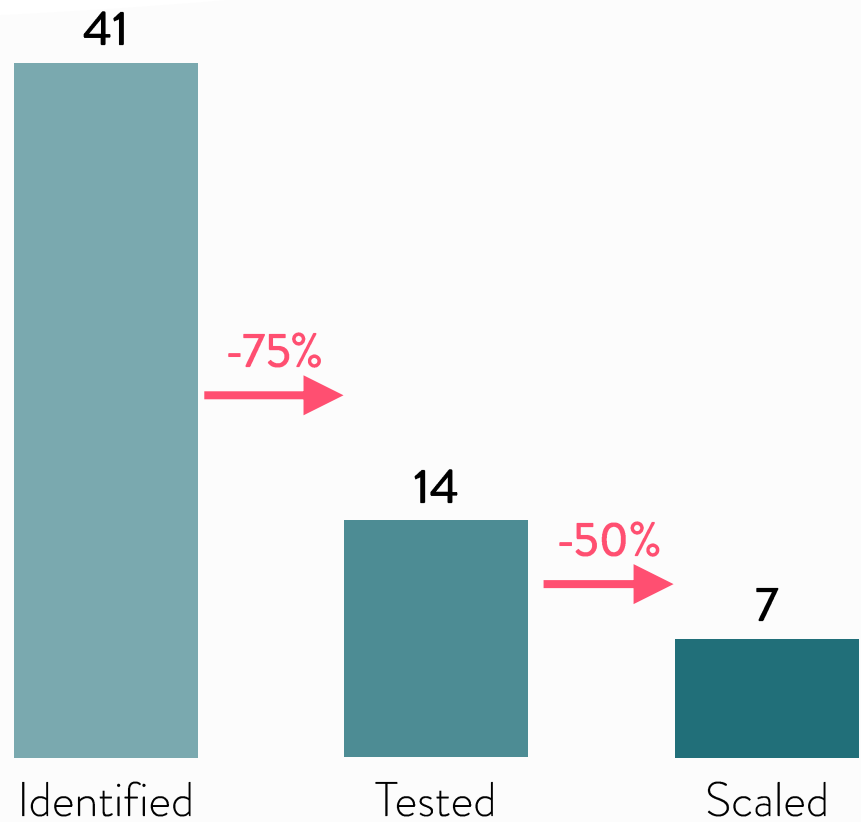


AI proposition impact is clearer



... but scaling use cases successfully remains challenging for many as common blockers remain

Most uses cases never reach scale

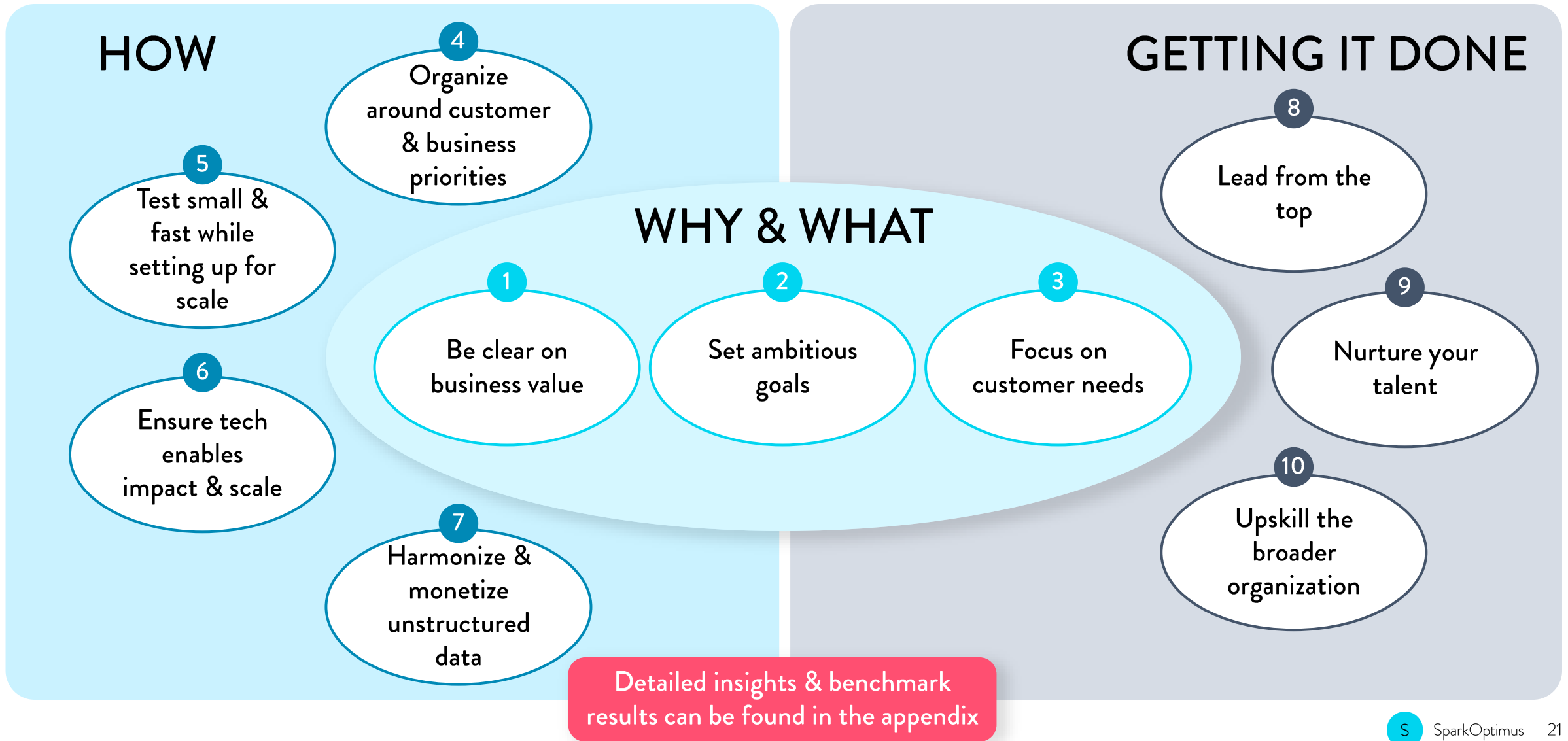


Key challenges (% of participants)

- ⚡ **Management AI literacy** lacking at 67%
- ⚡ **Standard scaling governance** in place at only 33%
- ⚡ **Skill gap** persists as a scaling barrier at 56%
- ⚡ **Quantified AI ambitions** absent at 74%
- ⚡ **Centralized AI infrastructure** missing at 45%

Real impact requires scaling AI across the business and embedding it at the core...

SparkOptimus AI transformation framework



... based on lessons from winners who successfully created value at scale with AI

SparkOptimus expertise

What winners do

Why & What	1	Be clear on business value	Prioritize around Agentic AI developments; as Agentic AI can automate complex workflows end-to-end
	2	Set ambitious goals	Set a bold 3-year ' AI North Star ' and continuously update your vision; those who do, scale 2x more use cases
	3	Focus on customer needs	Start from a clear customer need; customer-focused use cases deliver 40% more impact and scale 2x as fast
How	4	Organize around customer & business priorities	Anchor use cases in the business, not IT; 62% of top-scaling companies start with business needs
	5	Test small & fast while setting up for scale	Test in short cycles with standardized governance; 2x as common among top-scaling companies
	6	Ensure tech enables impact & scale	Build agentic tech and data infrastructure in parallel; those with a centralized AI stack scale 2x more
	7	Harmonize & monetize unstructured data	Understand how to leverage (proprietary) data; companies with a formal data strategy scale 5x more
Getting it done	8	Lead from the top	Ensure the entire leadership is AI-literate; fully AI-literate management focuses 2x more on proposition
	9	Nurture your talent	Build an internal AI talent base; a global AI hub leads to 40% less skill challenges
	10	Upskill the broader organization	Build AI skills & habits across the workforce; 94% of employees at top-scaling companies use AI daily or weekly

SparkOptimus brings 15 years of experience in digital, data, and Gen AI transformations



We help our clients to lead the Gen AI disruption



Strategy

Shape an Agentic AI-ready strategy & vision based on AI disruption, identify where the value is, design new propositions, and develop a clear approach



Transformation

Future-proof your organization end-to-end, realize ROI quickly, set up customer-facing teams & reshape the proposition, while building the foundation



Kickstart

Get a pragmatic start with AI value creation to build enthusiasm in the organization & show early proof points in as little as 6-8 weeks

What our clients say what sets us apart



- › **We understand Gen & Agentic AI like no other** & can make it simple, concrete, and actionable
- › **We show value every step of the way** to create self-funding projects
- › **We take an end-to-end approach**, with limited client resources needed
- › **We take a broader perspective than just Gen & Agentic AI**, focused on creating the best customer proposition
- › **We work with everyone**, from C-level strategy to on-the-ground change management



Get in touch!



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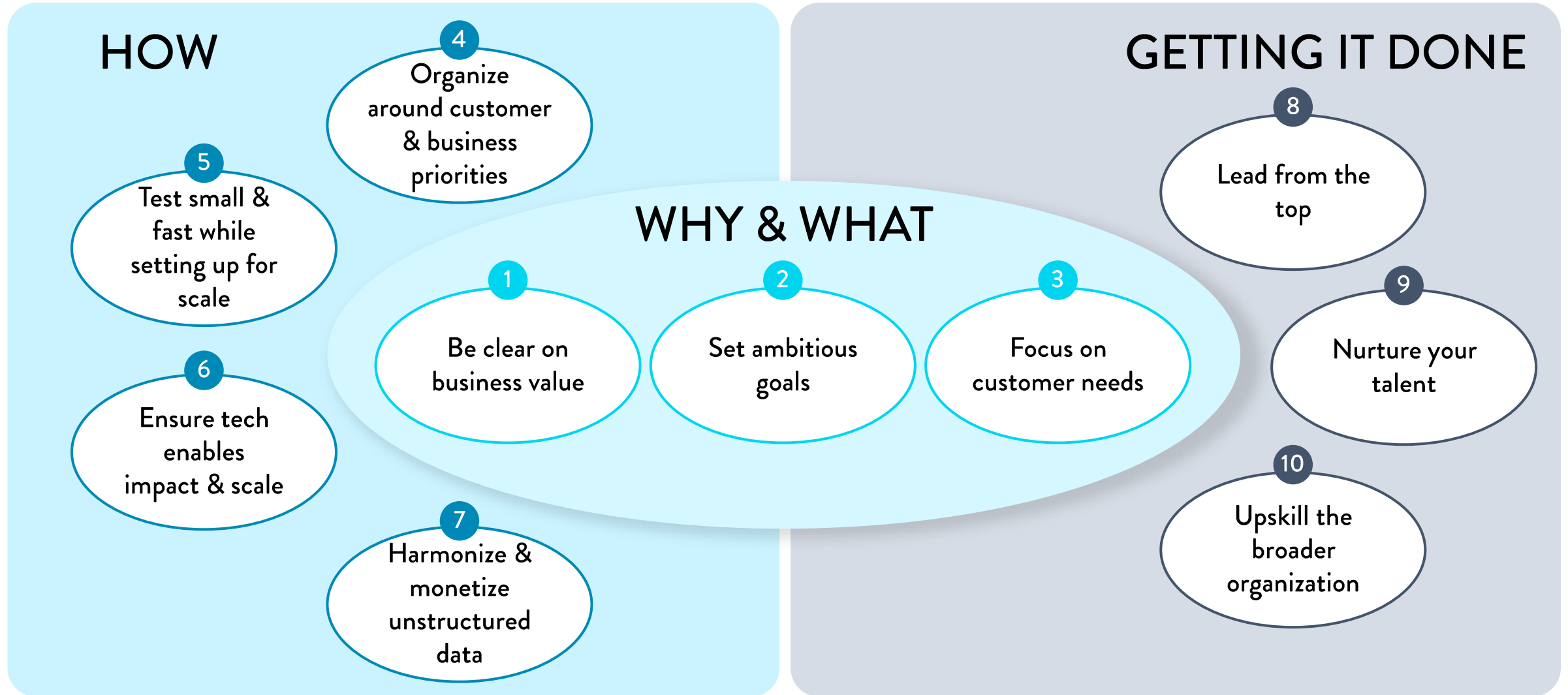
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Appendix

Detailed benchmark results

Real impact requires scaling Gen AI across the business and embedding it at the core...

SparkOptimus AI transformation framework



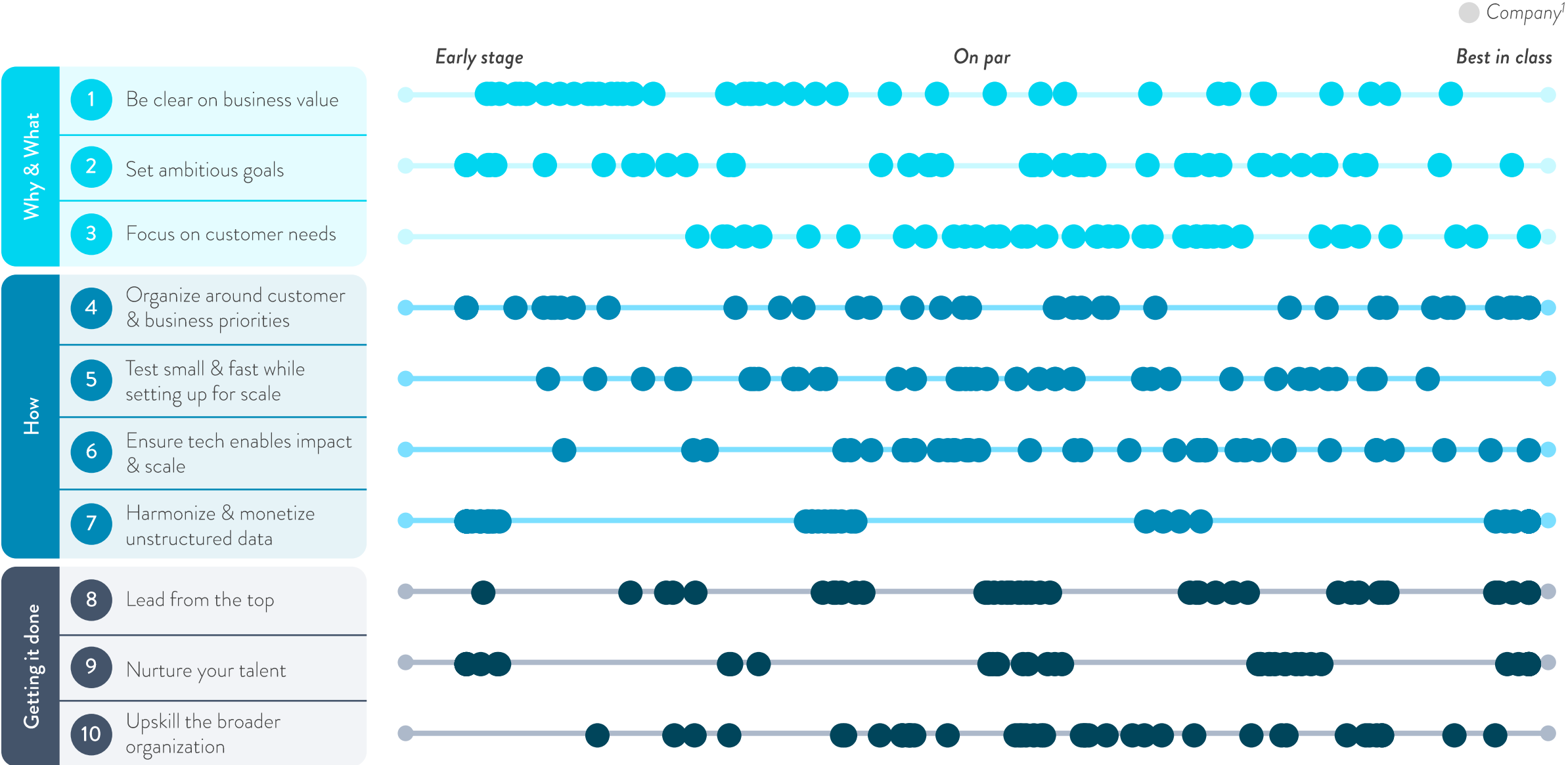
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Our benchmark shows that Agentic & Gen AI is widely adopted across companies



1 Benchmarked with 50+ companies across Finance, Energy & Telco, CPG, industrials, Professional Services and other industries

However, key challenges remain to realize value at scale for most organizations

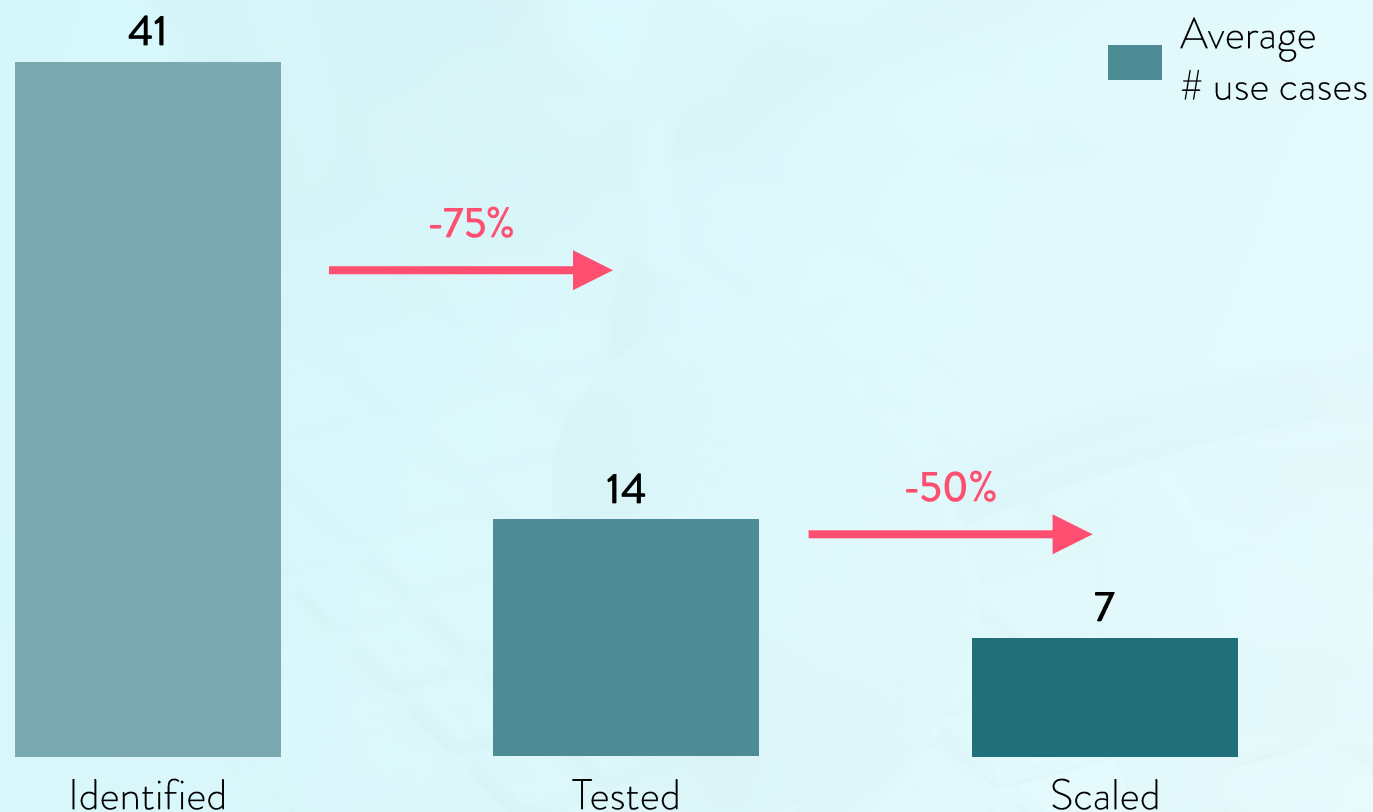
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Getting it done	8	Lead from the top
	9	Nurture your talent
	10	Upskill the broader organization

Key challenges

- 75% of use cases are never piloted and 50% of piloted use cases are never scaled across the business
- 74% do not have quantified ambitions to back up their strategic goals
- 64% have no view on how Agentic & Gen AI impacts the core proposition, only focusing on internal efficiency gains
- 45% lead design & build of Agentic & Gen AI solutions from IT instead of involving business everywhere
- 56% report a lack AI skills, 27% unclear ROI, and 22% a lack of management attention as key blockers for scaling
- 40% have no centralized AI infrastructure in place to support Agentic & Gen AI use case testing and scaling
- 58% have no strategy in place to manage quality of unstructured data limiting impact of many use cases
- 55% of executive sponsorship does not translate to daily execution and 45% lack incentives to drive adoption
- 25% of development is outsourced, yet 75% do not train developers to successfully integrate outsourced solutions
- 50% of employees have insufficient skill level and 70% of the workforce have not been upskilled on Agentic & Gen AI

01 | Business value is clear to most, but scaling remains a challenge

How many use cases have you identified, tested, and scaled?



What's new

NEW 50% of tested use cases are now being scaled, up from 40% in 2025, a sign that companies are slowly learning how to take forward successes

Ongoing challenges

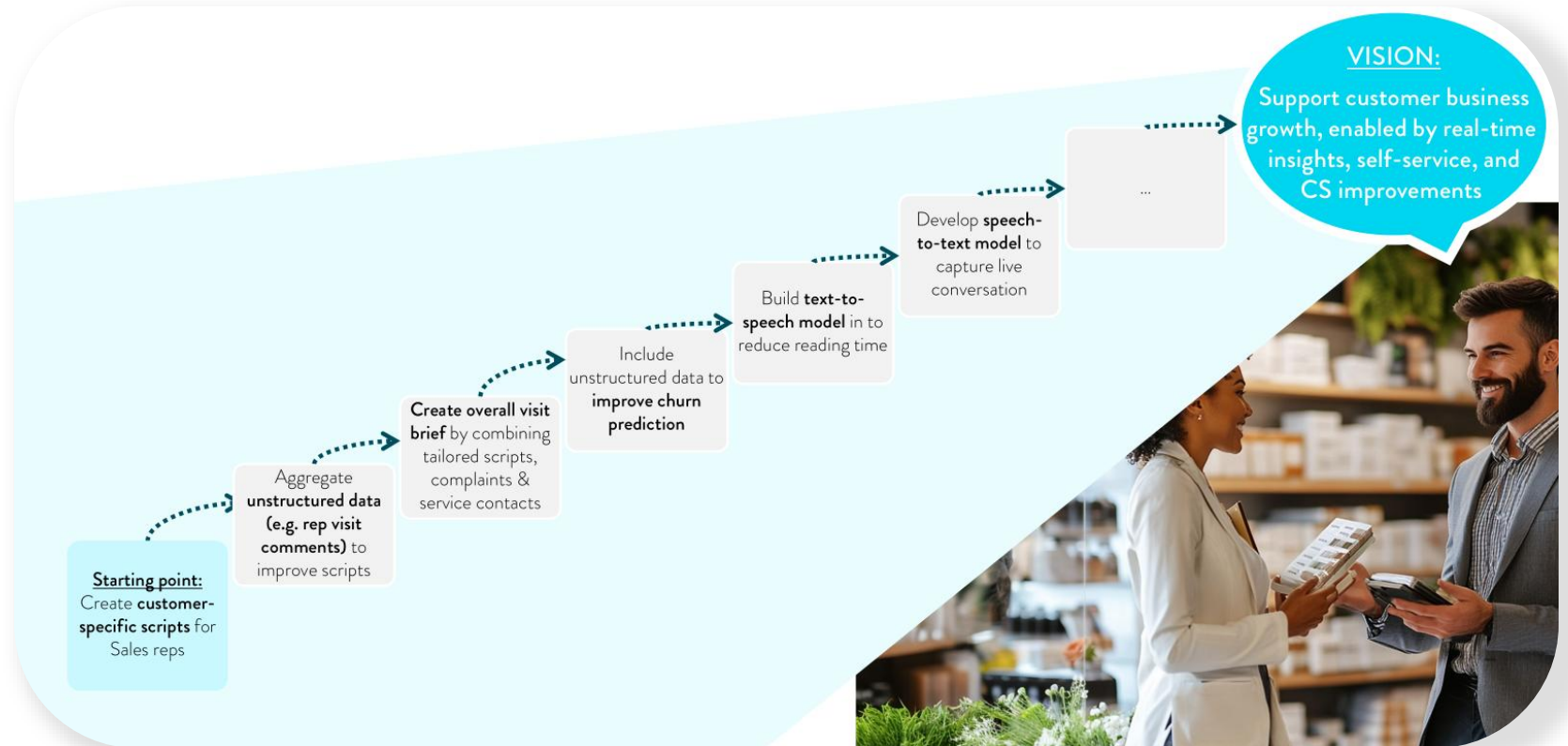
- Many companies still test a limited amount of use cases (<5), restricting their chances of finding ones that work
- 40% of companies still struggle identifying successful use cases (<10), limiting their pipeline before testing even begins

01 | Our core principles on identifying use cases that can scale

Lessons from winners

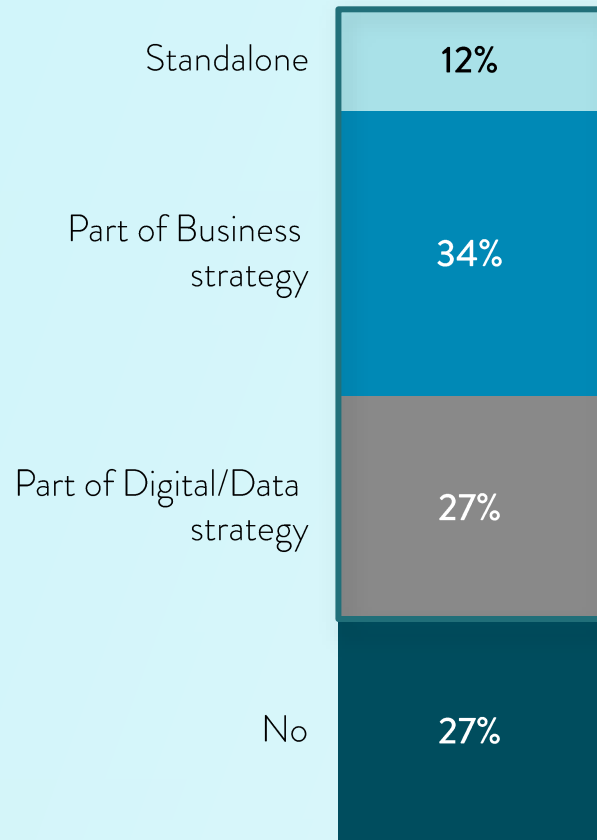
1. **Start with a business problem** or customer opportunity
2. **Focus on the core** of the business
3. **Don't focus on shiny use cases**
4. **Build on company strengths & USPs** without blindly copying competition
5. **Understand Agentic & Gen AI limitations** & challenges

Example vision driving use case selection to ensure business impact

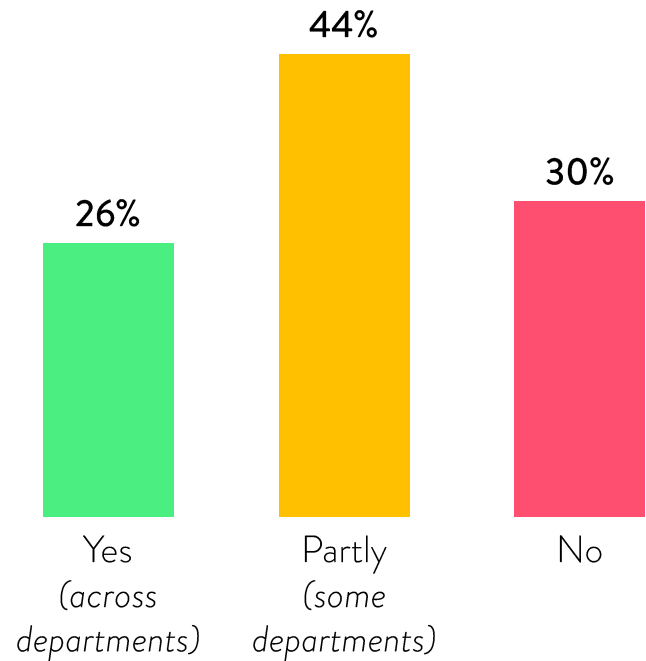


02 | Most companies have a Gen & Agentic AI strategy, but typically lack quantified ambitions

Is there a (Gen & Agentic) AI strategy?



Are there quantified ambitions for (Gen & Agentic) AI across departments?



What's new

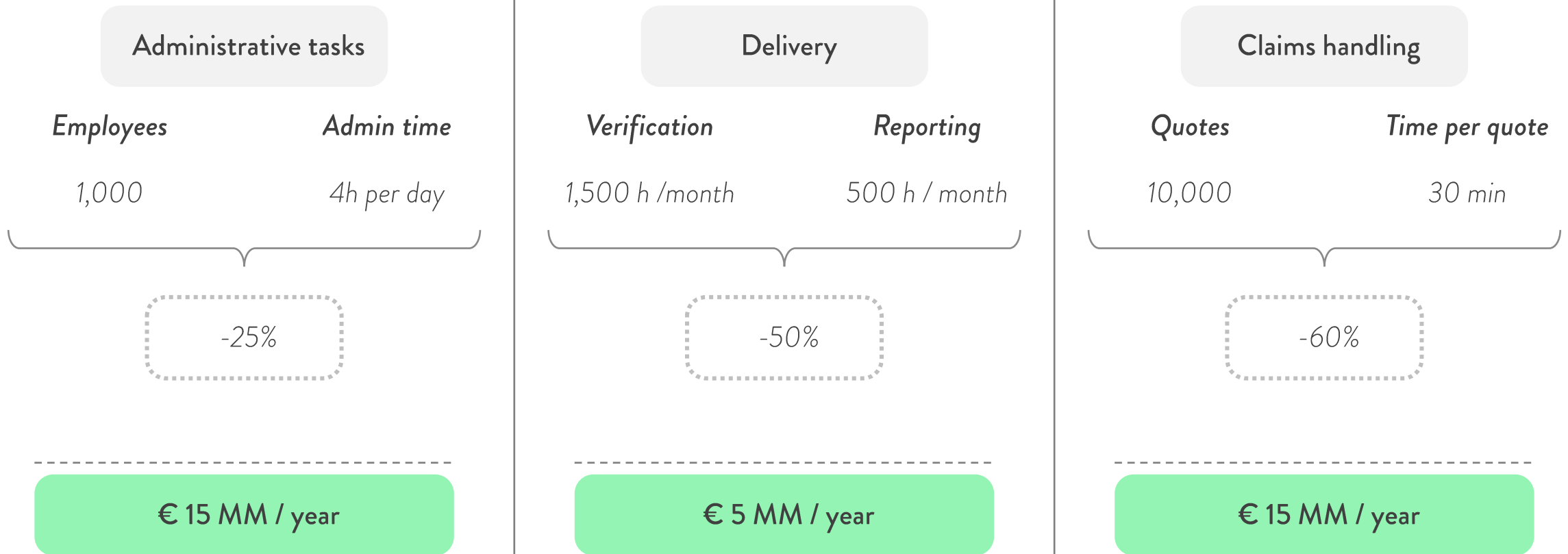
NEW An increasing number of companies see AI as a driver of their overall strategy, instead of something separate, with the share of integrated AI strategies rising from 50% to 61%

Ongoing challenges

- 1 in 4 companies still lack an AI strategy**, navigating Agentic & Gen AI without clear direction while peers pull ahead
- Quantified ambitions remain rare and are slipping further**, with 30% of companies (+10% vs. 2025) lacking them, as it's unclear which gains are realistic and which are hype

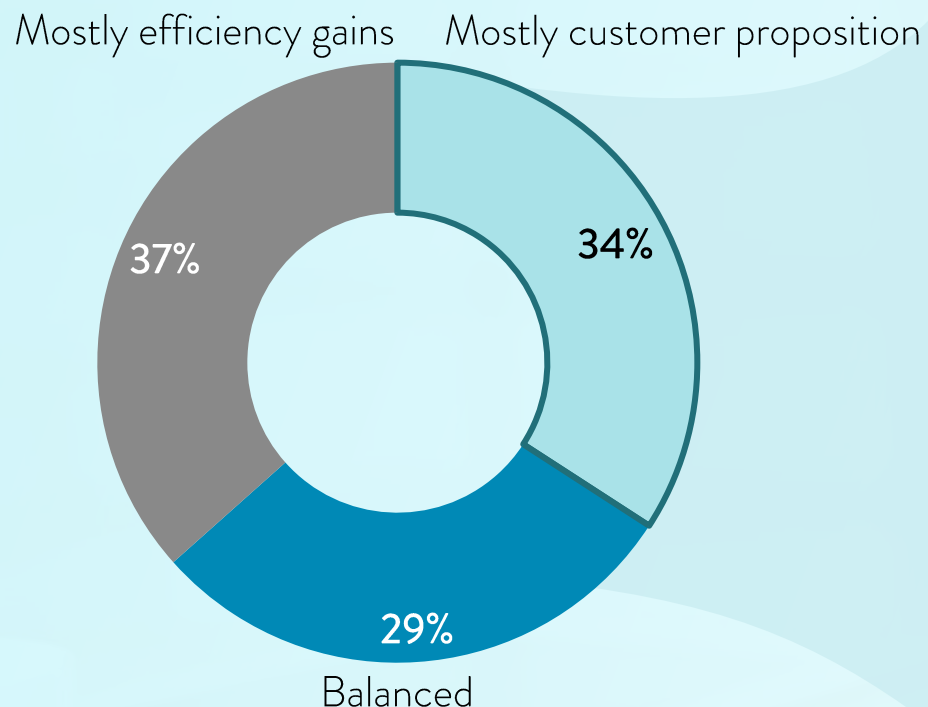
02 | Identify key value pockets in your organization & assign concrete ambitions as a basis for use case identification

Example value pockets of construction industry player

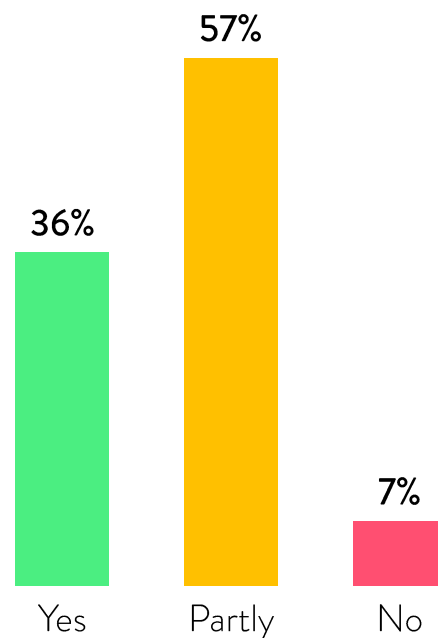


03 | Although awareness of customer impact grows, most companies still focus on efficiency

Are use cases typically focused on efficiency gains or on improving your core proposition?



Is there a clear view on AI impact on your customer proposition?



What's **new**

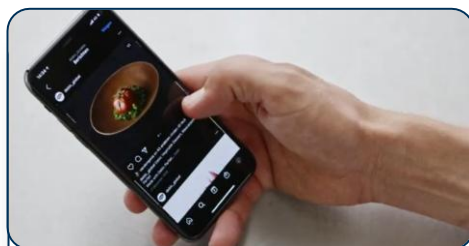
- NEW** Most companies now have a view on how Gen & Agentic AI could affect their proposition and where industry disruption might come from

Ongoing **challenges**

- Target** Awareness hasn't translated into action, companies say they see disruption coming, yet 37% still aim AI only at internal efficiency
- Target** Few companies are tracking how customer expectations are evolving, disruption risk is being assessed against today's customer, not tomorrow's

03 | The starting point for Agentic and Gen AI use cases is the customer journey – similar to any innovation use case...

Example customer journey incl. barriers



Customer clicks on an Instagram ad

Your Information

First Name* Last Name*

Job Title* Phone Number*

Email* Date

Company Information

Company*

Number of Screens Per Month

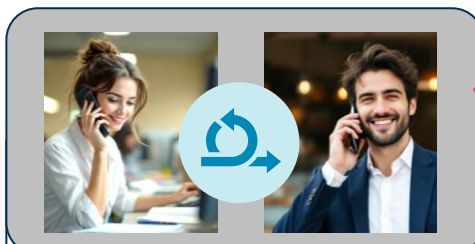
Please Select

Services you're interested in:

☐ Content Research ☐ SEO Optimization ☐ Design Testing

☐ Revenue Attribution ☐ Social Reports ☐ Content Reports

Customer fills in her details in a contact page, opts in to receive marketing messages



Within 3 days, customer receives a call from a sales agent to get to know each other & schedule a meeting

Decrease in conversion due to delay in response & manual handover



Customer receives sales agent who gives a demo

Sales pitch is untailored because the agent lacks a full view of previous interactions & does not have all product information readily available

Drop-off risk due to long forms & lack of real-time engagement

Feedback is not logged, tracked, or used to improve future interactions



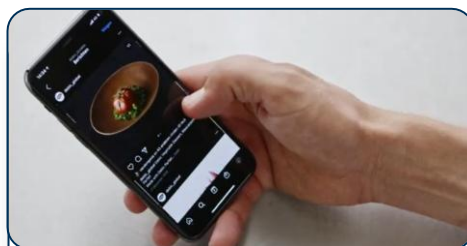
Customer receives another visit and another demo to further convince them of the product



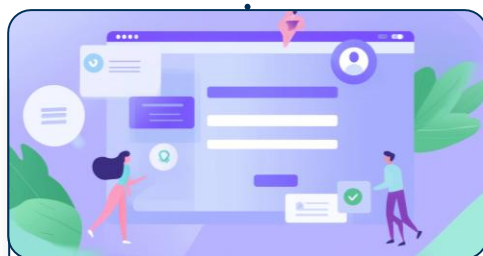
Customer is added to a WhatsApp group where they receive inspirational recipes and videos to maintain engagement

03 | ... where Agentic & Gen AI is just a means to address these barriers

Example customer journey incl. barriers



Customer clicks on an Instagram ad



Customer is guided through quick sign-up page, including personalized questions



Customer instantly receives a call or chat from Chatbot to get personal details & plan a meeting

Gen AI logs & summarizes feedback in CRM, and an agent triggers next steps and follow-ups



Customer receives sales agent who gives a demo about right products, including personalized insights

AI agent guides customer through sign-up, answers questions in real time and captures context to support sales

Gen AI synthesizes the customer's interests, past purchases, and engagement, helping the sales agent pitch the right products and request any missing product info

AI agent immediately reaches out, qualifying customer and setting up right sales meeting



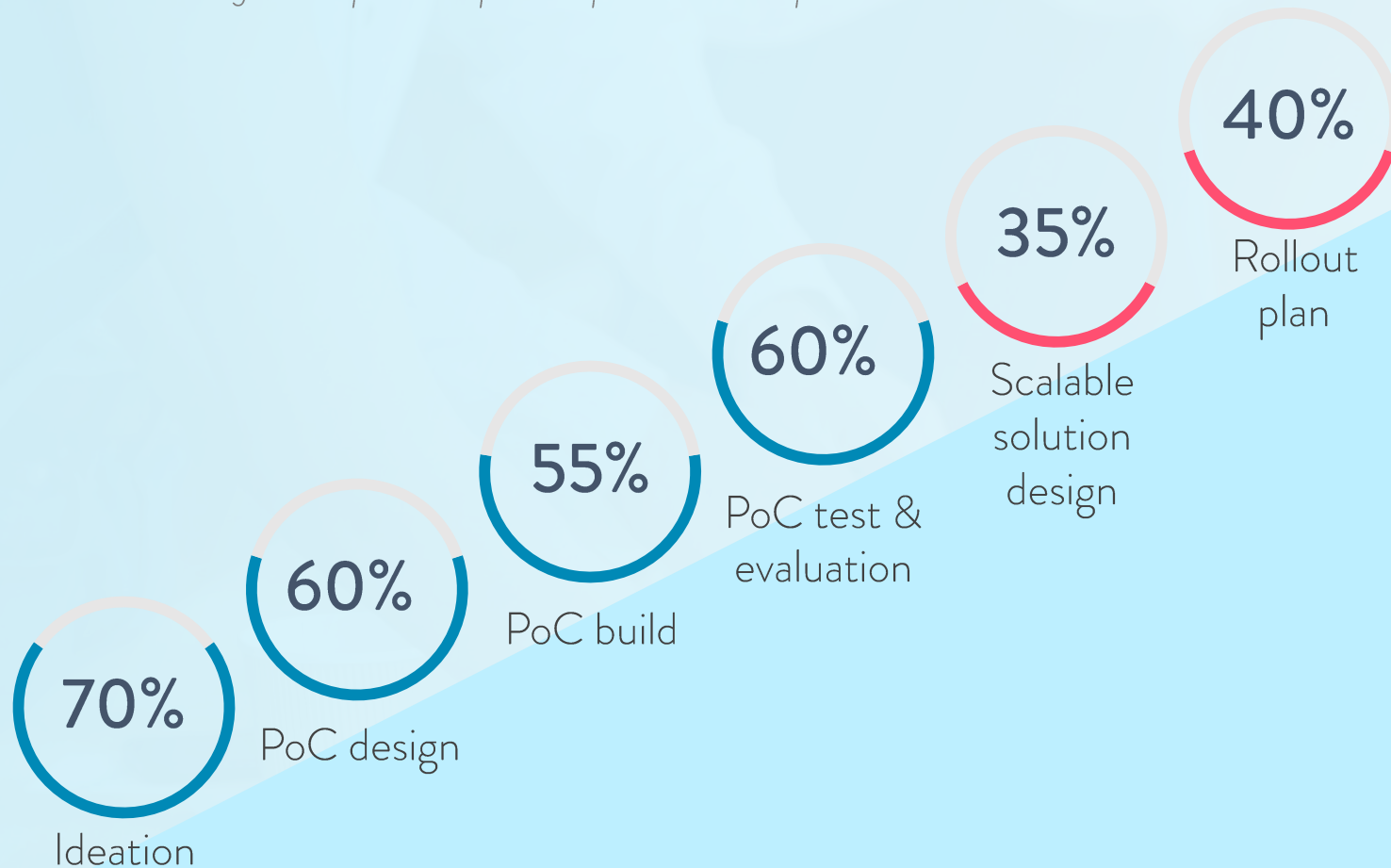
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04 | The business is co-building AI, but absent when it scales, which is where value gets lost

During which phases of the implementation process is the business involved?



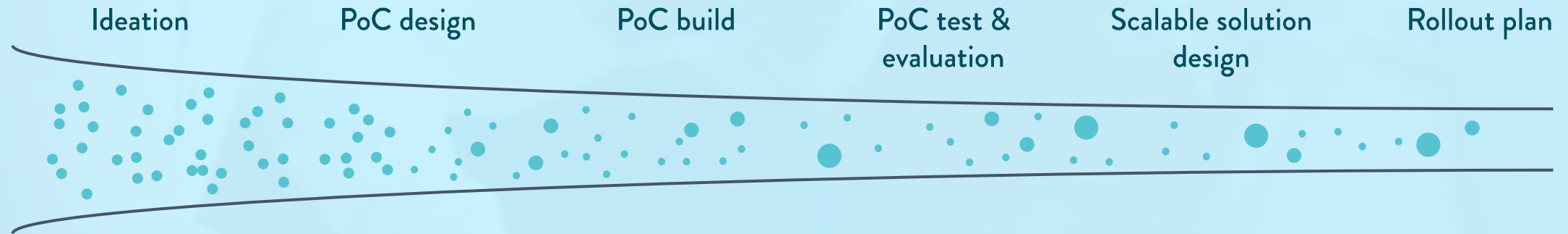
What's **new**

NEW Business is now increasingly involved when AI gets built, with e.g., engagement during PoC build rising from 30% to 55%, signaling that AI is being treated as a business priority rather than a technical one

Ongoing **challenges**

- 🎯 The business shows up to design, then disappears at scale**, with only 35% involved in scaling, which is one of the reasons AI pilots fail to impact at scale
- 🎯 Rollout planning is happening without the people who own adoption**, as only 40% involve the business in this phase, killing adoption

04 | Business should lead the innovation process, supported by IT teams



Business

Determine business needs and customer pain points

Support IT in detailing business impact and feasibility, align MVPs to real business value

Support low-risk & low-cost MVP builds

Test designed MVPs in a ringfenced part of the business to evaluate results against the baseline

Put in place business & org. requirements and prepare for scaling in the business

Operationalize scalable solution within the business & drive change mgmt. across relevant processes

IT

Hold ideation sessions to gather business input, and prioritize use cases based on impact & feasibility

Gather business input, and design use cases & tools for quick prototyping

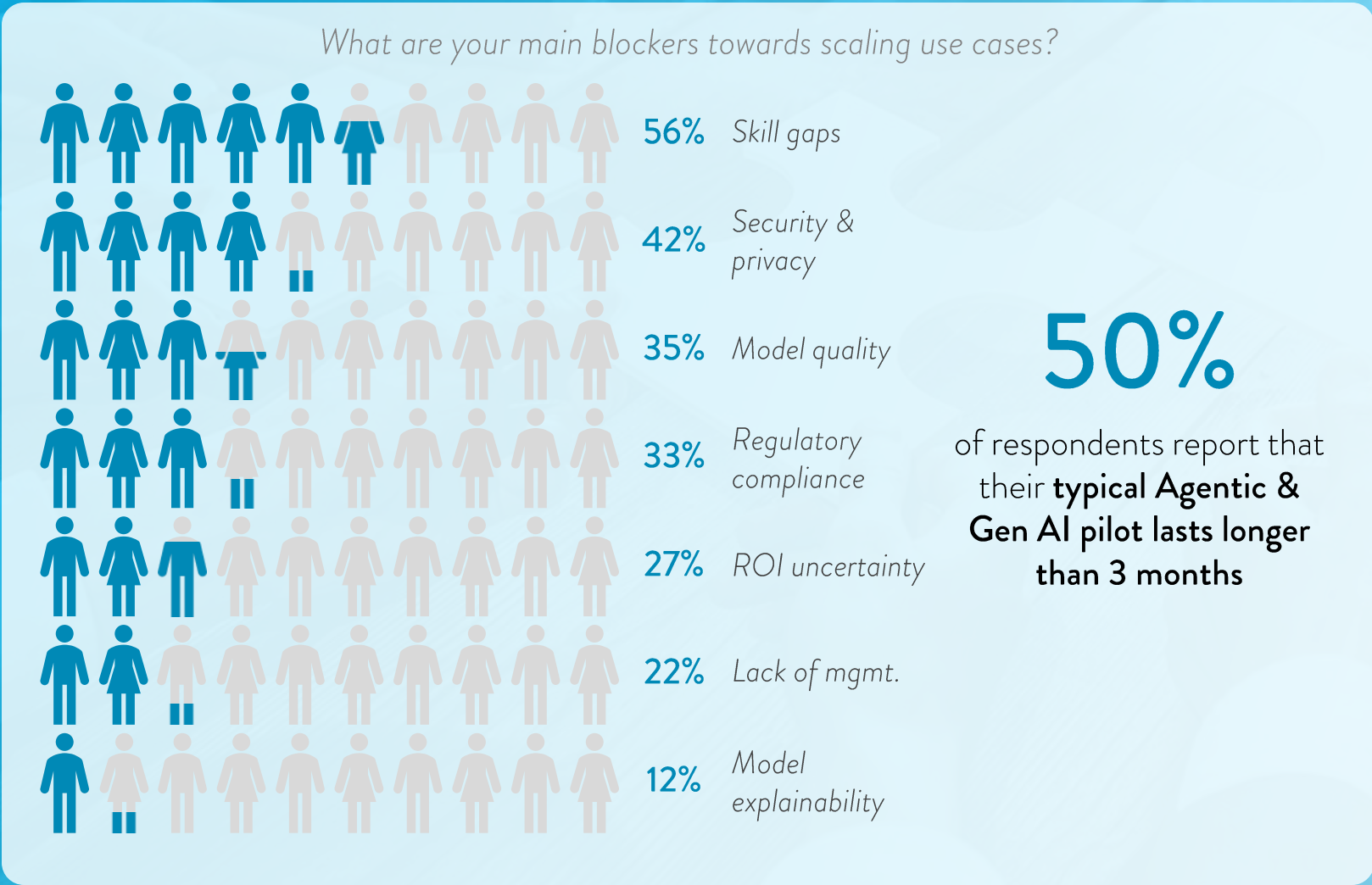
Develop MVPs using no-code/low-code approaches where possible

Translate pilot learnings into business requirements for build of scalable solution

Build scalable solution within existing IT & data landscape

Provide capabilities and training, and continuously maintain and improve the scalable solution

05 | The skill gap remains the biggest barrier to scaling use cases, but it is improving



What's new

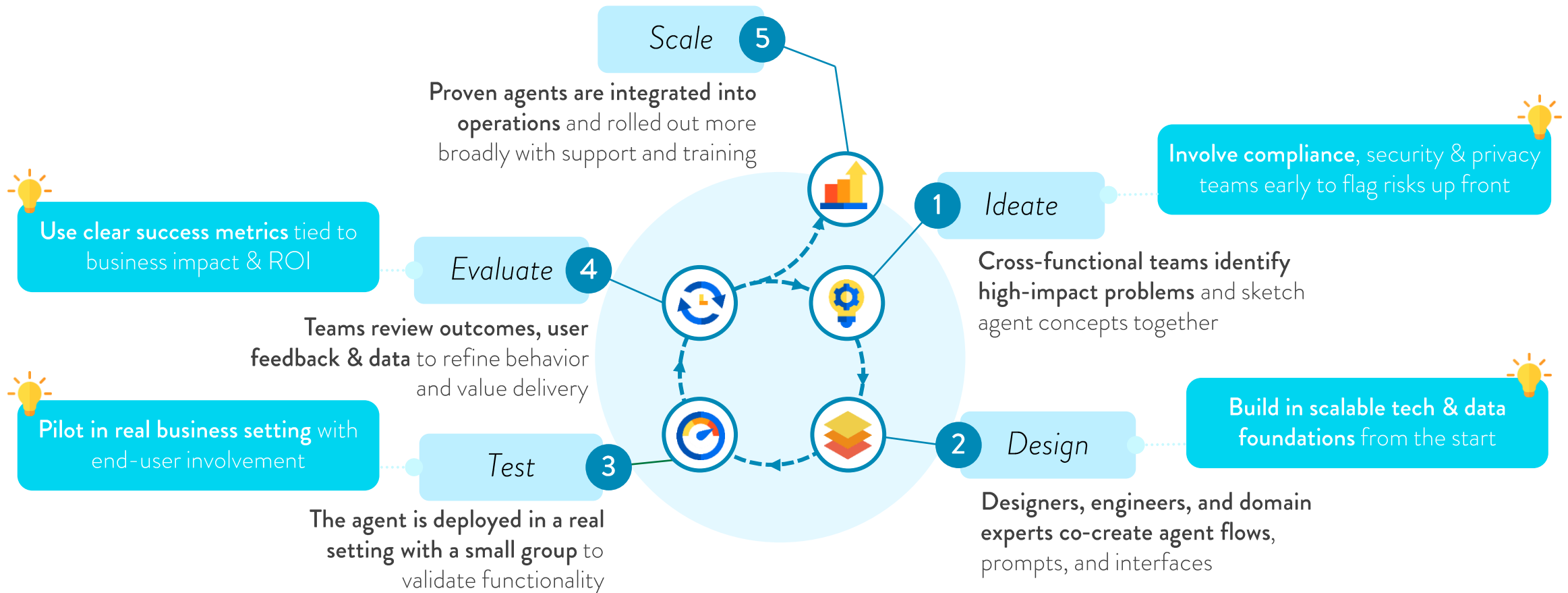
- NEW** Management is no longer the main blocker, 80% of companies now have leadership backing AI, shifting the conversation from “should we?” to “how?”
- NEW** The skill gap is easing, only 56% now flag it as a blocker, down from 74%, as targeted hiring, internal upskilling and easier-to-use tooling start to pay off

Ongoing challenges

- GOAL** Still 65% report no standardized approach for testing use cases, which means every new initiative starts from scratch and scaling stays expensive & slow

05 | Test use cases at small scale to fail fast & iterate often, then scale what works

Example test & learn loop

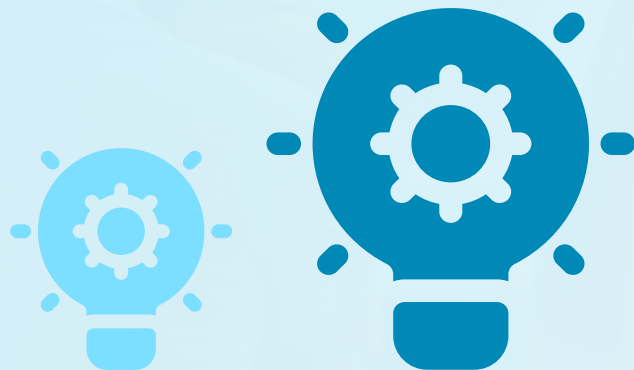


06 | Lack of mature AI tech stack and focus on off-the-shelf solutions limits impact at scale

Are your AI solutions mostly self-built?

+43 %

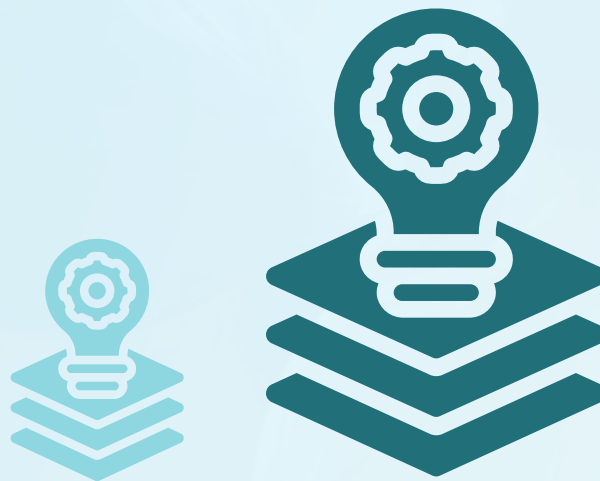
More use cases moved from idea to pilot for companies with mostly **self-built** Agentic & Gen AI solutions



Is there a centralized AI tech stack?

+78 %

More use cases moved from pilot to **scale** for companies with a **centralized** Agentic & Gen AI tech stack



What's **new**

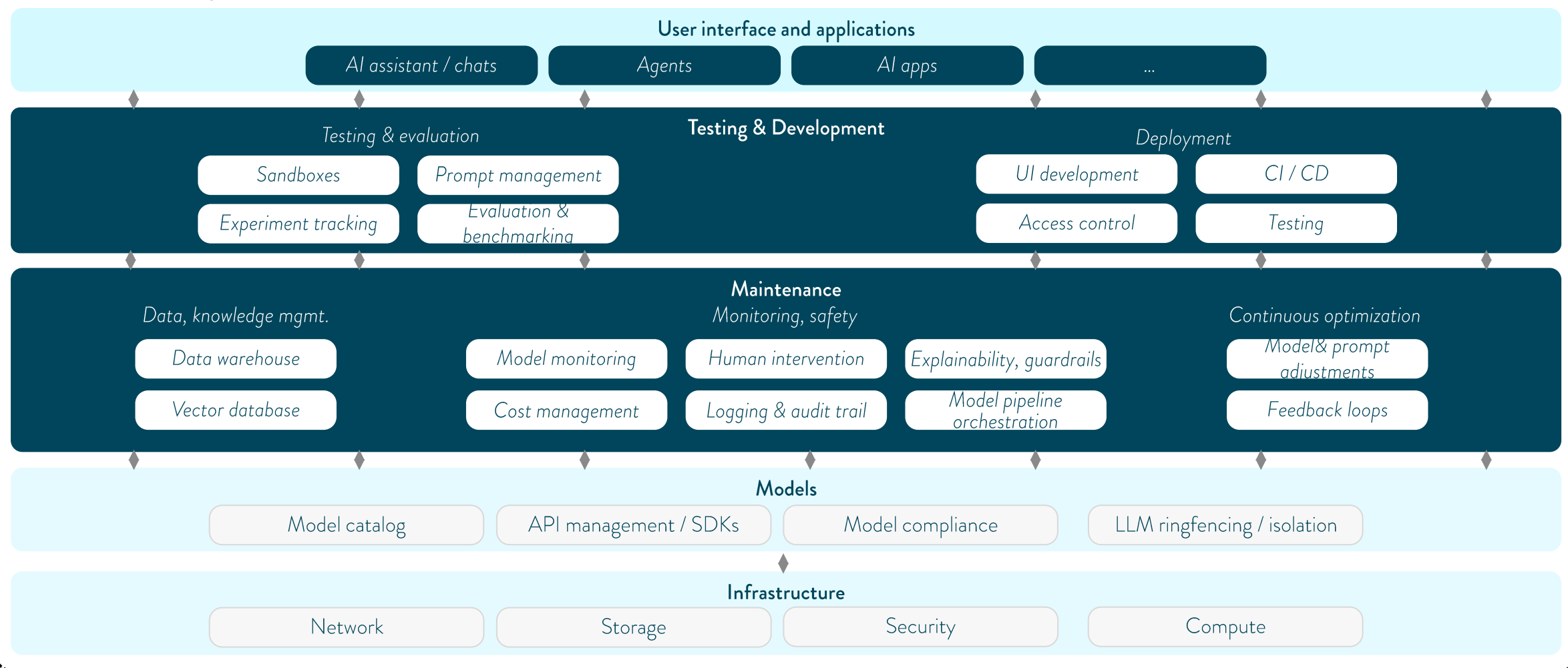
- NEW** Companies with either a central stack or self-build capability are pulling further ahead, and the gap to those with neither is widening on both idea-to-pilot and pilot-to-scale speed
- NEW** Coding agents are lowering the build barrier, as in-house AI development is getting faster and cheaper, making self-build a realistic option for companies that previously had to buy

Ongoing **challenges**

- 🎯** 40% of companies have no central AI tech stack making it harder to run and scale pilots at speed

06 | The tech stack is evolving to accommodate for agentic AI

AI architecture - Conceptual Overview



07 | Data strategies are widespread, but quality of unstructured data remains too limited

Is there a formal data strategy & governance, and does it include unstructured data?

100%

All companies

58%

Formal data strategy

44%

Includes
unstructured
data

3x

More **use cases moved from idea to pilot** for companies with a **formal data strategy**

5x

More **use cases moved from pilot to scale** for companies with a **formal data strategy**

What's **new**

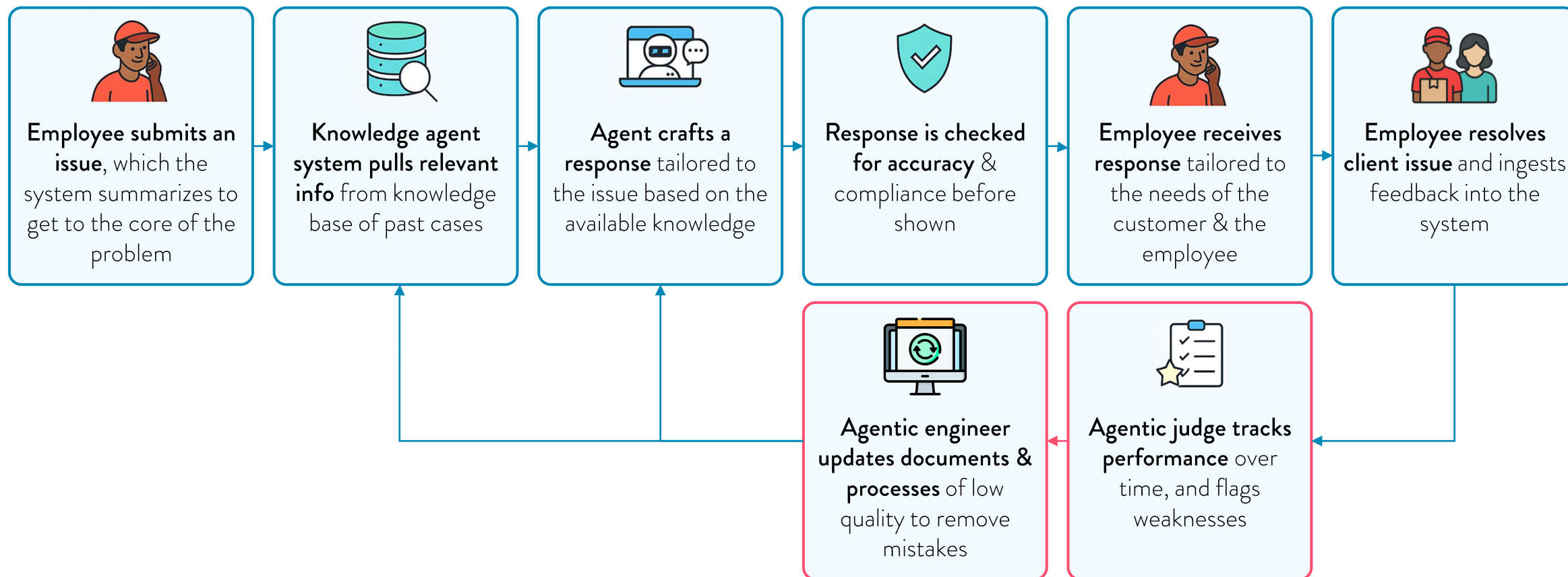
NEW Data strategies are showing to be a real **frontrunner signal**, as companies with a clear data strategy push 3x as many use cases into pilot, and 5x more into scaling pulling decisively ahead

Ongoing **challenges**

🎯 A formal data strategy is still missing for many, and where it exists, only 44% **cover unstructured data**, meaning most companies aren't ready for the use cases where Agentic & Gen AI create the most value

07 | Continuously monitor AI performance and update the necessary data to ensure that answers stay relevant, accurate & high-impact over time

Example setup of Agentic AI model for delivery company based on structured & unstructured data



08 | While management increasingly tries to show the way to AI impact, knowledge is lacking

Are there board-level sponsors for Agentic & Gen AI and are there Agentic & Gen AI incentives?

65%

Management
knowledge is lacking on
Agentic & Gen AI



45%

There are **no incentives**
on Agentic & Gen AI
adoption



55%

Executive **buy-in** does
not translate to daily
execution



What's **new**

- NEW** More than half of organizations now reward Agentic & Gen AI adoption, up 35% from last year, as companies are realizing that encouragement alone doesn't move behavior at scale

Ongoing **challenges**

- For the majority, executive buy-in still does not translate into daily execution, leaving AI ambitions stuck at the top
- Management AI knowledge is improving but still insufficient, holding back leadership's ability to fully drive AI direction

08 | Leadership in AI is not just about providing a budget, but also in setting clear priorities and championing value creation

Lessons from winners on successful AI leadership

1. **Set clear priorities** and remove roadblocks for fast execution
2. **Champion value creation** instead of just experimentation
3. **Let functional teams translate goals to a roadmap** and run their own AI ideation & testing
4. **Model the new ways of working** and reward adoption
5. **Invest in upskilling** instead of merely tooling

Example organizational flow



Goals & budgets flow top-down

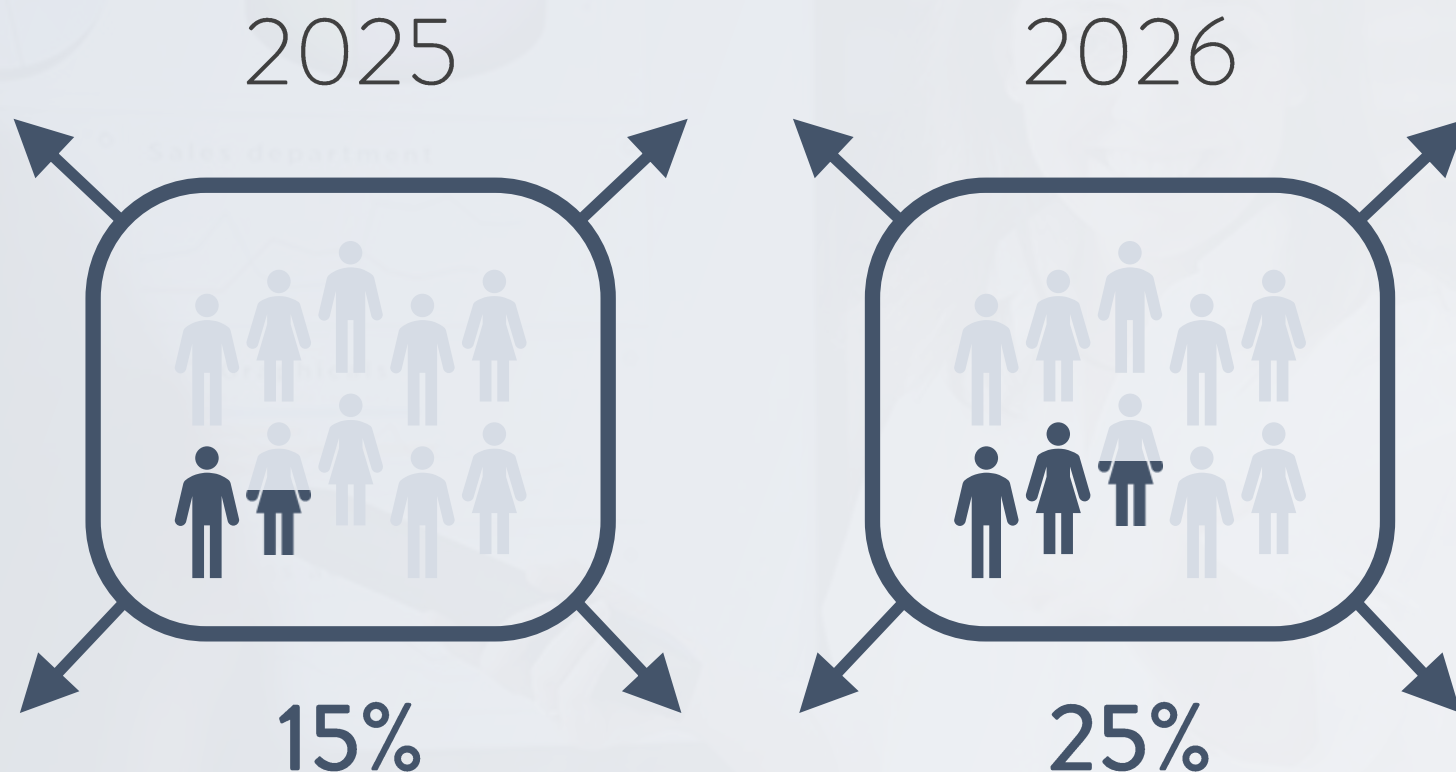
- Leadership sets goals and allocates resources (e.g., budget, time of IT developers)...
- ... and continuously (~quarterly) reallocates resources to teams with the highest impact

Ideas, tests, and data flow bottom-up

- Cross-functional teams translate annual objectives and allocated resources to a 6Q roadmap...
- ... and 'autonomously' run their own ideation & data-driven test-and-learn process

09 | AI development is increasingly outsourced, but a skilled in-house core remains essential

Are AI developers outsourced?



What's **new**

- NEW** Off-the-shelf tools and external delivery partners are proliferating, and many organizations are increasingly looking outward to reduce costs

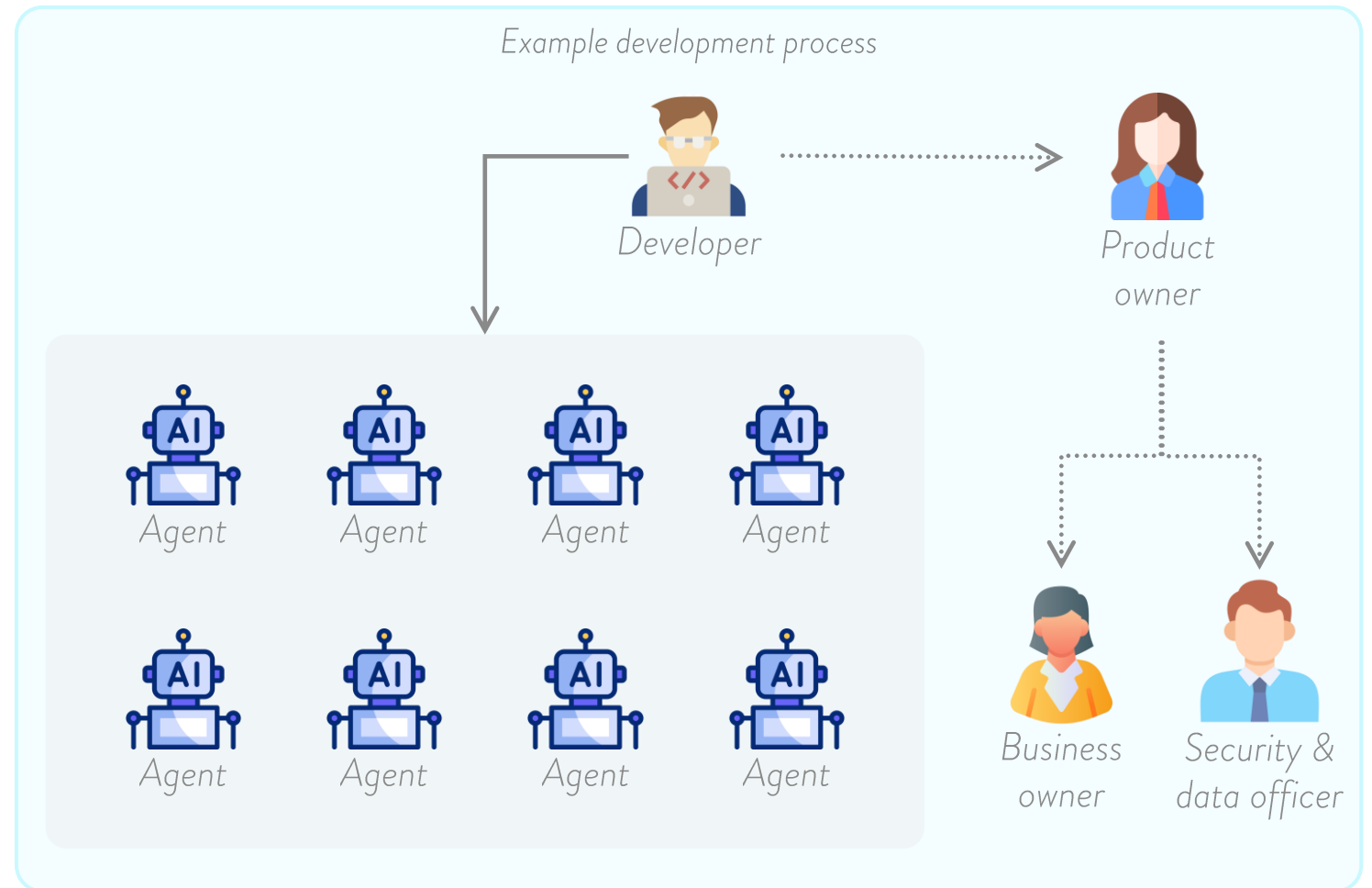
Ongoing **challenges**

- Target** External delivery still needs internal depth, a small core of skilled in-house talent is essential to manage the handoff, integrate solutions, and retain knowledge; yet 75% of organizations don't offer developer upskilling

09 | Any skilled developer can now build impactful solutions, making scaling faster & more efficient across teams

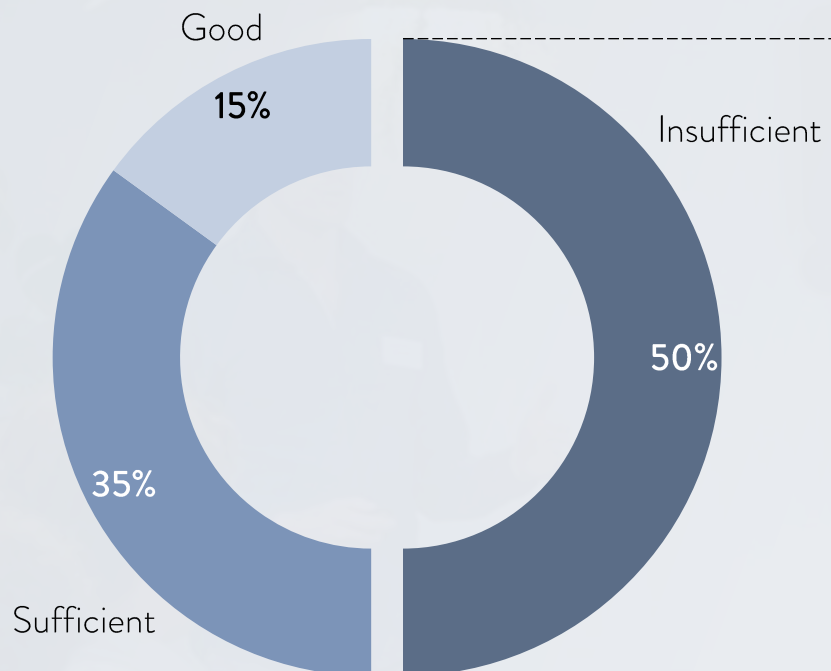
Agentic development is the new normal

- ✓ Development speed and quality are up significantly
- ✓ Team sizes are shrinking as agents take on the work
- ✓ Business involvement is still critical to set direction and own outcomes

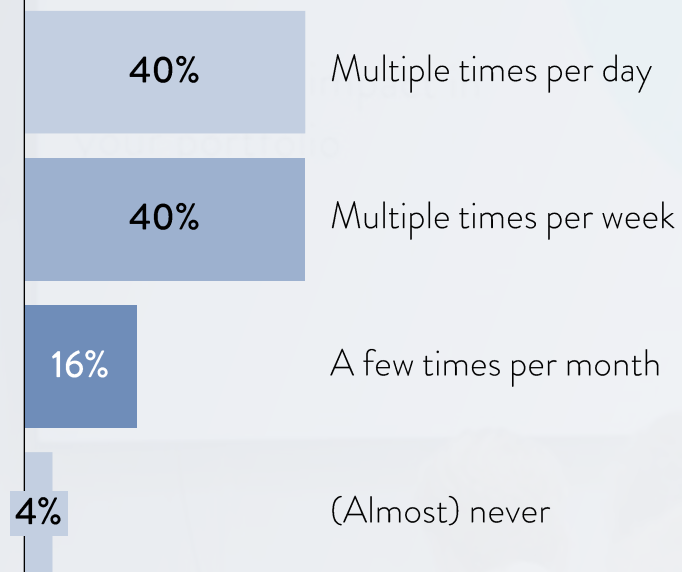


10 | Many employees have insufficient Agentic & Gen AI skills

How is your company's AI skill level?



How often do your employees use AI?



What's new

- NEW** AI skills are slowly improving, with skilled employees up 10% in a year, suggesting that sustained training investments are starting to pay off
- NEW** AI use is exploding among all employees, with ~80% using AI on a daily basis, vs. 33% last year, suggesting organizations are getting better at enabling broader use

Ongoing challenges

- 🎯** Most employees still have insufficient AI skills, holding back adoption and impact at scale, a clear gap to close before broader impact can follow

10 | Testing & learning are essential to spread Agentic & Gen AI across the organization

Typical content of Agentic & Gen AI educational program

Agentic & Gen AI masterclasses

The rise of agentic AI means Gen AI systems increasingly operate much like human teams and take actions autonomously

Agentic AI: Individual Gen AI 'chatbots' that work collaboratively



AI Agents...

- ... execute complex tasks without human interference (if needed and wanted)
- ... collaborate like human teams, with each agent fulfilling a dedicated role with specific skills
- ... become part of agentic-human teams, collaborating to run processes end-to-end
- ... own execution of specific tasks, while humans own goal-setting, make trade-offs, and determine final output

Use cases & tooling

Let's get into practice; do you miss any other use cases?

Use case	Champion	Example tooling
Text generation		
Create initial copy and call to action for agency briefing (incl. Heitool advertisements)	Omar/Edna	Copilot, copy.ai
Generate ideas for strategic plans	Omar - deputized Edna	Anthropic, Jasper
Create initial scripts to brief agencies on training videos and onboarding materials	Edna/Cynthia/Omar	
Edits SKU & prices for promo material	Omar	
Image generation		
Create initial images for agency briefing (incl. Heitool advertisements)	Omar/Edna	Midjourney, Adobe
Document analysis		
Partially automated review of the agency's script for quality and adherence to marketing brief guidelines	Edna	Copilot, ANTHROPIC
Analyze compliance with California golden rules	Omar	
Email creation		
Create recurring trade marketing email (sales advisor rehabilitation)	Edna	Copilot, copy.ai
Video generation		
Create long (i.e. for Alicia La Mercaderes) and short marketing videos	Edna	DEEPSEEK AI, Synthesia
Create sales enablement & onboarding videos	Cynthia	PICTORY
Edit existing marketing & sales enablement videos	Edna/Cynthia	runway, Synthesia
Create videos (or scripts) for HINEX internal marketing	Omar	

Is there any use case missing?

Tooling & prompting guides

Writing a good prompt consists of 4 main steps ("prompt engineering")

- 1 Understand & specify the task you want to solve
- 2 Provide relevant context
- 3 Provide examples
- 4 Iterate and refine

"Always imagine you're asking someone else to do this - are you giving that person enough information to be able to work on your assignment?"

Central knowledge library

Example one pager to capture learnings

Use case	Tooling	Impact
Create initial copy and call to action for agency briefing (incl. Heitool advertisements)	Copilot	e.g.: - Saves agency X% of time - Reduces number of iterations by Y
Do's		
Don'ts		
Tips & tricks		
Example prompts		

Considerations & best practices

Don't let commonly mentioned barriers stop you from starting right now

Common excuses we hear	Rationale to overcome
"I am afraid for my IP & confidential data"	Risk of data breach is the same as for any other tool - take same precautions & work with partners you trust Detail hereafter
"I have no prompt engineers"	Just like 'Googling' is not a career, prompt engineering will not be one
"These tools aren't perfect yet"	Start with basic tasks and thoroughly review, test, and finalize generated code to attain 100% completion
"It's not a regular part of my routine; I find that coding using Google works well"	Start trying! Open ChatGPT during your day start and practice prompting while working

AI automation process

FOR DISCUSSION | ... using an approach consisting of 5 steps

- 1 Identify and prioritize potential Gen AI solutions
- 2 Discuss solution with the agency
- 3 Iterate and improve together
- 4 Negotiate rates using captured improvements
- 5 Improve collaboration continuously

Ensure most valuable tooling is tested & understood

Ensure agency will use Gen AI or execute the tasks internally

Iterate new way-of-working & set objectives

Start negotiations on cost reduction by showcasing efficiency improvements

Ensure agencies continuously improve themselves and execute more tasks internally

Current project focus



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Certified



Corporation