

Tech Services Leaders

Unlock Your Agentic AI Market Opportunities

Top 3 buyer challenges to overcome

Gartner business and technology insights help you cut through your buyers’ agentic AI confusion to unlock revenue and capture growth.

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Challenge 1

AI complexity hinders buyer readiness and slows adoption.

As shown below, a recent Gartner poll reveals that nearly half of buyers of services show a lack of readiness for agentic AI.

Investment Posture	Percentage
High investment	6%
Conservative investment	51%
No investment	19%
Wait & see	18%
Unsure	6%

Action

Demonstrate how AI agents solve business problems with:

- Proof of value
- Case studies
- Business case creation assistance
- Pricing information

What are the most important factors or offerings a vendor can provide to help your business function make a decision regarding the adoption of their AI agents or agentic AI?

Factor	Sum of top 3	First choice
Proof of value	49%	24%
Case studies with like customers	32%	11%
Business case creation assistance	27%	14%
Pricing information	27%	11%

Challenge 2

Buyers are confused by a myriad of agentic AI providers. The agentic AI vendor ecosystem is exploding, and AI agents are everywhere.

Action

Turn buyer confusion about AI agents into clarity.

Guide agent provider selection aligned to buyer business goals by:

- Clarifying AI agent capabilities, deployment requirements, risks and opportunities
- Exploring organizational models for integrating AI agents (e.g., merging IT/HR, federated services)
- Envisioning solutions combining humans and AI
- Assessing competitive threats
- Offering new business, pricing and delivery models, including joint ventures

Diagram illustrating the agentic AI vendor ecosystem:

- Hyperscalers & LLM vendors
- Consultants, system integrators & business process services
- New specialist agentic companies
- Enterprise application software

Challenge 3

Buyers across the organization have different levels of understanding and perspectives, all of which must be addressed.

Buying centers span roles:

Agentic AI appears in all enterprise activities:

Knowing your buyer audience is half the challenge. CEOs delegate agentic AI management to various roles — COO, CIO, digital workplace, business leaders, CDO and AI leads — each with varying levels of expertise.

Action

Tailor communications to each buyer team’s technical level.

- Focus on relevant business outcomes aligned to their goals.
- Show how AI agents solve industry- and function-specific problems.
- Highlight customized AI agent integration.
- Keep messaging simple and business-value-driven.

What is the “primary” source of funding for AI initiatives?

Source	Percentage
IT roles	41%
non-IT roles	47%
Other	12%

The take-away

6 steps to help buyers adopt agentic AI

- Solve real business problems.** Align solutions with measurable business value.
- Become “client zero.”** Use AI internally as a proof point for prospects.
- Deliver AI-ready talent.** Upskill and hire to support agentic solutions.
- Evolve commercial models.** Adopt outcome- or consumption-based pricing.
- Deepen partner relationships.** Strengthen cross-functional and external alignment.
- Use AI agents for “growth without growth.”** Innovate and grow revenue without increasing headcount.

How Gartner supports tech services leaders

To develop agentic AI solutions that deliver maximum client impact and set you apart, Gartner helps tech services leaders position offering value with industry-led approaches.

Diagram illustrating Gartner's support for tech services leaders:

- Understand industry buyer needs and behaviors**
Kick-starter presentations help providers get up to speed on industry-specific:
 - Markets
 - Trends
 - Buyers
- Identify buyer use cases with the AI Opportunity Radar**
A framework to investigate possible use cases and opportunities
- Create a plan to communicate value of an AI agent to buyers**
 - Give it goals and a persona
 - Give it access to tools
 - Give it context
 - Give it an escalation pathway

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