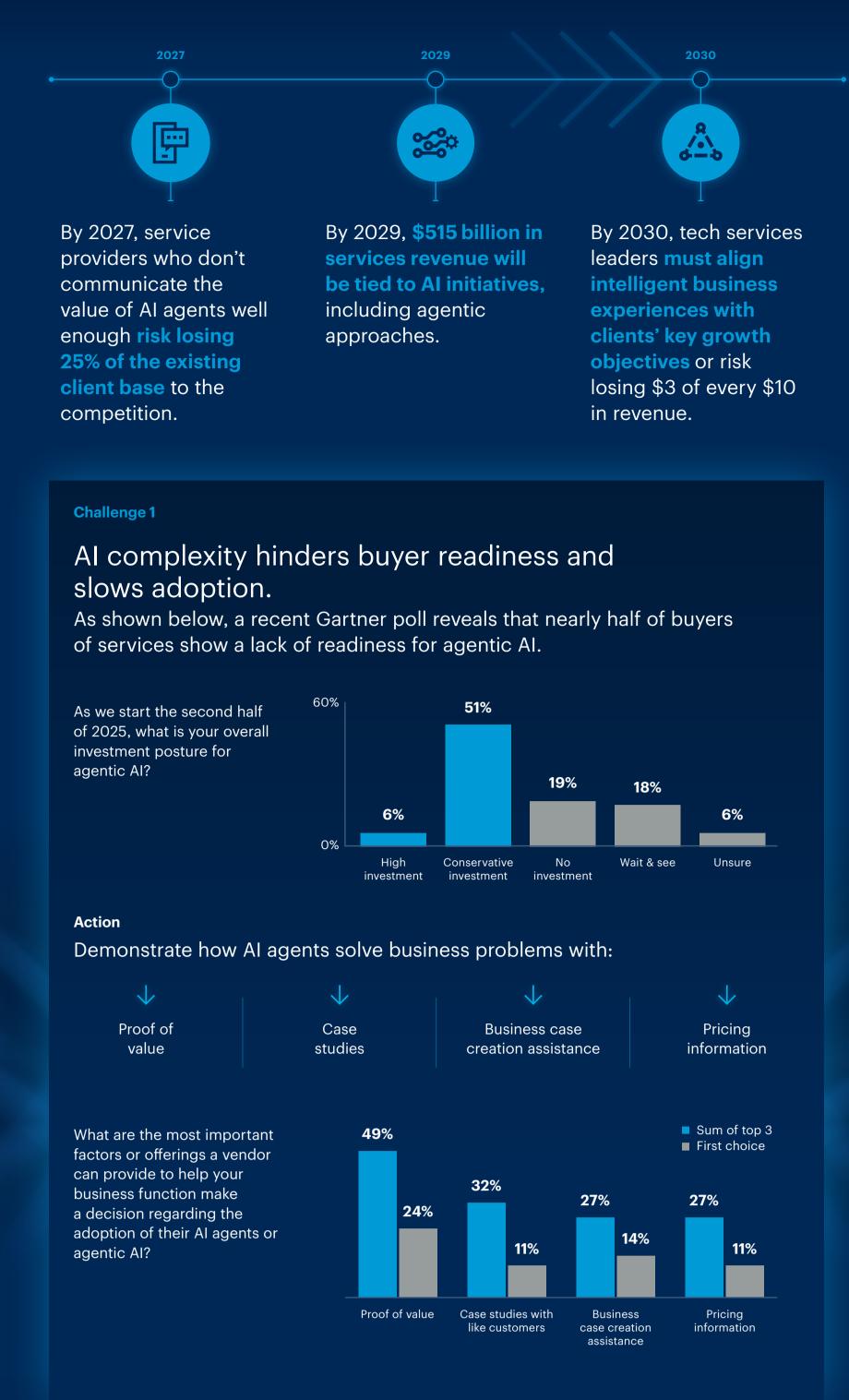
Tech Services Leaders

Unlock Your Agentic Al 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.

Contact us to get started ↗



The agentic AI vendor ecosystem is exploding, and AI agents are everywhere.

Challenge 2

Action

Buyers are confused by a myriad of agentic AI providers.

Turn buyer confusion about Al Consultants, agents into clarity.

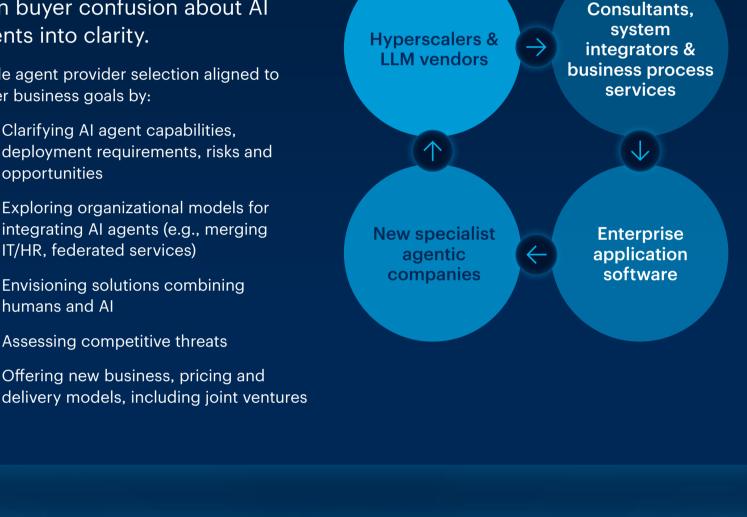
Guide agent provider selection aligned to buyer business goals by:

Clarifying AI agent capabilities, deployment requirements, risks and opportunities

Exploring organizational models for integrating Al agents (e.g., merging IT/HR, federated services)

Envisioning solutions combining humans and Al Assessing competitive threats

Offering new business, pricing and



Agentic Al appears in all enterprise

value-driven.

Buying centers span roles:

be addressed.

aligned to their goals.

Challenge 3

Chief Chief data **Business** Customer **Applications** information Marketing Sales officer service & software officer **Automation** Global Research & Infrastructure **Digital**

Buyers across the organization have different levels

of understanding and perspectives, all of which must

activities:



problems.

and function-specific



Deliver AI-ready talent.

Upskill and hire to support Adopt outcome- or agentic solutions. consumption-based pricing.

6 steps to help buyers adopt agentic AI

Solve real business problems.

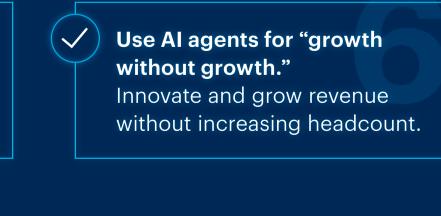
Align solutions with measurable

Deepen partner relationships.

Strengthen cross-functional

and external alignment.

business value.



Become "client zero."

point for prospects.

Use AI internally as a proof

Evolve commercial models.



How Gartner supports tech services leaders To develop agentic AI solutions that deliver maximum client impact and set

industry-led approaches.

you apart, Gartner helps tech services leaders position offering value with

(a)

· Give it goals and a persona

· Give it context

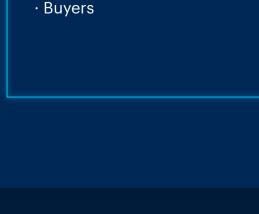
· Give it an escalation pathway

· Give it access to tools

Understand industry Identify buyer use Create a plan to buyer needs and cases with the AI communicate value behaviors Opportunity Radar of an Al agent to buyers Kick-starter presentations A framework to investigate

possible use cases and

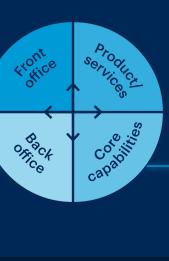
opportunities



help providers get up to speed on industry-specific:

· Markets

· Trends





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