

Top AI Opportunities for Tech Products

Key actions to drive growth and enhance
customer value — a strategic guide for
CPOs and product leaders

By 2031, AI-enabled revenue is projected to surpass non-AI software revenue. It's critical to act now as market share is at stake for tech and service providers who delay AI integration.

The age of isolated GenAI copilots is ending. We are now entering an era driven by multiagent generative systems (MAGS) that coordinate complex, multistep workflows to unlock deeper value.

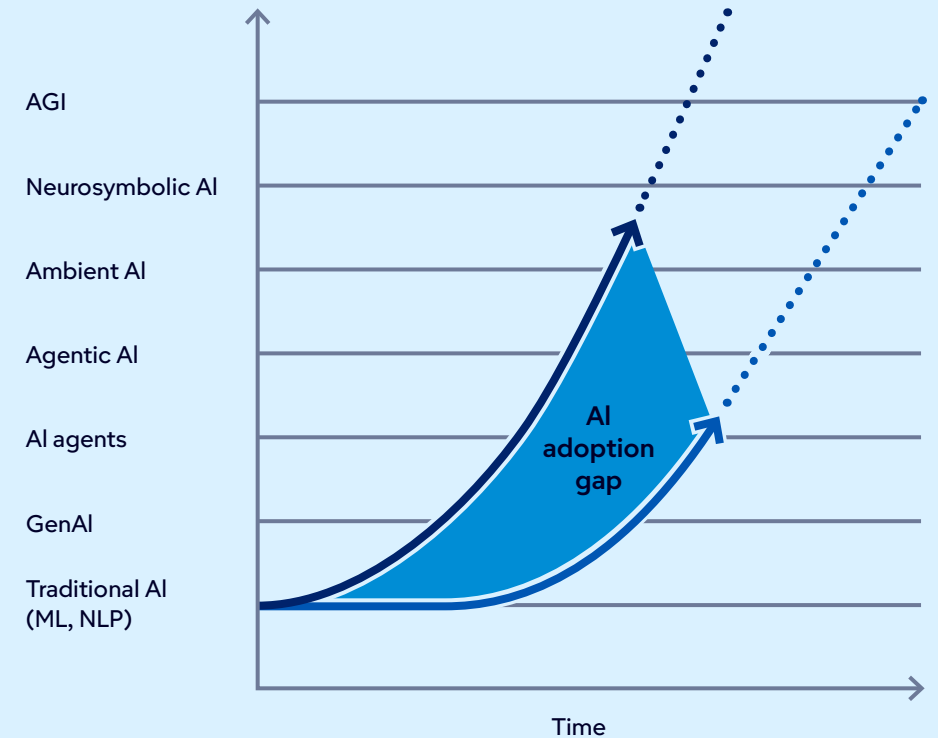
To maintain a competitive advantage, chief product officers (CPOs) and product leaders must transition from single-task solutions to domain-specific agentic operating systems that fundamentally rethink business processes.

Product leaders should monitor the following key areas:

- **Agentic arbitrage:** Redirect workloads from premium, bundled SaaS applications to lower-cost, modular agent-executed systems.
- **Pricing and revenue models for autonomous agents:** Shift from seat-based UI access to agent-executed workflows and manage unpredictable costs for buyers, and revenues for providers, with flexible, value-based pricing metrics before scaling.
- **Hidden costs and sprawl:** Scale and watch for rapidly escalating variable costs related to specialized talent, data preparation and integration.
- **Governance and architecture risks:** Strengthen AI agent architecture with robust execution layers, identity binding and audit controls to reduce deployment risks.

The AI adoption gap

- AI innovation rate (Providers)
- AI outcome rate (Customers)



Source: Gartner

Agentic AI capabilities are key to a competitive product roadmap

Enterprise spending is moving away from fragmented GenAI pilots toward production-grade agents embedded in core applications. Autonomous agents will post the fastest growth, rising from 6% of overall spend in 2025 to 37% in 2030, reaching \$440 billion.

For CPOs and product leaders, relying solely on massive, generic frontier models risks severe margin compression. Success requires “governance by design,” auditability and transparent total cost of ownership. Long-term market winners will be those that turn data into trusted decisions at the lowest operational cost.

An accumulative \$234 billion representing about 20% of enterprise application spend is exposed to agentic arbitrage through 2030.

By 2030, annual enterprise application spend vulnerable to agentic arbitrage will nearly triple in a single year — from \$53 billion to \$154 billion — making 2027-2028 the critical window for product leaders to establish their position.

By 2028, agentic AI is expected to drive over \$450 billion in revenue.

Tech providers that do not act prior to the 2031 GenAI inflection point risk losing market share.

An accumulative

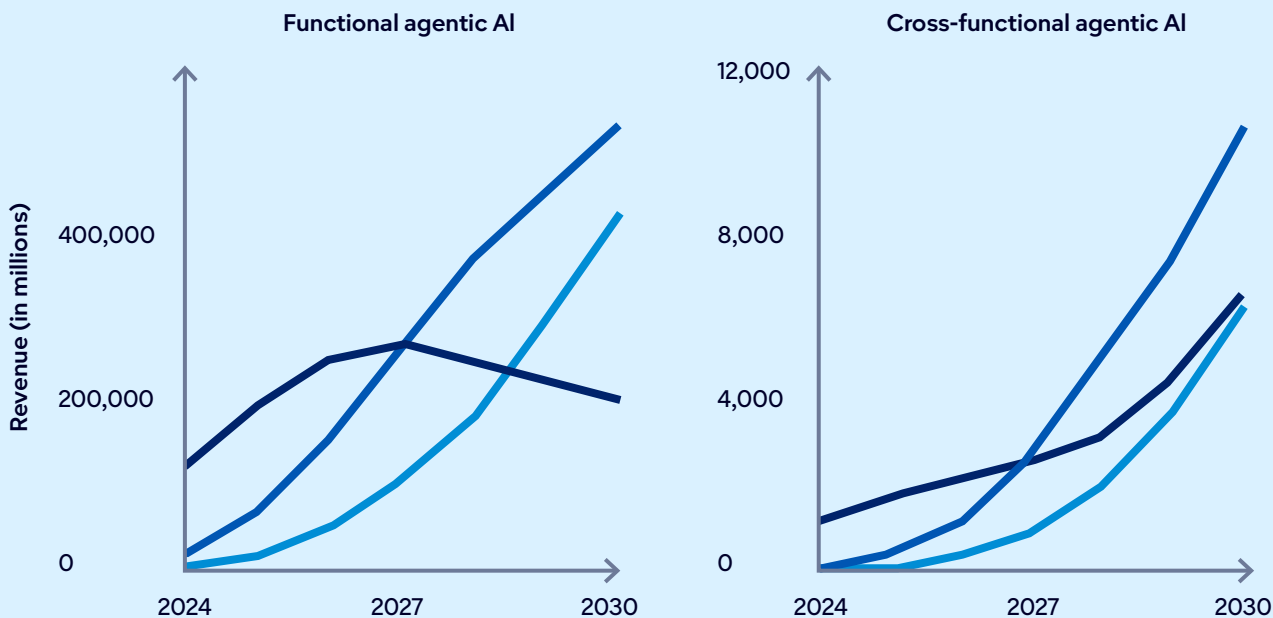
\$234 billion

representing about 20% of enterprise application spend is exposed to agentic arbitrage through 2030.

Agentic AI capabilities are key to a competitive product roadmap (continued)

Functional and cross-functional agentic AI spending 2025–2030

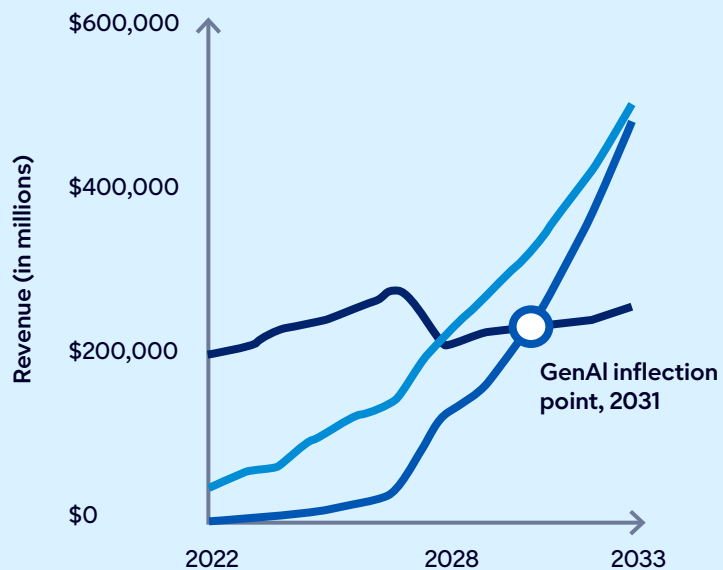
■ AI assistants ■ Simple agents ■ Advanced autonomous agents



Source: Gartner

Impact of GenAI on enterprise application software markets

■ AI ■ GenAI ■ Non-AI



Source: Gartner

Calibrating your stop/pause/go response

As market hype disrupts product strategy, CPOs must use evidence-based frameworks to plot their capability roadmaps. Align your investments with the Agentic AI Maturity Roadmap:

Keep pace

0–1 year

Focus on deploying Level 2 (L2) AI agents with conditional autonomy and human-in-the-loop (HITL) review to automate simple, repetitive workflows.



Early

1–3 years

Invest in Level 3 (L3) advanced AI agents capable of multistep digital processing across front- and back-office systems, enabling goal-driven adaptability without strict HITL intervention.



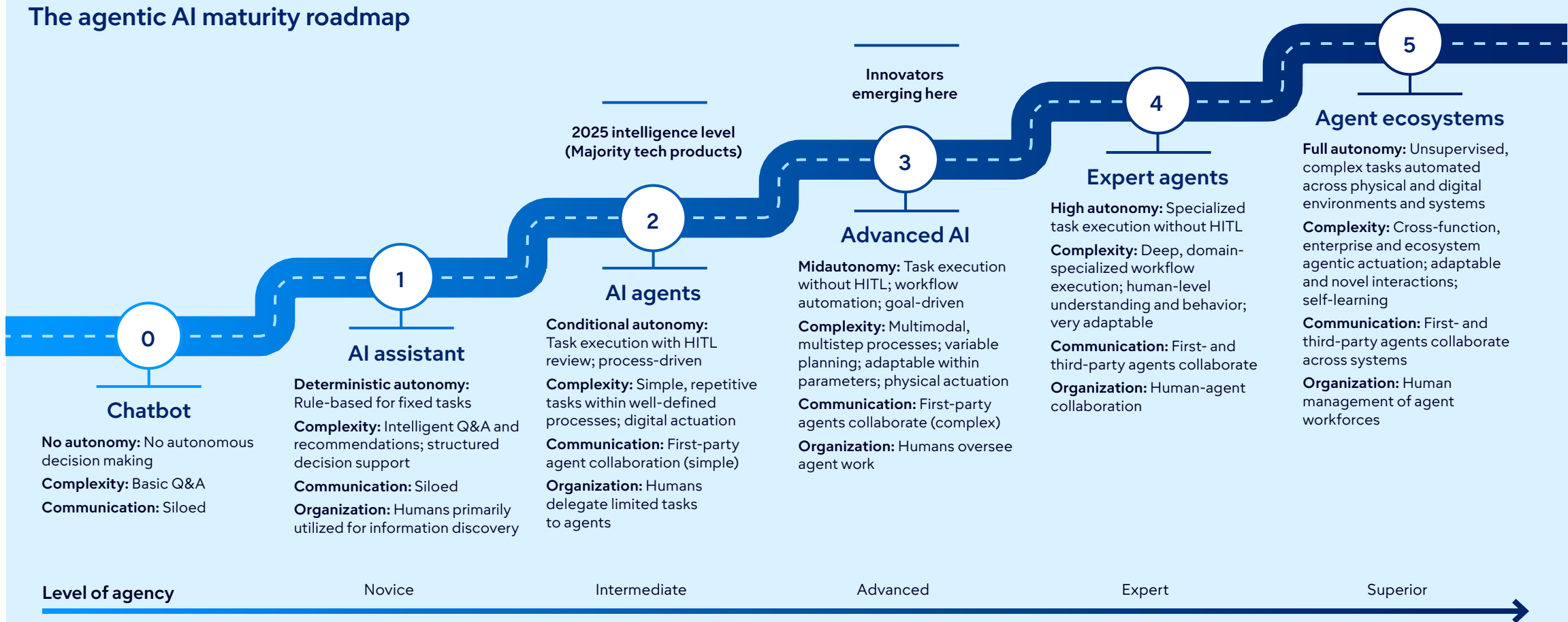
Leader

3–6 years

Architect Level 4 and Level 5 expert agent ecosystems, featuring unprompted swarm objectives, autonomous tool discovery and seamless cross-system process automation.



The agentic AI maturity roadmap



Note: Agency level — Rating considers automation level, complexity of task support, collaboration capacity and human-machine work relationship.
Source: Gartner

Agentic AI capabilities to achieve the top customer value goals

To capture the massive agentic arbitrage opportunity, product leaders can increase value realization with cross-system orchestration that embeds the following structural capabilities:

MAGS

Assign tasks to specialized agents within and across platforms to outperforming monolithic single-agent systems.



Advanced reasoning and memory

Integrate short- and long-term agent memory so systems can retain valuable user context across sessions, coupled with chain-of-thought reasoning models that logically navigate uncertainty.



Generative workflows

Move beyond rigid, deterministic pathways by enabling intelligent systems to create, adapt and execute plans in real time.



AI agent observability and UX

Build explainable AI interfaces and deep tracing tools so users understand how an agent makes decisions, which establishes user trust.



Self-supervised learning (SSL)

Move beyond static models by leveraging SSL to allow AI agents to learn directly from context and interaction data without human labeling or historical outcome data, to improve real-time adaptability and autonomy in dynamic environments.



Agentic AI capabilities to achieve the top customer value goals (continued)

Synthetic data

Artificially generated class of data used as a proxy for real data, e.g., for anonymization, AI and machine learning development, data sharing and data monetization.



Domain specialization

Domain-specific language models are AI models customized to the needs of particular industries, enabling higher accuracy, relevance and trust for specialized tasks and critical applications.



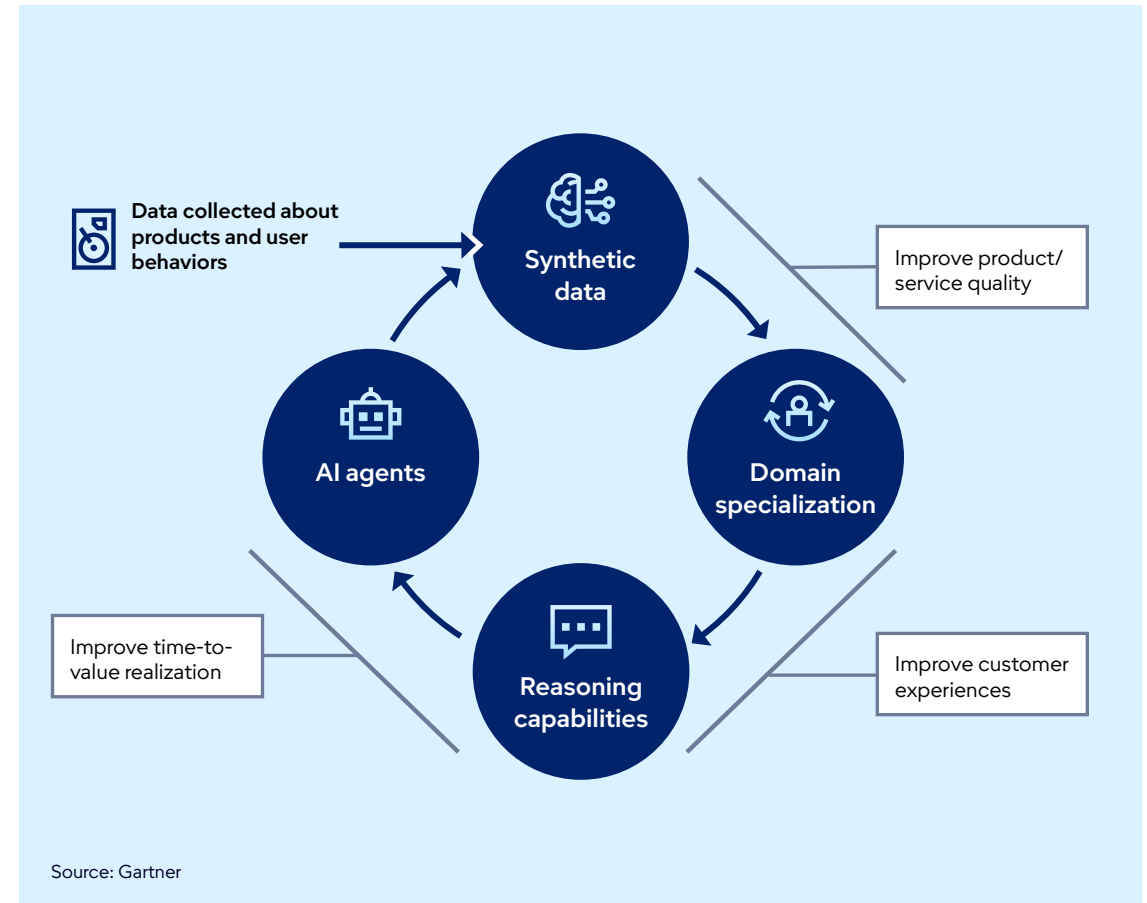
Reasoning capabilities

Reasoning models are an advanced evolution of AI models, capable of performing logical inference, complex problem solving and multistep reasoning.



AI agents

Autonomous or semiautonomous software entities that use AI techniques to perceive, make decisions, take actions and achieve goals in their digital or physical environment.

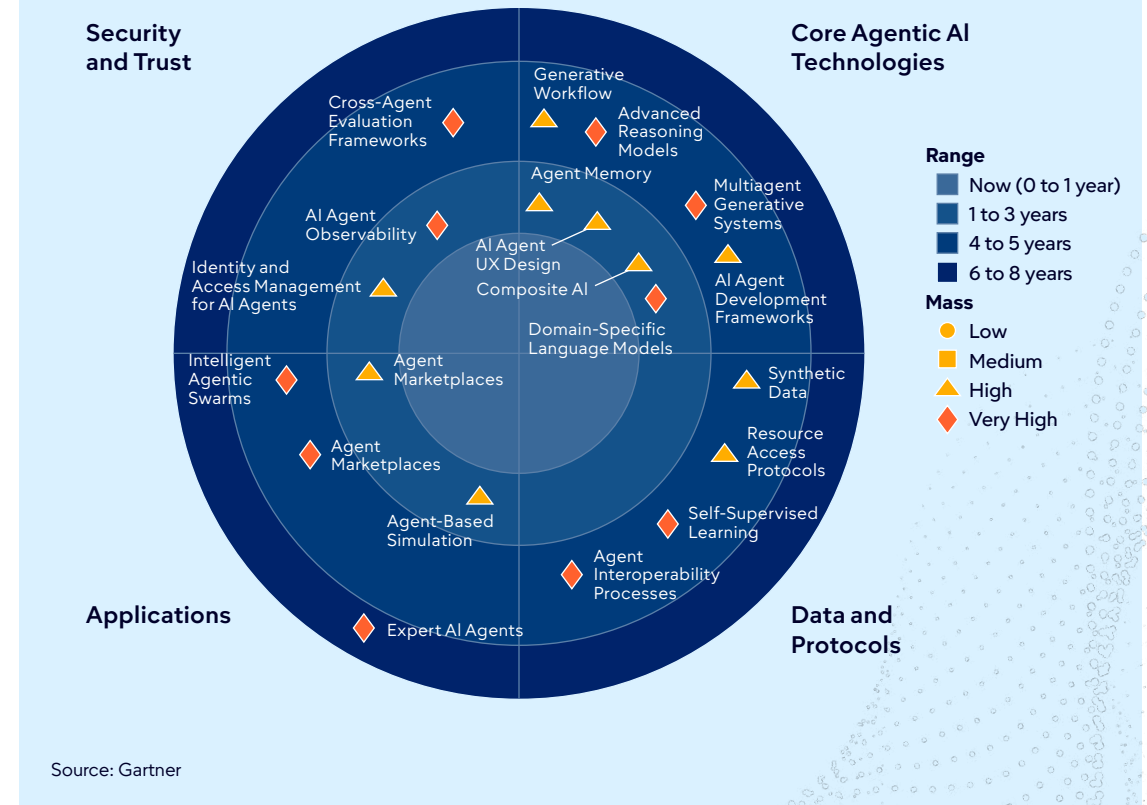


Assess product capabilities: Escape the commoditization trap by rightsizing your AI

Once the user need is defined, CPOs must evaluate how their agentic capabilities measure up against current and emerging agentic technologies:

- **Goal orientation and autonomy:** Understand if agents can pursue abstract, complex goals and adapt independently, instead of just acting as linear tools.
- **Rightsize with DSLMs:** Reduce costs for your customers by building a “divide and conquer” multiagent system to power your platform with specialized, domain-specific agents that collaborate to execute cross-functional tasks. DSLMs with up to 10 billion parameters can be developed for as little as \$1,000, bringing inference costs to below \$0.01 per million tokens. This allows your to profitably scale continuous, cross-functional agentic workflows, and avoid passing on the massive compute costs of generic frontier LLMs to your customers.
- **Dynamic routing via AI gateways:** Implement AI gateways, instead of relying on manual model selection, to serve as a governance control plane that automatically routes high-frequency, low-complexity tasks to efficient DSLMs, while reserving expensive frontier models only for the most critical reasoning operations.
- **Shared RAG platforms:** Prevent isolated teams from building duplicate ingestion and embedding pipelines. Stand up a unified, governed vector store, and standardize APIs to prevent “RAG sprawl” and hidden infrastructure duplication costs.

Emerging tech impact radar: Agentic AI



4 key actions when deciding where and when to add agentic AI capabilities into your products

Understand user needs

Target agentic workflows with the greatest potential for adoption and business impact using a framework like the Gartner Agentic Compass.



Assess product capabilities

Use evidence-based frameworks to benchmark your current R&D against market-proven agentic requirements.



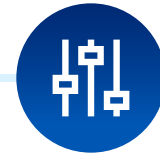
Identify the key players

Spot the best candidates for agentic ecosystems, specialized platforms and partnerships.



Perform market gap analysis

Scope the state of competitive agentic offerings, including agent marketplaces and interoperability protocols.



Understand user needs: Mapping AI agents to complex business workflows

To avoid wasted R&D and ensure solutions deliver actual value, the Gartner Agentic AI Use-Case Compass provides a repeatable framework to evaluate enterprise use cases, benchmark your capabilities against market-proven needs and align your R&D efforts to what truly drives adoption.

Built on the analysis of 200 in-production AI agent implementations, the Gartner Agentic AI Use-Case Compass enables product teams to evaluate customer realities across key dimensions to prioritize their roadmap:

- **Workflow complexity:** Focus on workflows with complex steps, dependencies and variable decisions. The most intricate, high-value workflows attract the most enterprise investment and are prime candidates for agentic automation.
- **Need for personalization:** Assess how much AI must adapt to different users or contexts. Solutions that personalize effectively increase user trust and engagement, making agentic arbitrage more viable.

- **Required level of oversight:** Determine how autonomously agents can operate versus needing human supervision. This balance affects operational risk, user trust and efficiency gains.
- **Task criticality and the impact of error:** Consider the consequences of agent mistakes. High-impact workflows need stronger safeguards and reliability built into the agentic solution.

By aligning your agentic capabilities to these well-defined, high-impact customer characteristics, you can minimize deployment risks, reduce churn and drive sustained revenue growth.

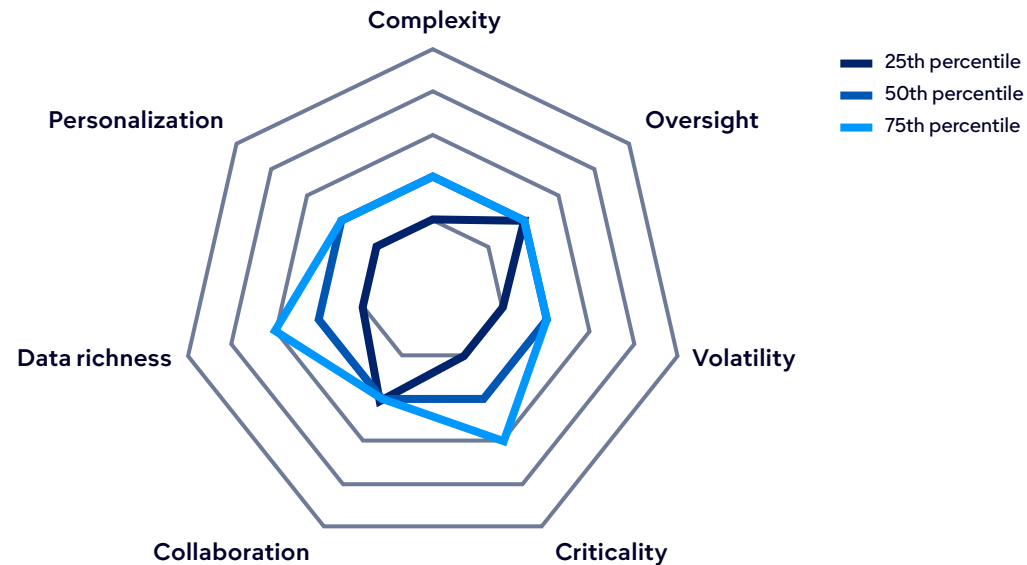
Points of the Gartner Agentic AI Use-Case Compass

Illustrative



Your use case

Healthcare medical literature autonomous flow



Dimension	What scales
Complexity of task/process	The number of steps, decision points and interdependencies in the workflow.
Required level of oversight	The level and type of human oversight required along the targeted activity or process.
Environmental dynamics/volatility	The unpredictability and rate of change in the operating environment.
Information richness	The diversity, structure and volume of data sources with the operating environment.
Need for personalization	The depth and breadth of tailoring required for users, groups and contexts to achieve desired outcomes.
Criticality/impact of error	The severity and scope of consequences resulting from failures and mistakes in the target activity or process.
Human-AI collaboration	The number of people and complexity of interactions involved in collaboration to achieve desired outcomes.

n = 200

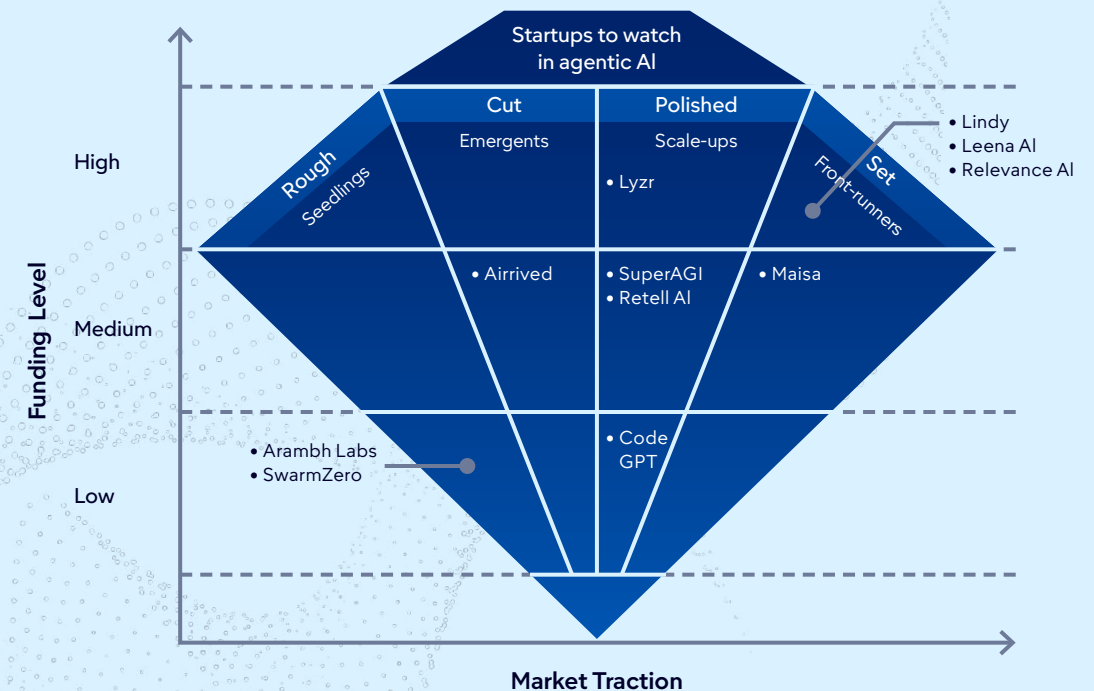
Source: Gartner's agentic AI case-based research project; Gartner vendor briefings

Identify key agentic AI market players and understand how they are evolving the technologies

Building custom agents is no longer a differentiator, as the market is saturated with agent builder platforms. Competitive advantage now belongs to domain-specific agentic operating systems that break down data silos and orchestrate seamless workflows across enterprise applications. Sustained product differentiation comes not from AI technology itself, but from superior problem discovery and the delivery of domain expertise more effectively with AI.

Product leaders must monitor startups scaling the “diamond motif” — from emerging seedlings to established front-runners. Leading providers are delivering well-defined “AI employees” (such as Lindy, Leena AI and Maisa) that act as autonomous digital teammates natively integrated into HR, IT, finance and security systems.

Startups to watch in agentic AI

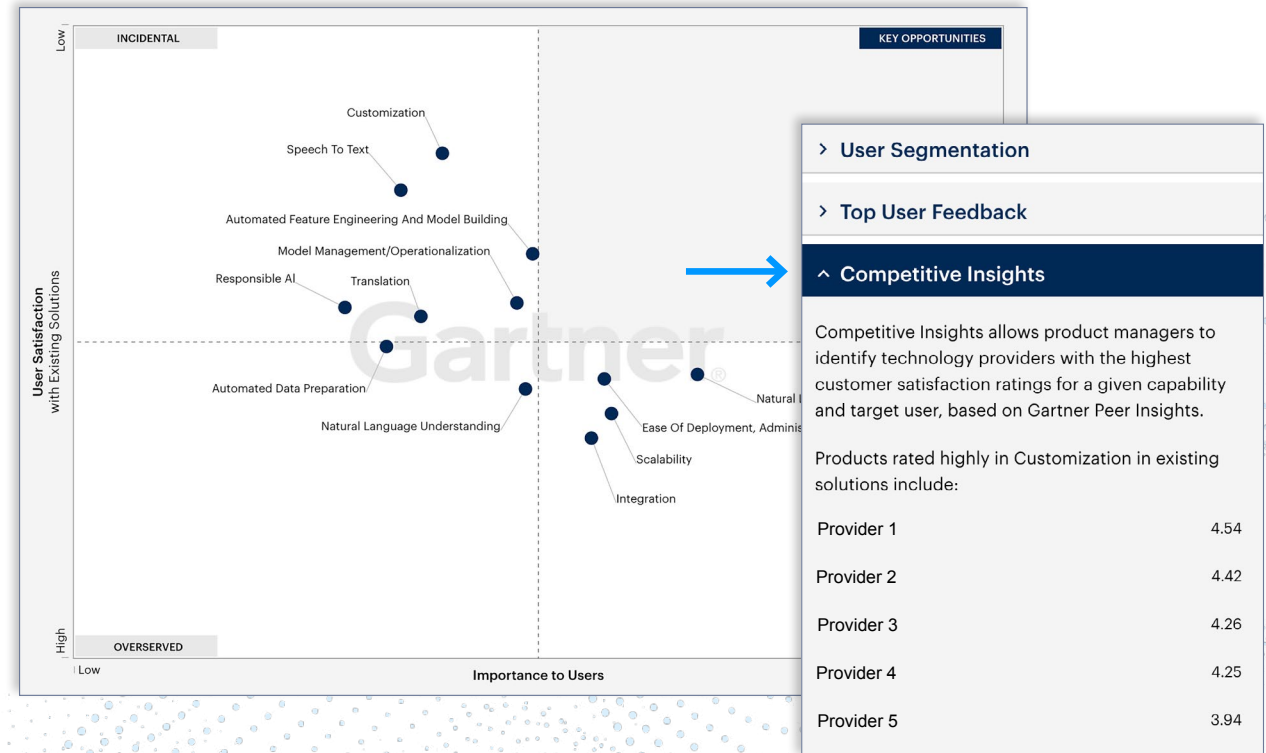


Source: Gartner

Perform market gap analysis scope the state of competitive agentic AI offerings

Evaluate the evolving agentic ecosystem to identify strategic gaps and ecosystem integrations:

- **Agent marketplaces:** Marketplaces will be critical for enterprises to discover, evaluate and procure prebuilt agent templates and connectors, democratizing access to complex AI functions for nontechnical users.
- **Agent interoperability protocols:** To break down platform silos, monitor emerging communication standards (like Model Context Protocol or A2A) that allow AI agents from different providers to securely discover and collaborate with one another directly.
- **Cross-agent evaluation frameworks:** As multiagent systems grow, single-agent benchmarks will fail. Implement structured evaluation frameworks to monitor how multiple agents coordinate and collectively achieve system goals without emergent behavioral failures.
- **Intelligent agentic swarms (IAS):** Prepare for the next evolution of MAGS. Monitor emerging technologies that enable large-scale, self-organizing networks of dozens to hundreds of agents. These swarms demonstrate emergent intelligence, dynamically forming, collaborating and disbanding to solve highly complex problems.



Next steps for CPOs and product leaders considering agentic AI

- **Establish identity and access management (IAM) for agents.** As agents act on behalf of humans, robust IAM is essential. Organizations must be able to dynamically discover, register and automatically revoke what systems and data an AI agent can access.
- **Transition to an agent development life cycle (ADLC).** Stop running isolated proofs-of-concept. CPOs must prioritize an agentic orchestration framework with full-stack observability to manage the entire life cycle of their multiagent systems.
- **Embed value-per-outcome in product planning.** Require every AI feature to forecast against a wide range of uncertainty and track spend against a clear outcome metric (e.g., tasks automated or cases successfully closed). Rapidly improve or deprecate low-performing workflows to protect margins.
- **Institutionalize inference tiering.** Enforce automated routing of queries to the most cost-efficient model and block default invocation of frontier models for routine tasks.
- **Enforce minimum standards for AI execution.** Define success thresholds, compliance overhead and risk-mitigation costs upfront — and refuse to greenlight deployments until scenarios are stress-tested against token-price swings and compliance expenses.

- **Mandate continuous refresh cycles.** Treat each model release like a “new car” losing value on Day 1 — embed proprietary data fine-tuning and self-learning feedback loops to sustain differentiation and margins over time.
- **Adopt value- and usage-based pricing.** Move from flat compute fees to tiered plans that scale with automated actions or outcome complexity so that revenue growth keeps pace with inference consumption.
- **Empower cross-disciplinary teams:** The shift to agentic AI requires new ways of working. Train all teams — from engineering to marketing and sales — on agentic AI basics and evaluation. Promote cross-discipline collaboration to successfully develop new agentic offerings that align directly with your clients’ evolving growth objectives.

To achieve ROI from advanced AI agents, CPOs must master inference tiering, optimizing models against specific use cases.

Actionable, objective insights

Explore these additional complimentary resources and tools for chief product officers:

Insights

Strategic Agentic AI Pricing for Product Leaders

Explore evolving agentic AI pricing models impacting cost, scalability and ROI.

[Learn More](#)



Guide

Product Strategies to Win in the AI Vendor Races

Discover Gartner strategies for CPOs to win the AI vendor race.

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