

A stylized line graph representing the Gartner Hype Cycle is positioned on the left side of the slide. It features a dark blue line with circular markers at various points, showing a curve that rises to a peak and then falls, with a second, lower curve extending to the right. The background is a solid dark blue.

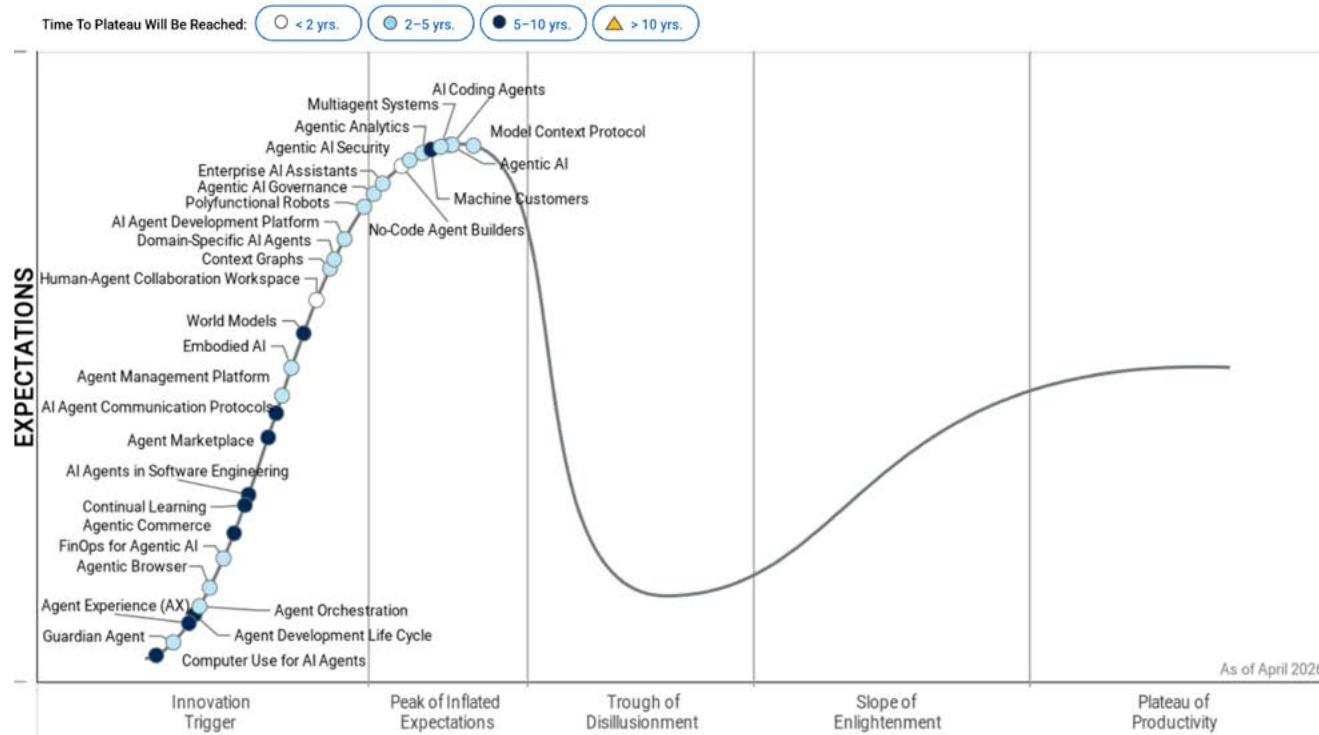
Sneak Peek

See 3 of the Most Popular Gartner Hype Cycles

With every Gartner Hype Cycle™ report, our clients also receive access to a priority matrix and deep dives into every technology featured.

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Hype Cycle for Agentic AI



Source: Gartner

About this Hype Cycle

Agentic AI promises powerful automation capabilities in varied domains, driving extreme interest and substantial investments. Yet, rapid progress in agentic AI is exceeded by hype and confusion. Grasping the core innovations and their progress is crucial to realize business value and avoid missteps.

Our top 3 positions

1. AI Agent Adoption

Only 17% of organizations have deployed AI agents so far, but 42% expect to do so in the next 12 months, and another 22% within the following year. The focus remains on incremental automation, not yet on transformative change.

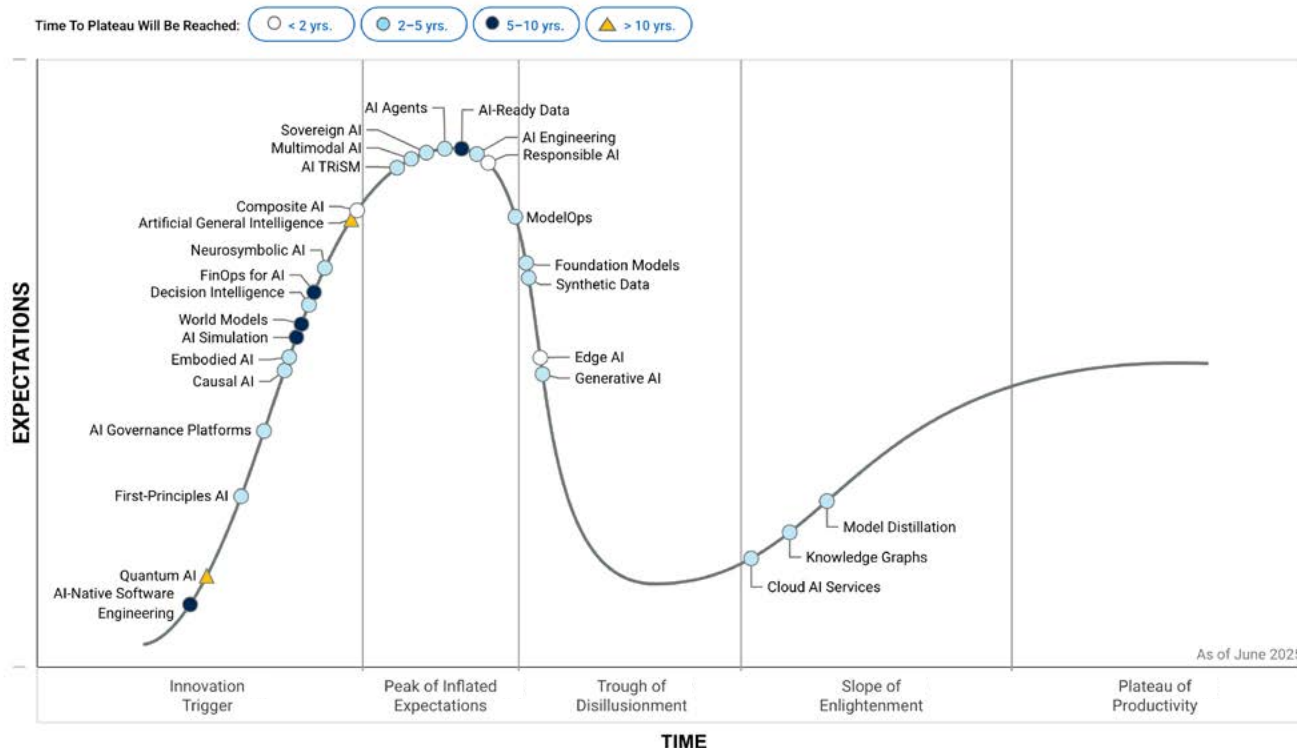
2. Semi-Autonomous Deployment

In practice, fully autonomous agents are not ready for most enterprise use cases, and human oversight remains essential. Semi-autonomous deployments, where there is some human supervision of the work of AI agents, are what enterprises must plan for.

3. Agent Washing

Thanks to “agent washing,” legacy automation tools and robotic process automation (RPA) solutions have been rebranded as AI agent building platforms. This shift muddies the market, making it harder for buyers to distinguish between genuine agentic AI capabilities and traditional automation technologies dressed up with new terminology.

Hype Cycle for Artificial Intelligence, 2025



Source: Gartner

About this Hype Cycle

AI investment remains strong, but focus is shifting from GenAI hype to foundational innovations like AI-ready data, AI agents, AI engineering and ModelOps. This research helps leaders prioritize high-impact, emerging AI techniques while navigating regulatory complexity and operational scaling.

Our top 3 positions

1. On AI Agents

By 2029, over 70% of enterprise agentic AI initiatives will fail due to widespread agent-washing missing the importance of use-case optimization, user risk tolerance, compliance and audit requirements.

2. The Foundations of Generative and Agentic AI

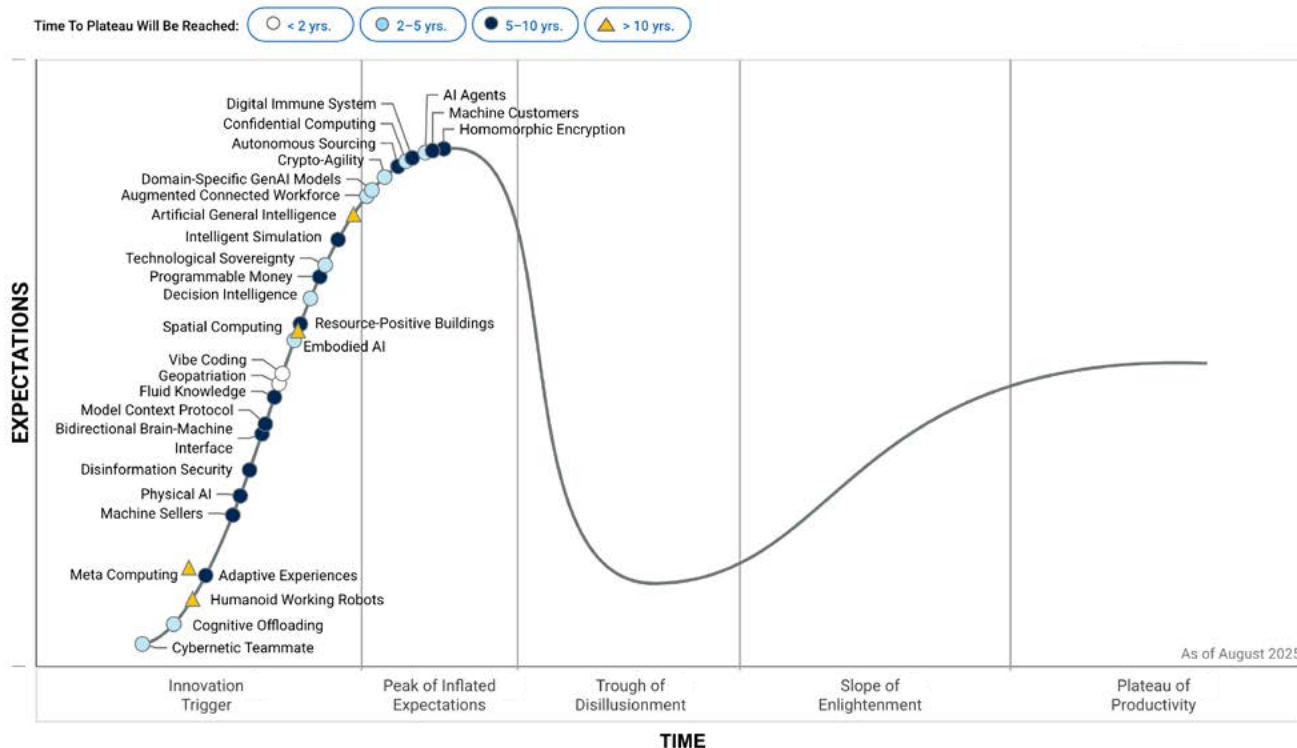
In generative AI, speed amplifies what's underneath it. Without AI-ready data and solid AI engineering foundations, fragility grows faster than value.

AI-ready data for GenAI and agentic AI demands urgent evolutions in data management, architecture, platforms, skills and processes.

3. AI and the Workforce

AI won't trigger a jobs apocalypse — it will unleash job chaos. Starting in 2028-2029, AI will create more jobs than it eliminates, yet over 32 million roles will be transformed significantly each year.

Hype Cycle for Emerging Technologies, 2025



Source: Gartner

About this Hype Cycle

Gartner has identified 30 emerging technologies, divided into four themes, that increasingly shape societies and the enterprises working within them.

Our top 3 positions

1. Machine Customers

By 2030, B2B internet-connected machines acting as customers will reach 8 billion, up from 3 billion in 2025.

As machines autonomously negotiate contracts, procure parts and manage substantial budgets, pivot from user interfaces to machine-to-machine commerce. Loyalty and trust transform into plannable, developable and optimizable elements essential for autonomous business.

2. Intelligent Simulation and Decision Intelligence

By 2030, 50% of enterprises using intelligent simulation will hit over \$1 billion in savings or new revenues.

Enabled by composite AI infrastructures, AI is now transforming insights directly into actionable outcomes.

3. Augmented Connected Workforce and Cybernetic Teammates

By 2030, behavioral AI modeling will become a standard corporate practice for half of highly mature AI units.

AI is your new — and potentially most effective — teammate, building human-AI ensembles that are collectively measured and reviewed to leverage their individual strength.

Actionable, objective insights

Position your organization for success with these additional complimentary resources and tools.

Emerging Tech Watch



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