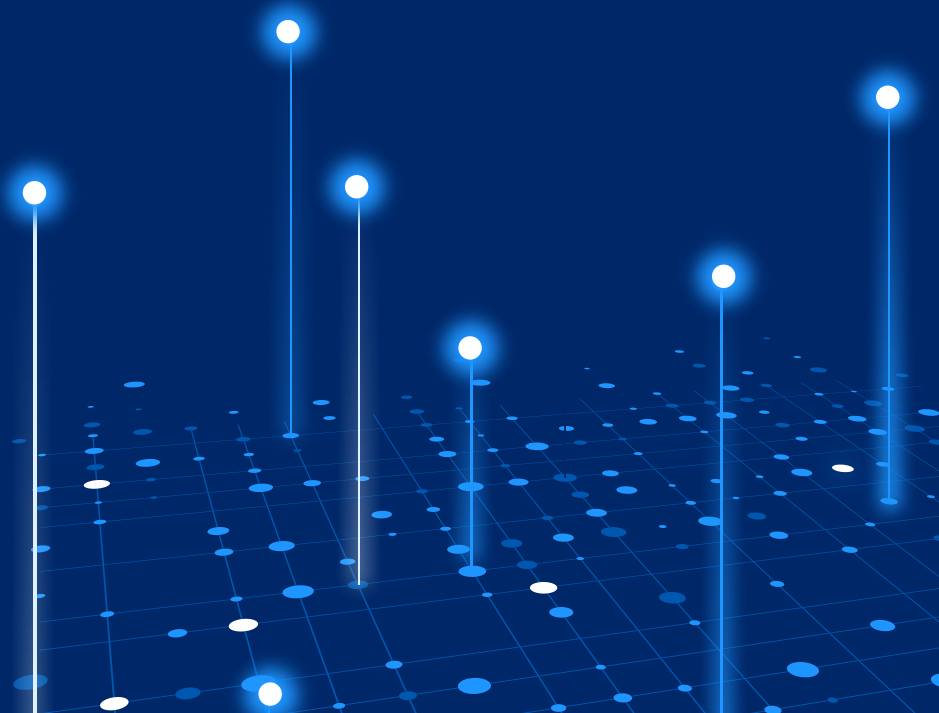


Gartner Insights

Beyond Agent Sprawl: The Rise of AI Agent Management Platforms

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Initiatives: Technologies and Markets; Strategy, Risks and Opportunities

Without management, AI agents will sprawl across the enterprise, become chaotic, unmanageable and limit business impact. Product leaders should invest in capabilities to help “wrangle agents through an AI agent management platform” to unify, run, manage, and govern agents in order to unlock the true transformative potential of Agentic AI at scale.

Overview

Key Findings/Opportunities

- The rise of **agent management platform** offers a “blue ocean” strategy for AI agent providers operating in a market driven by rapidly commoditizing models, agents and compressing cash flows.
- Agent management platforms (AMPs) will rapidly proliferate the market to prevent “agent sprawl” and wrangle agents, as it offers unique value propositions by offering reliability, transparency, explainability while aligning with business outcomes simultaneously.
- Agent management platform addresses the key adopter concerns for **AI agents** around trust, risk security, identity and **access management** and governance, and enables adoption of AI agents at scale.

Recommendations

- Scale your AI agent development by using a unified agent management platform and interoperable standards to manage, execute, and govern all agents across your organization.
- Drive agentic outcomes (and not traditional automation outcomes) by ensuring intent, runtime execution and policy management are consistently applied with measurable, governed execution.
- Clearly define the scope and boundaries of AI agents within your agent management platform by aligning trust, risk, security and identity and access management with the reach of the individual application capabilities to avoid escalation and misuse.

Strategic Planning Assumptions

By 2028, an average global Fortune 500 enterprise will have over 150,000 agents in use, up from less than 15 in 2025, generating significant agent sprawl, IT complexity and management challenges. By 2030, agent management platforms will dominate 80% of all successful agent-to-agent interactions, redefining the AI race by shifting the advantage from model and agent creation to execution control. By 2030, agent management platforms will absorb or displace fragmented AI tool providers, monetizing coordination and execution to capture over 60% of AI's compounded value.

Analysis

Figure 1: Top Disruptor: Wrangle Agents Through an AI Agent Management Platform



Technology definition

Agent management platform (AMP) is the central hub where governance, performance and value converge. These platforms should encompass six elements: security, prebuilt libraries, tooling, dashboard, marketplace and agent **observability**. Agent observability is an AMP's most critical and complex section, encompassing new agent testing, life cycle management, AI performance monitoring and audit steps. These functions are essential for ensuring the reliability, effectiveness, and compliance of AI agents throughout their deployment and operational life span. An AMP should also manage the enterprise's relationships with AI agent marketplaces where agents can be bought and sold.

Sample vendors

IBM, GlobalLogic, AgilePoint, OneReach.ai, Capgemini RAISE, Ravical, Pipefy, XMPro, Kore.ai

By 2028, an average global Fortune 500 enterprise will have over 150,000 agents in use, up from less than 15 in 2025, generating significant agent sprawl, IT complexity and management challenges.

- *A new market opportunity emerges to tackle agent sprawl – rise of the agent management platform. It addresses key executive concerns: clarity of intent, reliability of execution, and confidence in outcomes along with reliability, transparency, explainability.*
 - *Legacy automation tools orchestrating only workflows to improve efficiency will be replaced by agentic management platforms, which will coordinate “intelligence” by generating workflows, accelerating decisions, and managing platforms while enforcing governance so that autonomous work remains transparent and aligned with business objectives.*
 - *This interchangeability accelerates commoditization across both models and agents. Revenue and pricing power will migrate toward agent management platforms, compressing cash flows for agent-only providers and weakening their long-term economic viability.*
 - *Organizations that fail to develop and invest in complete agent management platform capabilities will lose their market position to those that can manage, govern and coordinate digital workforces at scale. This will further stifle control over budget authority and lose strategic differentiation.*
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Gartner’s case-based research showed that agentic AI is being adopted most rapidly in communications, manufacturing, and financial services with task specific agents. Therefore, the need for an agent management platform lies within these industries.

Communications

The communications industry is undergoing a transformative shift as organizations increasingly adopt agentic AI systems to enhance operational efficiency, improve content delivery, and create more personalized user experiences. However, they need to embed compliance, provenance and editorial guardrails into their individual task-specific agents, ensuring source attribution, bias detection, immutable audit trails, and regulatory-ready export features. Trust and safety needs to be operationalized as well, with built-in moderation, fact checking, risk scoring, and even insurance/SLAs for agent actions. Therefore, AMP can be used to automate routine tasks and coordinate intricate, multistage creative processes. Further, it transforms domain expertise into process IP – reusable, measurable methods of execution that can be run and verified through the platform.

Manufacturing

Nearly half of manufacturing organizations in the agentic-AI case-based research are exploring AI agents for supply chain optimization, predictive maintenance, process automation and quality control in their respective task areas. However, agent management platforms can bridge gaps between disparate systems, such as ERPs, CRM, and industrial IoT (IIoT), allowing agents to access, analyze and act on data across the enterprise securely and work on complex tasks at scale. For example, agent management platforms can collaborate on goal-driven tasks such as optimizing energy efficiency. This could potentially use a combination of deterministic, rule-based automation and nondeterministic for complex scenarios.

Finance

Financial institutions are leveraging agentic AI to automate client service, strengthen security and ensure compliance, particularly through sophisticated content discovery and analysis. However, a key challenge in this industry is to ensure that these AI agents are properly authorized to access sensitive data, especially when aggregating information from multiple sources for complex scenario planning. Agent management platform decides which agents can act, generate workflows, in what sequence, under what policies, and how results are verified and shared. It coordinates the expanding digital workforce just as managers once coordinated teams, ensuring accountability, compliance, and performance across complex business processes. By automating risk mitigation and compliance processes with agent management platforms, agentic AI is enabling organizations to deliver smarter, more secure financial services while reducing operational costs and enhancing client trust.

Consider a scenario where customer service representatives collect feedback from the multiple cases they handle everyday and it is stored as information or data points in front end CRM. This data is sent to a back office ERP solution where an agent analyzes this feedback and identifies the problem areas. Based on a DSLM, it then suggests opportunities for improvement and creates different scenarios with potential cost estimates based on the (manufacturing resource planning) MRP data through simulation. The agent creates an engineering change request to the product owner and lets it simulate different scenarios through game engines and identify the success rate of each change. The product owner reviews the output and makes a decision for product improvements based on the cost, success rate and other factors needed to be considered. However, this does not only impact product improvements but can also help identify the products that need to be retired which can result in a direct cost saving for an organization. However, agents sitting in disparate systems cannot achieve this output. There will need to be an agent management platform that can horizontally orchestrate across varied platforms.

- *Agent management platform represents the next stage of agentic AI evolution, as networks of diverse, specialized agents interact dynamically to solve multifaceted problems, adapt to environmental changes and continuously optimize their collective performance. These can be agents interacting with multiple applications to achieve a particular goal. The user does not need to interact with multiple applications but can tell the goal to the agent. The agent will send this to the “agentic brain” and use the applications and tools as “engines” to execute the goal.*
- **Identity and access management:** *AI agents need to have an identity and a specific level of permission to permeate within the organization as per the designed functionality. Therefore, early adopters are quickly running toward embedding the limitations within agent management platforms – such as how to safely delegate actions to downstream systems for agents on behalf of humans, and how to manage access revocation in an automated and auditable fashion.*
- **Standards and protocols** *will accelerate adoption of agent management platforms and enable the evolution of AI agents to collaborate between multiple agentic systems. Currently, agentic AI platforms have enabled large language model (LLM)-based applications to access APIs and data sources, but integrations are often unique or proprietary. This fragmentation increases complexity of managing agents and highlights the lack of industry standards, adding to user confusion. Standards and protocol development is still in its early days and will be iterated in the **next 1 to 3 years**. Certain standards may evolve or become obsolete over time.*

- **Governance:** Each agent needs to be governed and audited through a unified agent management platform. The platform also needs to be protected from unwanted risks and threats proactively. We estimate this to take at least **3 to 5 years to evolve**. This verifiable “trust center” enforces policy, security, and compliance across all agents and workflows, then converts telemetry into audit-ready evidence of performance and risk posture. AI agents acting with elevated permissions and minimal human oversight increase organizations’ attack surfaces, making them prime targets for malicious actors as agentic adoption grows. This gives executives confidence that agentic execution is safe, transparent, and aligned with regulatory and business expectations.
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Agentic AI products are changing the way humans interact with systems and software. C-level executives have a 3- to 6-month window to decide on the strategy, investment level and team to evolve their agentic AI products and services to compete in the AI race.

- New technology and service provider business models will result from AMP; new revenue streams will emerge through joint product offerings, shared services and innovative solutions across partner ecosystems. There will be a need for agent-specific tooling to be integrated in these platforms.
- Software vendors will need to shift to agentic front ends immediately, requiring rapid adoption of new business models to avoid disintermediation. However, if there is no compelling agent UX, there is a risk of becoming obsolete by 2029 when we have the “new normal” for enterprise apps.
- Partner ecosystems will need to be reimaged beyond simple integrations because of the need to run, orchestrate and govern how AI agents are making decisions within the ecosystem, and ensure transparency for all partners involved. Increased governance will be required to ensure agentic AI actions align with ethical standards, societal values and legal frameworks.
- Pricing models will change, and technology and service providers will need to adopt dynamic, usage-based and shared-outcome pricing models between vendor and customer, tailored to individual AI interactions.

- *Agentic outcomes, rather than traditional outcomes, will drive differentiation in the crowded agent space. Organizational outcomes such as increased efficiency, productivity or specific functional outcomes like increase in candidates recruited, sales conversion or number of tasks handled by each employee will yield direct business value for the organizations.*
 - *There have been several concerns regarding licensing of individual agents, as it becomes cost-prohibitive to scale. Therefore, subscription-based models for individual agents start becoming outdated, especially as task-specific agents start becoming redundant. Even the agent-as-a-service model deployed by consultancies and service providers falls into this kind of outcome when focused on individual tasks.*
 - *Vendors deploying manual processes to build business capabilities and application experiences will have to build systems that can be autonomously assembled, reassembled and extended throughout the AMP.*
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Recommended by the Author

Some documents may not be available as part of your current Gartner subscription.

[Emerging Tech: AI Vendor Race: Roundup For Agentic AI](#)

[Emerging Tech Impact Radar: Agentic AI](#)

[AI Vendor Race: AI Agent Management Platform: The Most Valuable Real Estate in AI](#)

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