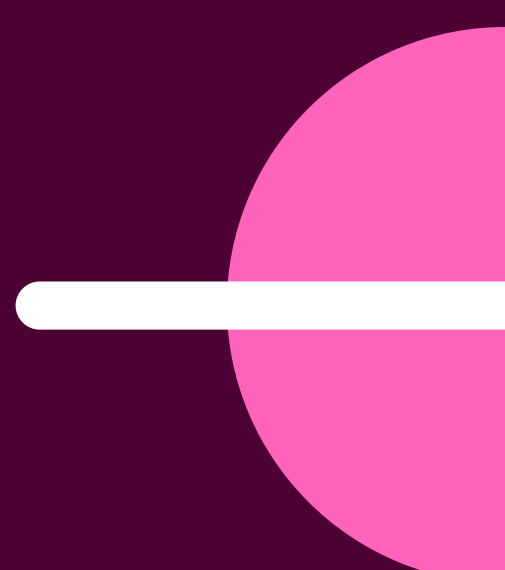# THE AGENTIC SYSTEMS PLAYBOOK

HOW FORWARD-THINKING TEAMS ARE BUILDING AI-POWERED WORKFLOWS THAT THINK, ADAPT, AND DELIVER.

WHAT IS AN AGENTIC SYSTEM?

An agentic system uses AI agents to execute multi-step tasks, make contextual decisions, and collaborate with humans or other agents.

→ Think: Workflow co-pilot, not just task automator.

WHY IT MATTERS NOW

Static automations can't keep up with today's complexity.

Agentic systems enable:
- Faster feedback loops
- Smarter resource allocation
- Scalable decision-making

BUILD THE RIGHT INFRASTRUCTURE

Agentic systems need more than AI.

They need structure:
- Open APIs
- Clean data flows
- Orchestration layers
- Human-in-the-loop checkpoints

WHERE TO START

Start where agents can deliver quick wins:

- Lead routing & scoring
- Campaign optimization
- Roadmap prioritization
- Forecasting & reporting

TEAMS LEADING THE SHIFT

Marketing: Funnel logic, personalization, ad performance

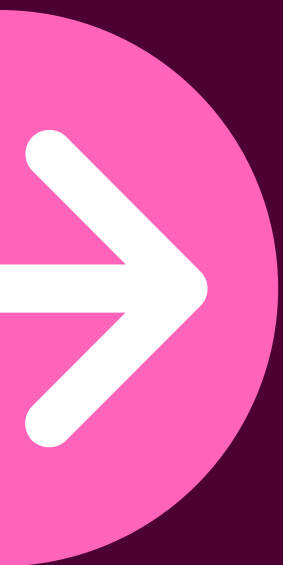**Product:** User research synthesis, roadmap inputs, backlog shaping

Business Ops: Workflow orchestration, performance snapshots, risk alerts

THE AGENTIC STACK

What you'll need:

- CRM / CMS / PLM integration
- LLM orchestration tools (e.g. LangChain, CrewAI)
- Event triggers & data access
- Guardrails + feedback loop

RETHINK THE ROLE OF HUMANS

Agentic workflows don't replace people—they elevate them.

→ Let agents handle coordination.

→ Let humans focus on insight, creativity, and relationship-building.

READY TO GET STARTED?

- Map processes
- Identify agent-ready zones
- Pilot with clear goals
- Monitor, refine, scale