accenture

Reinvent with Agentic AI-as-a-Service

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Overview

This deck provides a strategic blueprint Agentic AI-as-a-Service. Discover Accenture's end-to-end solutions, differentiators, and proven expertise in accelerating growth, resilience, and sustainability.

This deck highlights:

- Key market trends, exponential growth in Agentic AI demand, with challenges
- How Accenture can help clients through four key offerings
- Accenture's differentiations

Target audience

This deck is for leaders & decision makers, Technology Executives, Cloud & AI Transformation teams and Clients seeking to modernize, scale, or optimize their agentic operations

Key buyer groups

CXOs, business leaders like CMO, CRO, etc. and cross-functional leaders like CEO, CIO, and CDO.

Additional resources

If you have questions or wish to learn about our offering, please feel free to reach out.

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01

Agentic AI Market Trends

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Market Shift

Agentic AI-as-a-Service (AIaaS) is emerging as provider-managed, pre-built, outcome-driven agentic solutions that enable buyers to balance speed and flexibility

From: Enterprise Problems

AI adoption is advancing from pilots to production, but enterprises struggle to overcome barriers to achieve scale and ROI

To: Emerging Signals

Enterprises are turning to provider-managed models to address gaps in scaling AI initiatives and achieving outcomes

Fragmented and complex AI stacks	AI molecules/stack management by provider
Operational burden and accountability gaps	Single provider accountability
Cost unpredictability as AI scales	Transparent, predictable pricing through subscription-based models
Talent scarcity and delivery risk	Provider led talent and delivery assurance

02

Our Understanding & Key Challenges

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The Need to Accelerate AI Transformation with Limited Internal AI Capacity

Agentic AIaaS Adoption: Three Main Drivers

Need for speed to value

Mid-market enterprises prioritize pre-built, provider-operated agents that deliver measurable outcomes quickly, without extended transformation programs or heavy integration lift

Need for AI without complexity

With limited internal AI teams, mid-market buyers rely on vendor-managed execution, orchestration, and guardrails to reduce operating complexity.

Need for transparent consumption economics

Subscription and usage-based pricing aligns well with mid-market budget structures, enabling phased adoption without large upfront commitments.

Agentic AIaaS Adoption: Three Main Barriers

Budget sensitivity & spend scrutiny

AI initiatives must demonstrate short payback cycles, and unclear pricing or variable outcome attribution can slow executive approval.

Risk aversion in critical workflows

Mid-market firms are selective about where autonomy is deployed, favoring bounded autonomy with defined escalation paths.

Integration constraints

Heterogeneous systems and limited internal IT resources can delay broader rollout beyond initial pilot deployments.

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Our Offerings & Value Proposition

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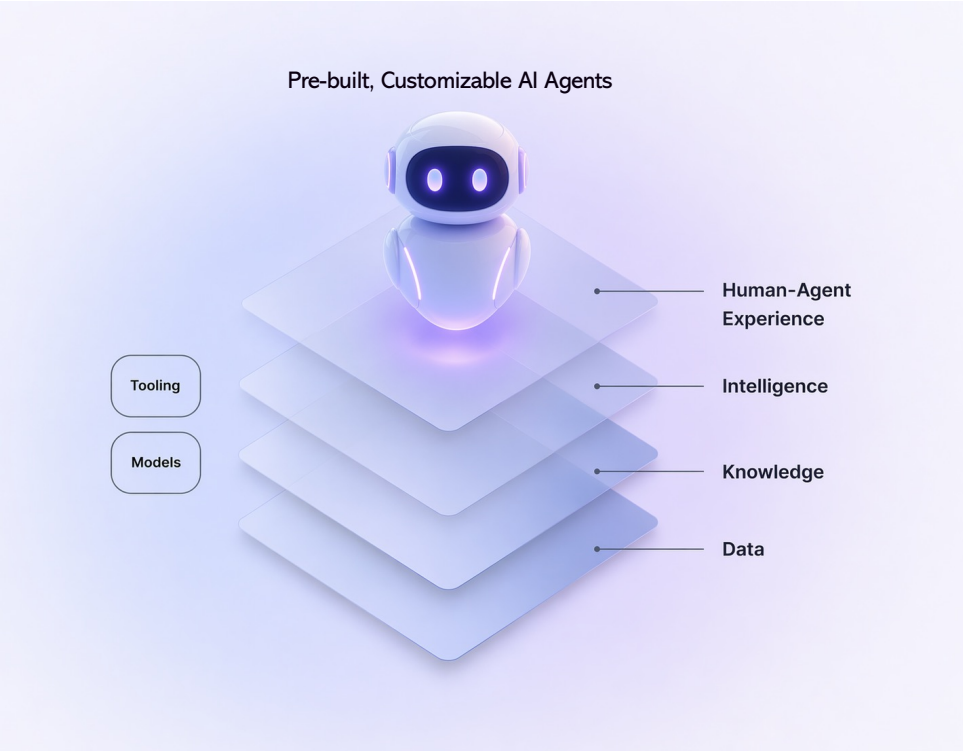
Our Offering: Agentic AI as a Service

Empowering organizations to achieve rapid outcomes and continuous innovation with human-centered AI agents, without the complexity of AI.

- **Out-of-the-box, human-centered AI agents** powered by pre-built, customizable intelligence, enabling rapid ROI for our clients.
- **An end-to-end platform with turnkey AI capabilities** that enables clients to build, own, and scale agents with confidence and ease.
- An open, extensible agent framework that **seamlessly integrates** with existing systems and partner ecosystems, leveraging and enhancing the value of client investments.



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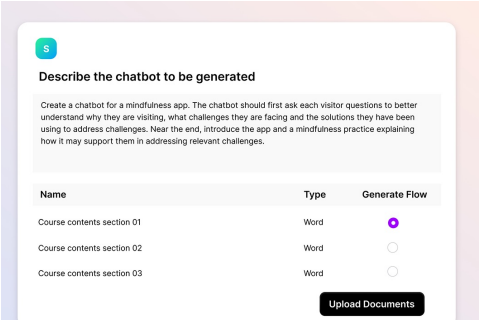
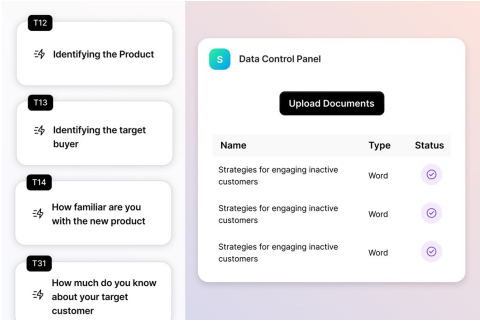
How It Works

Empowering organizations to rapidly build and safely operate advanced AI agents in four steps.



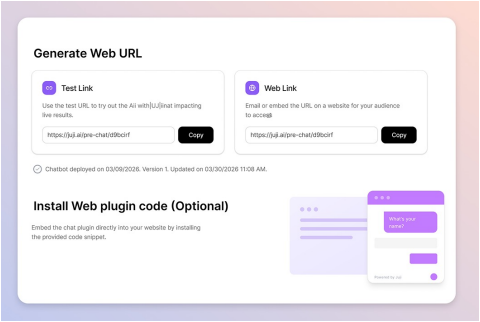
1. Design

Non-IT domain experts use intuitive, no-code AI Agent Studio to quickly create an AI agent and customize its behavior.



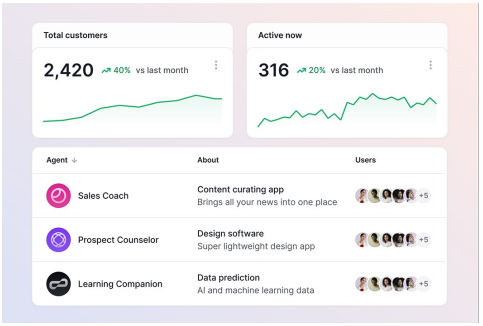
2. Develop

IT professionals use IDE or APIs to build new AI capabilities and connect AI agents to backend systems to scale and improve their performance.



3. Deploy

Fast ways to deploy AI agents across channels via one-click, JavaScript, and API that embeds them into proprietary web, mobile, or voice applications.



4. Monitor & Update

AI supervisors use real-time dashboards to continuously monitor and improve AI agent behavior and performance.

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Examples of Pre-Built Agentic AI Solutions

Additional AI agent solutions can be easily and rapidly built on the same platform

AI Prospect Concierge	AI Sales Coach	AI Talent Recruitment	AI Learning Companion
1-on-1 hyper-personalized AI sales agent captures consultive sales knowledge & experience to guide prospects to navigate products/service options and facilitate purchase decision making	1-on-1 adaptive AI sales coaching agent captures sales knowledge and experiences and guides sales personnel to analyze sales situations, collaboratively formulate sales strategies, and practice talking points.	AI agents serve as recruiters to automatically interview and infer applicants' unique characteristics at scale from interaction	AI learning agents dynamically adapt learning materials to each learner based on their background, guide them to apply learning to practical problems, and involve them in hands-on practice (e.g., role-playing)
Target Outcomes	**Target Outcomes**	**Target Outcomes**	**Target Outcomes**
Improve prospect experiences and prospect conversion rate to drive better business outcomes	Improve sales efficiency (faster signing) and sales effectiveness (larger deals). Drive better business outcomes	Drive higher quality hires, better talent-role-culture fit, better productivity, longer retention	Better learner experience, better reskilling and upskilling outcomes and ROI

Outcome Focused	Highly-differentiating agentic AI solutions boost business outcomes
Rapid ROI	"Out-of-the-box" AI capabilities for fast customization and deployment

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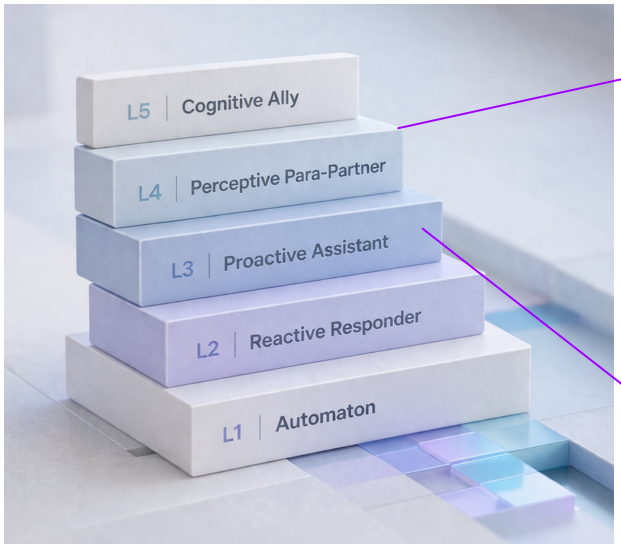
Simple Pricing Model, Tangible and Fast Outcomes

We deliver highly differentiating, high-value agentic AI solutions that empower your workforce and catalyze continuous innovation

We focus on delivering tangible and fast outcomes with a simple pricing model[1], hosted by Accenture or eco-system cloud partners[2]



Fixed Fee (Proof of Value)	Fixed Fee + consumption-based Subscription (Full-Scale Deployment)	Fixed Fee + Outcome-Based Incentive (Growth)
• Initial setup and training services • Co-design & development • Pilot the solutions within an agreed scope to prove the value	• Initial scaled deployment (setup, configuration, • Tiered consumption-based subscription w/ estimated usage and upgradable options • Tiered customer service	• Tiered consumption-based subscription • Tiered outcome-based surcharges (e.g., incremental sales revenue attributable to the Sales Coach) • Tiered customer service
• Clients with one-time, well-defined needs • Early-stage engagements with low commitment appetite • Pilot projects or discrete enablement programs	• Clients with desires for predictable ongoing costs	• Clear attribution to revenue impact • Client comfortable with shared upside
Pilot (8-10 weeks)	**Enterprise Rollout (4-6 mos)**	**Annual Subscription + Customer Service**
Upon Request	Upon Request	Upon Request

1. Pricing may vary depending on the complexity and scope of the platform use
2. Other deployment options (e.g., private cloud) are available with additional costs

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Why Accenture

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How We Differentiate: Accenture Intelligence (AI)

Excel at fusing human wisdom and machine intelligence

1. Our leadership in human-centered agentic AI help organizations build a human-led, AI-amplified workforce that is future proof and ensuring.
2. Our out-of-the-box, hybrid AI advantage (generative + cognitive AI) optimizes AI task performance, user experience, and AI safety and compliance, simultaneously.
3. Our superior, no-code tooling enables self-management of the lifecycle of AI agents, greatly improving speed to value and lowering total cost of ownership.
4. Our open, extensible platform enables organizations to accelerate innovations within and provide sustainable ROI.

	Pre-built AI Agent Capabilities	End-to-End Agent Builder	Interactional Intelligence	Personal Intelligence	Full-Fledged No-Code Tooling
Accenture	L1-L4	✅	✅	✅	✅
Google Dialogflow	L1-L2	✅	×	×	×
Microsoft Co-Pilot Studio	L1-L2	✅	×	×	×
IBM watsonx Orchestrate	L1-L2	✅	×	×	×
OpenAI Agent Framework	L1-L2	✅	×	×	×
Anthropic Agent Skills Framework	L1-L2	✅	×	×	×

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How to Get Started

“Big Picture Play” + “Innovation Sprint”

01 Discover & Envision

A client-centric approach (TIDES) to assess AI opportunities for the best AI ROI

02 Design

A psychological framework guides the design of AI agents to empower humans and ensure AI capabilities and safety

03 Develop

A progressive and scalable AI rollout built an open, extensible agentic AI framework

04 Supervise & Evolve

Real-time AI supervising supports continuous AI learning and improvement for long-lasting and growing ROI

Tangible Deliverables by Phase:

- Business process “audit” for missed AI opportunities
- AI readiness gap
- AI roadmap
- Resource alignment
- Expected AI ROI

- AI agent solution design
- Live AI agent(s)
- Initial proof of value

- Enterprise-scale AI agent solutions
- Measurable AI ROI

- Continuously evolving AI agents and ROI
- Agentic AI growth map

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Get in Touch

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Get in Touch

If you have more questions or need specific help, please feel free to get in touch with the people listed below.

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