

THOUGHT LEADERSHIP SPEECH

# Debunking the Myths of Agentic Automation:

Guidance for Your Journey to the Exciting New World of AI

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# THE NEW WORLD

LAND OF OPPORTUNITY



**New Wealth**  
Resources untapped.  
Value unimaginable.  
Growth without limits.

**New Ways**  
Ideas that change  
how the world works.  
Innovation unleashed.

**Personal Growth**  
Expand potential.  
Elevate impact.  
Build a lasting legacy.

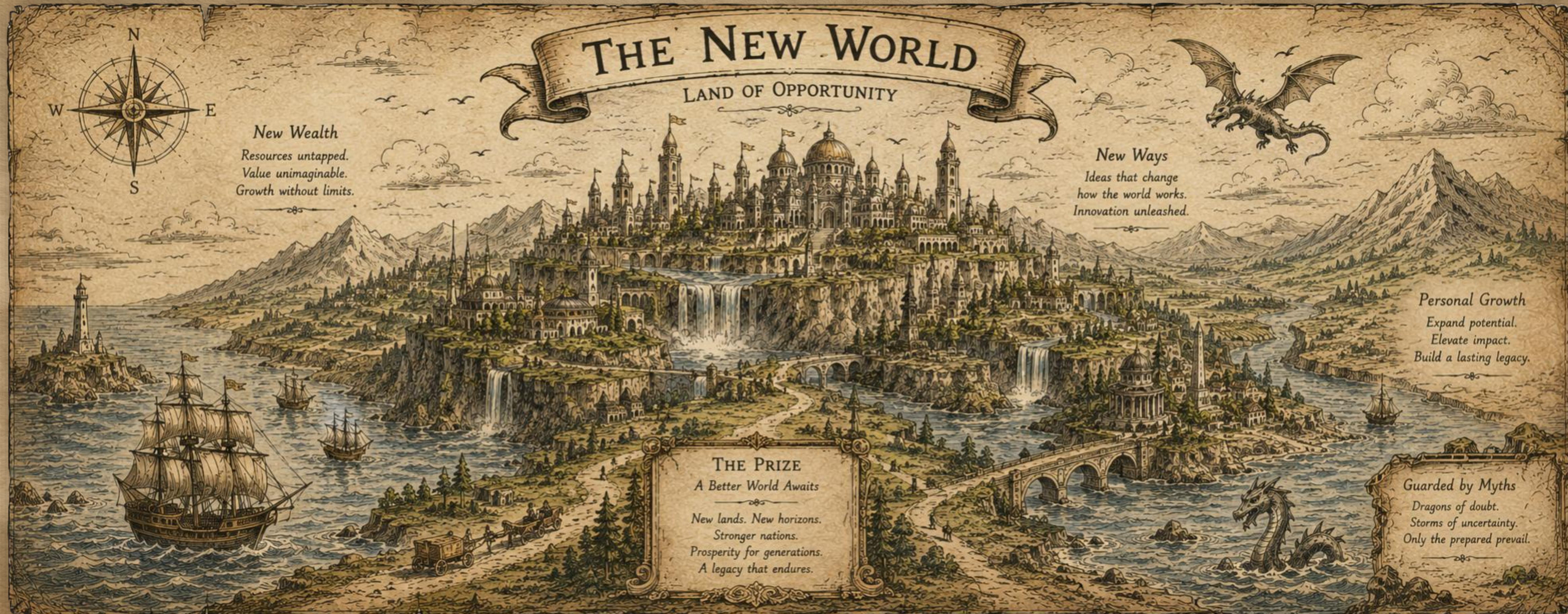
## THE PRIZE

*A Better World Awaits*

*New lands. New horizons.  
Stronger nations.  
Prosperity for generations.  
A legacy that endures.*

## Guarded by Myths

*Dragons of doubt.  
Storms of uncertainty.  
Only the prepared prevail.*





SEA MONSTERS



TREACHEROUS WATERS



VIOLENT STORMS



HIDDEN REEFS



DRAGONS

# THE NEW AGE OF EXPLORATION

Charting the Course to Agentic Automation

UNCHARTED WATERS



THE NEW WORLD

EUROPE

**Myth #1:**  
You Need Perfect Data Before Starting

**Myth #3:**  
Agents Are Just Copilots or Chatbots

**Myth #5:**  
More AI Tools = Better Automation

**Myth #2:**  
AI Can't Handle Complex Regulated Workflows

**Myth #4:**  
Building AI In-House Is the Best Long-Term Strategy

THE PRIZE

The Autonomous Enterprise

- Intelligent Operations
- Human + AI Collaboration
- Scalable Value
- Sustainable Advantage

DEPARTURE

Ambition.  
Curiosity.  
The will to explore.

LEGEND

- > Path of Exploration
- 🚩 Waypoint
- ★ Opportunity & Discovery

THE EXPLORER'S MINDSET

Stay curious. Test the myths.  
Learn fast. Adapt. Share the map.  
Create new paths for others to follow.

∞ We do not inherit the map. We create it. ∞

## Myth #1: You Need Perfect Data Before Starting



### Myth

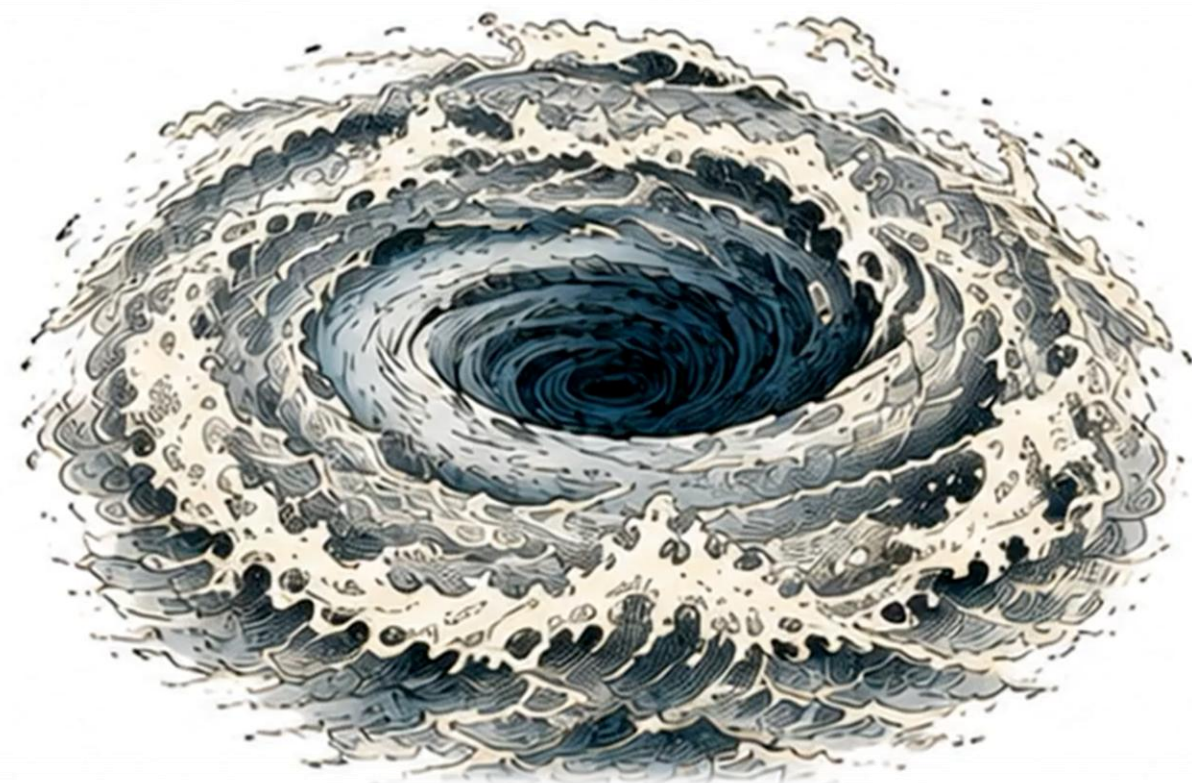
- AI requires fully unified enterprise data
- Every system must be cleaned first
- Governance must be solved upfront
- Imperfect data guarantees failure
- Wait until the “data foundation” is complete

### Reality

- Perfect enterprise data rarely exists
- High-value workflows can start with integrating back to primary system of record
- Workflow orchestration matters more than perfection
- AI can improve data quality over time

**How to Navigate:** Start with one high-impact workflow, and focus on operational systems of action

## Myth #2: AI Can't Handle Complex Regulated Workflows



### Myth

- AI can't be trusted in regulated environments
- Hallucinations make enterprise AI too risky
- Compliance requires fully manual oversight
- AI breaks operational governance
- Autonomous workflows create unacceptable risk

### Reality

- AI alone is not the operating model
- Deterministic workflows provide structure and control
- AI works within governed operational guardrails
- Humans remain involved for approvals and exceptions
- Hybrid workflow + AI enables scalable compliance

**How to Navigate:** Combine AI with deterministic workflows, governance guardrails, and human oversight

## Myth #3: Agents Are Just Copilots or Chatbots



### Myth

- Agents are simply conversational interfaces
- AI chat = enterprise automation
- Chatbots can't execute real operational work
- Agents only assist, they don't take action
- Enterprise workflows still require separate automation tools

### Reality

- AI is evolving from assistance to execution
- Modern agents orchestrate workflows and systems
- Agents drive actions across enterprise applications
- Workflow, data, and AI are converging together
- The value is in orchestration, not just conversation

**How to Navigate:** Focus on agents combining conversation, orchestration, and operational execution

## Myth #4: Building AI In-House Is the Best Long-Term Strategy



### Myth

- Enterprise AI should be fully custom built
- Our business is too unique for a platform
- Internal development provides maximum flexibility
- Custom AI stacks scale better over time
- Enterprise platforms limit innovation

### Reality

- Most custom AI projects become difficult to maintain
- Governance, security, and orchestration are complex to rebuild
- DIY architectures increase technical debt
- Enterprise platforms accelerate time-to-value

**How to Navigate:** Use enterprise-grade platforms as foundation + no-code customizing for differentiation

## Myth #5: More AI Tools = Better Automation



### Myth

- More AI tools create more innovation
- Best-of-breed AI stacks are easier to scale
- Every team should choose its own AI platform
- More models and agents increase agility
- AI fragmentation is manageable through integrations

### Reality

- Fragmented AI creates operational complexity
- Disconnected agents lead to governance gaps
- Tool sprawl increases cost and slows execution
- Integration-heavy architectures are difficult to scale
- Unified platforms simplify orchestration, trust, and control

**How to Navigate:** Use a platform-led approach to unify AI, governance, and operational execution

# Charting *Your Course*

## Start with:

- One business outcome
- One workflow
- One team
- One measurable success

## Avoid:

- Enterprise-wide transformation first
- Perfect data first
- Fully autonomous operations first

**THINK BIG.**

**START SMALL.**

**SCALE WHAT WORKS.**

*The most successful explorers didn't start with the biggest expedition.*

# Building the **First Settlements**

*The leaders in AI are moving beyond pilots*

**From Exploration**

- Experiments
- Proofs of concept
- Isolated use cases
- Individual productivity



**To Expansion**

- Operational workflows
- Human + AI collaboration
- Governance at scale
- Enterprise-wide adoption

*The goal is not to deploy more AI. The goal is to create new ways of working.*

# The **New World** Is Already Being Discovered

## Customer Engagement

- Personalized outreach at scale
- Intelligent next-best actions
- Proactive opportunity identification

## Service & Support

- Autonomous case resolution
- Dynamic knowledge creation
- Human escalation only when needed

## Business Operations

- End-to-end process orchestration
- Intelligent exception handling
- Cross-system coordination

## Workforce Productivity

- AI teammates embedded in daily work
- Less administration, more value creation

## Digital Innovation

- AI-assisted application development
- Continuous optimization and improvement

*The most advanced organizations are moving beyond AI assistants to AI-powered execution.*

THE NEW WORLD OF AI

# The **Greatest Opportunities** Rarely Come with Perfect Maps

## The organizations that win will:

- Move beyond experimentation
- Navigate with curiosity and discipline
- Learn faster than competitors
- Build scalable systems of action
- Turn exploration into lasting advantage

Don't let myths define the journey.

Focus on the opportunity ahead.

The next great era of innovation  
has already begun!



Creatio

**Thank you!**