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BEST-PRACTICE SSSSION

The Crawl, Walk, Run

Model for Adopting AI Agents

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THE CRAWL, WALK, RUN MODEL

The Reality of AI Adoption Today

- Most enterprises stuck in pilot mode with fragmented use cases
- Risk of “agent sprawl” without governance and orchestration
- Need for a structured maturity model to drive real ROI

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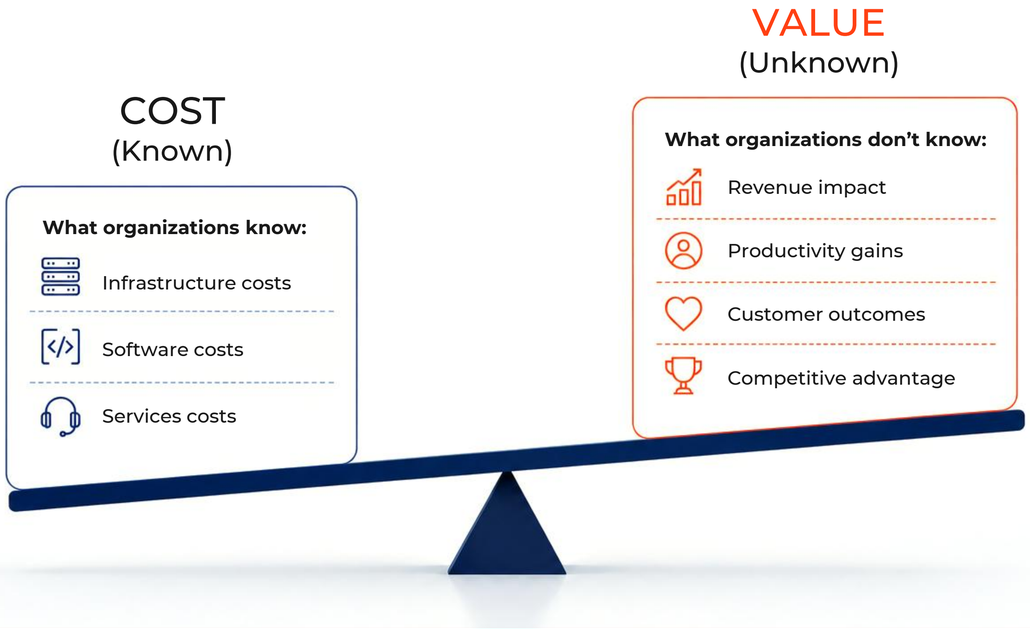
Have you introduced AI to your core workflows?

THE CRAWL, WALK, RUN MODEL

The Biggest Barrier to AI Adoption Isn't Technology. It's Uncertainty.

Most organizations are asking:

- What will AI cost?
- Which use cases should we pursue?
- How do we justify the investment?
- What if we choose the wrong approach?



The challenge isn't understanding the cost of AI. It's understanding the value AI can create.

THE CRAWL, WALK, RUN MODEL

Crawl

Start Small.
Begin to Prove Value.

Walk

Start Momentum.
Connect and Scale.

Run

Scale with confidence.
Create lasting impact.

Each stage raises the bar on proven value, not just what you've built and what it cost to build.

Crawl: Prove Value with Focused Use Cases

Key Practices

- Start with 1–2 high-impact, low-complexity use cases (e.g., case resolution, email generation)
- Use no-code / prebuilt agents to accelerate deployment
- Operate in controlled environments (sandbox or limited production scope)

Example: Deploy out-of-the-box CRM assistive agents to automate routine service tasks and demonstrate value within days.

Success Metrics

- Time to deploy (days or weeks, not months)
- Early ROI signals (e.g., cycle time, etc)

Pitfalls to Avoid

- Over-engineering early use cases
- Heavy integration before proving value

Objective: Establish long-term foundation but deliver results quickly with minimal complexity and risk.

Walk: Connect AI to Real Operational Workflows

Key Practices

- Integrate agents into end-to-end CRM, APIs, and core systems and operational workflows
- Introduce human-in-the-loop approvals for critical decisions
- Incrementally broaden the deployment of more use cases, or apply across more operational workflows

Example: Automate a customer workflow, such as onboarding or case resolution, using prebuilt CRM agents and workflow automation.

Success Metrics

- Process-level impact (throughput, cost reduction, efficiency)
- Adoption across departments and business functions

Pitfalls to Avoid

- Isolated agents disconnected from operational workflows
- Lack of governance, ownership, and monitoring

Objective: Operationalize agents within real processes to drive scalable adoption and business impact.

Run: Scale out to Business teams with Governance and Autonomy

Key Practices

- Empower Business teams to begin developing more agentic use-cases using no-code agent building tools and reusing a shared library of Prompts, Skills, and Tools
- Enforce overall AI governance, monitoring, and auditability via enforced governance, and shared processes and tools

Example: Scale from a handful of IT-led agents to hundreds of business-owned agents built on a common platform and governed by a Center of Excellence.

Success Metrics

- Enterprise-wide productivity and operational gains
- Revenue impact thru growth, retention, and expansion

Pitfalls to Avoid

- Agent sprawl and fragmented AI initiatives
- Scaling autonomy without governance or trust frameworks

Objective: Scale AI execution with governance, orchestration, and reusable agent components.

THE CRAWL, WALK, RUN MODEL

The future belongs to organizations that operationalize AI at scale

The organizations that win will:

- Start with focused, high-impact use cases
- Operationalize AI within real workflows
- Scale with governance and orchestration
- Build reusable foundations for long-term advantage

Move Beyond AI Experimentation.

The winners will not simply deploy more AI, they will build scalable systems that turn AI into operational advantage.

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Thank you!