# The rise of agentic AI and its impact on business practices



As artificial intelligence (AI) continues to progress, a significant focus is being placed on the emerging field of agentic AI—automated agents capable of operating independently without constant human oversight. This area is garnering attention from various sectors, with a number of companies positioned to capitalize on its growth. Notable names include UiPath, Salesforce, Nvidia, Amazon, and SoundHound AI, each exploring how agentic AI can reshape business practices.

UiPath, originally renowned for its robotic process automation, is making strides towards agentic AI following its recent user conference in October. The company announced its plans to launch a suite of tools, including Agent Builder and Agentic Orchestration. Agent Builder will allow users to create AI agents alongside existing software robots using low-code development environments, while Agentic Orchestration aims to facilitate collaboration among AI agents, humans, and robots for the optimisation of complex business processes. The firm reported a 9% revenue growth in the last quarter and a 17% increase in annual recurring revenue (ARR), reflecting a solid trajectory as it transitions from traditional automation to a more autonomous model.

Salesforce is also making its mark with the introduction of its Agentforce solution, which enables the creation and customisation of autonomous AI agents. The company has made a series of strategic acquisitions, including Mulesoft and Tableau, to bolster its capabilities in automation and analytics. Following Agentforce's launch in October, Salesforce reported closing 200 deals by December, with thousands more in negotiation. The recent enhancement in features of Agentforce 2.0 indicates an effort to improve integration and reasoning capabilities. The company has set an ambitious target to deploy 1 billion Agentforce AI agents by the end of fiscal 2026.

Nvidia, a pioneer in AI hardware, is further solidifying its presence in the agentic AI landscape through software support for AI development. At the recent CES event, CEO Jensen Huang unveiled plans for creating AI agents that can assist businesses in analysing vast amounts of data, including video footage for operational improvements. This strategic expansion into software demonstrates Nvidia's commitment to being a leader in the growing AI market.

Amazon's position as the largest cloud service provider globally gives it a significant advantage in the AI agent space, primarily through its Amazon Web Services (AWS). The Amazon Bedrock platform enables developers to create AI agents swiftly, reflecting the burgeoning demand for AI-driven solutions. Meanwhile, internally, Amazon is implementing AI agents like Project Amelia to refine its e-commerce operations and enhance service delivery.

SoundHound AI, concentrating on conversational AI, has been developing solutions that enable applications across numerous industries. The company differentiates itself by efficiently converting speech into actionable insights, which has led to successful implementations, such as a reduction in inbound queries for a French finance broker. The wave of growth for SoundHound is underscored by a remarkable 89% increase in revenue last quarter, showcasing its strong position in the evolving agentic AI market.

The overarching trend in agentic AI indicates a shift in how businesses leverage technology to enhance operational efficiencies and decision-making processes. As more companies invest in these advanced AI capabilities, the implications for business practices and industry standards are poised to be profound and far-reaching.

Source: [Noah Wire Services](https://www.noahwire.com)

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