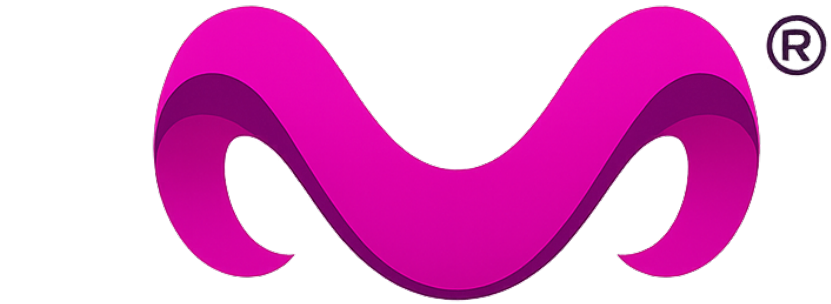

The Case for Transitioning from Shared Services to Agentic Service Platforms (ASPs)

Executive summary

Traditional Shared Service Centres (SSCs) are reaching the limits of the value they can deliver through labour arbitrage and scale-driven efficiency. Rising wage costs, increased staff turnover, talent shortages, and fragmented processes are all working against improving outcomes.

Recent advances in Agentic AI enable a fundamentally different operating model: **Agentic Service Platforms (ASPs).** ASPs resemble shared service centres in scope but are different in design. They are built on autonomous, interoperable AI agents that act as digital employees, taking responsibility for end-to-end processes rather than automating individual tasks. These platforms shift shared services from human-centric, transaction-based delivery to outcome-based, intelligent, and continuously learning systems. The opportunity is not incremental improvement, but a structural reset of how enterprise services are delivered and consumed by an organisation.

Transforming SSCs into ASPs will significantly reduce the cost per transaction, improve service quality, increase speed by removing the latency between request and action and enable direct, real-time analysis and prediction. It also allows the opportunity to reincorporate previously offshored functions into local teams. ASPs will mark a shift from the physical colocation of people, founded on efficiency and labour arbitrage, towards digital platforms that continuously learn, adapt to new requirements, and operate 24/7 across multiple languages.

Barriers to establishing ASPs are quickly changing from technology-based constraints to those associated with organisational resistance to change. Technology platforms now offer advanced functionality that was previously unavailable such as: data privacy, traceability, Six-Sigma level quality, and the ability to link and orchestrate multiple agents to execute complex processes. By contrast, the organisational barriers are significant and include overcoming the aversion to change, the need to adopt an alternative organisational structure and overcoming the trust-gap associated with autonomous systems accessing financial and other core data.

This paper explores the value generating potential of transitioning to ASPs, outlines why shared services are particularly well-suited to this model, identifies key success factors for an ASP, and presents the essential prerequisites for transforming a SSC into an ASP.

Our subsequent paper will seek to identify and assess the organisational challenges in transitioning to an ASP and how prepared leaders are to support this change. It will also establish a benchmark *cost to beat* and estimate the potential gain of transitioning to an ASP. This second paper is planned for publication in mid-2026.

The concept in brief

The Big Idea

- AI-First SSC or ASP = outcome-based, agentic, scalable, and cost-efficient
- Vision: Transform back-office operations into intelligent, autonomous Agentic Service Platforms (ASPs)

Market Opportunity

- > $1Trillion addressable market (BPO + captive SSCs)
- HFS estimates $1.5T outcome-based services market by 2028
- Current SSCs face rising costs, stagnating efficiency, and limited scalability

Why Now?

- AI maturity: Agentic platforms can now replace—not just assist—human tasks
- SSCs have high-volume, learnable processes and standardised data
- Legacy systems (SAP, Oracle, Workday) make integration feasible

How It Works

- AI agents organised to act as digital employees
- Interoperable, context-aware, and continuously learning
- 24/7 multilingual service, predictive analytics, and embedded compliance

Value Proposition

- Lower operating costs and faster service
- Minimal internal resource requirement
- Persistent data cleansing and process improvement
- Ideal for: large enterprises, carve-outs, BPO transitions

Critical Success Factors

- Strategic shift to outcome-based services
- Organizational redesign and change management
- Efficient platform architecture and agent design
- Continual learning and cross-client insight sharing

The Future We're Building

- Remove internal handoffs and operate in real time
- Bring offshored functions back into business units
- Reinvent audit, compliance, and FP&A
- Deliver predictive, personalised decision support
- Create new categories of enterprise intelligence

The Case for Transitioning Shared Services to Agentic Service Platforms

Magenta Paper 1 June 2025

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2 The case for Agentic Service Platforms (ASPs)

2.1 Significant quality and efficiency benefits

The core purpose of Shared Services (internal or external) is to improve service quality, increase processing speed and reduce cost. SSC operators, whether internal or external, have been on an optimisation journey for decades, with many organisations already pushing the boundaries of conventional approaches to automation. Outcomes are stagnating or even potentially reversing as local employment costs are increasing, and the labour market becomes more volatile.

An ASP would be able to deliver considerable improvements: Agentic AI is more consistent, faster, available 24x7 and can interact in multiple languages, all at lower cost, creating fertile conditions for disruption by delivering equal or superior service quality and speed at a significantly lower cost point.

2.2 Re-integration of service functions

Removing the need for labour arbitrage and collation of large teams creates the opportunity to reintegrate previously offshored functions back into local businesses. This would not involve simply moving the activities back onshore but creating more specialist, and possibly fractional roles, in local teams responsible for managing the ASP. it would reduce many handoffs that take place between local and offshore teams and significantly increase the speed at which information becomes available for decision-making.

2.3 Potential to transform other business functions

Moving to an ASP enables a reimagining of other business functions, such as internal audit, compliance, and financial planning and analysis, in addition to the core transactional processes. These functions are experimenting with AI, but their use-cases and Proof of Concept (POC) initiatives are limited by the organisation's underlying technology infrastructure and access to data. An ASP could unlock many of the use-cases and POCs, for example: removing the manual elements of processing would substantially diminish the need for ongoing manual internal control performance, a compliance system that is contextually aware would be much harder to circumvent than a simple rules-based system, and an AI platform that had access to all financial data, in all the financial systems could perform real-time analysis and generate instant financial forecasts.

2.4 Increased strategic insight

The idea of Organisational General Intelligence (OGI) becomes a possibility in an ASP environment. OGI would allow leaders to engage flexibly with data without the need for rigid dashboards, making assumptions of what the relationships are the data or lengthy analysis. For example, it would allow leaders to directly engage with corporate data and run simulations through a natural language dialog, deliver early proactive discovery of previously undetected trends or correlations and continuously iterate risk or opportunity scenarios.

2.5 Avoidance of legacy technology debt

Many organisations are faced with aging technology and either have a need or are being forced into upgrades to technology. In most instances this is a complex and expensive task that delivers marginal improvement in business performance. Using an ASP to interact with legacy systems may lower the dependence on legacy software providers by performing functions outside of the technology or simply automating the complexity of the interaction with existing technology. Allowing organisations to focus on data (an asset) and Improving access to data (API's) decreases the emphasis on functionality (a cost).

Data quality and data readiness are often cited as barriers to AI implementation. This too may be overcome; there are new approaches to persistent data cleansing that may be available in an ASP. There are companies offering solutions, but it is an area of capability that still needs to be proven.

3 SSCs are ideal targets for transformation

There are several reasons why an approach that is centred on SSCs would be an obvious, if not ideal, choice for an ASP. The primary reasons include the high volume of transactions, similar processes, established infrastructure, large data sets, and existing cost reduction targets. Secondary reasons, that are potentially more transformative, include: increasing speed by removing internal handoffs, integrating offshore functions back into local business, redesigning compliance, internal audit and internal control functions and transforming financial analysis and planning into a predictive modelling and dynamic scenario planning capability.

3.1 Shared Services are pervasive

Transaction volumes processed by Finance and HR shared services are extremely high, making them a natural starting point for Agentic AI deployment. The Business Process Outsourcing (BPO) market is currently valued at $280 - $370 billion and is expected to exceed $500 billion by 2030[1]. This excludes captive services which may potentially double these values[2] indicating a total addressable market of approximately $1 trillion. Considering the opportunity for service expansion presented by agentic AI, this would be consistent with the $1.5Tn estimation of HFS for the SaS market.

[1] https://www.grandviewresearch.com/industry-analysis/business-process-outsourcing-bpo-market, https://www.globaldata.com/store/report/business-process-outsourcing-market-analysis/ and https://www.grandviewresearch.com/horizon/outlook/business-process-outsourcing-market-size/global
[2] https://passivesecrets.com/business-process-outsourcing-statistics/#:~:text=Over%2040%25%20of%20larger%20companies,30.

3.2 Learnable processes and high transaction volume

Back-office systems, particularly those run within SSCs, are similar but not identical across organisations (if they were, they would be fully automated). For example: SAP promotes its standard business processes to reduce customisation, configuration and other implementation costs but most organisations have many small variations to the standard processes. This creates an ideal environment for training AI to handle these variations: multi-system workflows with learnable patterns combined with large transaction volumes.

3.3 Large data sets

SSCs maintain large structured, semi-structured and unstructured data sets for financial, HR and other operational processes which are ideal environments for agentic AI applications. Further, the underlying systems are common across most larger organisations. Scaling the service would therefore become easier as more organisations are onboarded, would require less effort and produce better outcomes as the models learn.

3.4 Limited set of legacy applications

Most SSCs have existing systems of record which, amongst larger organisations, are consolidated on a few major software platforms, most notably SAP (and its stable of software), Oracle, Workday, and ServiceNow etc., thus, making interfaces much easier to implement and manage. Data structures and content of the data sets are also largely similar across organisations.

4 Necessary attributes of an Agentic Service Platform

A more detailed analysis of the distinction between agentic AI and using AI to advance automation is helpful to identify the key attributes that an ASP would require to be successful. The levels of maturity devised by HFS (**Error! Reference source not found.**) provides a helpful structure to assess these prerequisite capabilities.

In terms of maturity, a key hypothesis of this paper is that a maturity level of 3 would be a required for success, but ultimately the ASP would attain level 5 – “Self-organising Ecosystem with minimal human effort”.

Level	Agent type	Description	Scope	Capabilities	Human collaboration
1	Task agent	Executes atomic, rule-based tasks. Brittle when conditions change.	Single task	Stateless logic, deterministic responses	Fully supervised
2	Role agent	Handles job functions with memory and basic reasoning.	Department role	Context retention, multi-step execution	Escalates exceptions
3	Process agent	Coordinates workflows across systems and roles.	End-to-end process	System integration, conditional logic	Partial autonomy
4	AI employee	Owns business outcomes through orchestrated agent teams.	Enterprise objective	Goal-driven reasoning, continuous learning	Accountable teammate
5	Autonomous workforce	Self-organizing ecosystems with minimal human input.	Enterprise transformation	Cross-domain strategy, self-direction	Strategic partner

Figure 1 – Five Levels of Agentic Maturity,[3]

To achieve a maturity of level 3 or above, the ASP would need several key capabilities:

1. **An agentic platform** that supports the configuration of interoperable agents to create employees, allowing them to interact and have awareness of the process or context in which they operate,
2. **A business process blueprint and capability** to design an AI-First model and during the initial deployment to identify where to deploy first with greatest impact in the business processes,
3. **An organisational re-invention capability** to design an organisation to operate in harmony with the AI delivered services,
4. **Sufficient data and processes** that can be understood by the AI agent,
5. **A deep understanding of the outcomes** to be achieved and how Agentic solutions can be deployed into processes to achieve the end state objective,
6. **The technical capability** to build, maintain and develop the solution,
7. **A service organisation** that can both support end customers during the development process and drive continuous learning cycles, and
8. **Generate an audit trail** of decision making and traceability of transactions.

Capabilities that are assumed **not** to be required:

- **Replacement of systems of record**. A key assumption is that the SSC would retain the same relationship with the systems of record as the traditional SSC, at least initially.

[3] HFS Market Vision Paper, The Enterprise Guide to agentic business transformation 2025

5 Critical factors for a transition to an ASP

5.1 An executive team willing to embrace the ASP concept

Buying an outcome instead of technology would seem to be commercially attractive, however most organisations evaluate shared service centres based on their Full Time Equivalent (FTE) staff compliment. Cost per transaction and other metrics are used but buying a service completely based on outcomes may represent a challenge as it involves pricing intangible assets which don't directly link to a measurable input factor such has FTEs.

The trust-gap, i.e. the difference between how much executives would trust a traditional SSC versus an ASP, would need to be closed or be close enough that the benefits outweigh the perceived risks.

As there are no or limited examples of finance, IT or HR ASP 's operating at scale, an executive team would need to be willing and have the confidence to take on the risks, perceived and real, of moving from the established norm.

A transformation of this nature would also result in significant organisational change, which would require sponsorship from the executive team and the willingness to make the changes.

5.2 A transformation toolkit

5.2.1 An AI-ready organisational design

A new organisational design will be required to take advantage of an ASP. It is unlikely that the work breakdown or the traditional boundaries between SSCs and in-country or on-site services would remain the same. Tasks would need to be reallocated as to how they are best executed. There will also be more complex issues to consider, such as ownership, accountability and changing performance criteria. Ultimately, being able to design an organisation that is both capable and motivated to effectively exploit an ASP will be essential.

5.2.2 An effective adoption methodology

Successful implementation into an existing organisation will require a strong adoption or change management methodology that addresses the skills gaps to be closed. This will ensure the transition to the new organisational model and ways of working and manage the tendency to revert to old ways of working.

5.2.3 Continuous improvement of service offering

The service has the potential to evolve exponentially, enabled by the evolution of the technology and the reshaping of the service itself as the constraints of a human-SSC supported by only legacy technology platforms are removed. Having an organisation that evolves and learns fast has considerable value as it will rapidly create differentiation from competitors and accumulate IP accelerating quickly up the vertical of a new strategic s-curve.

5.3 An Agentic AI technology platform

5.3.1 A platform with a low execution cost

The operating costs of Agentic AI solutions are relatively high and increase with the complexity of the task and the LLMs used. In a highly evolved Agentic Service, the efficiency of the service becomes a material consideration. The Architecture of the agentic platform such as the ability to route to LLMs, effectively maintain the agents or tuning an agent for efficiency is important. If not correctly considered, it may even eliminate the cost advantage of the Agentic Service[4]. Technical comparisons show that costs can vary as much as 20-fold[5] from least to most efficient.

5.3.2 An enterprise ready platform

To create purely agentic processes that can reason and operate independently without reference to human supervision, agents need to be able to interact with each other and be flexible enough to own outcomes of processes or tasks. This would strongly suggest that not only would a platform approach be required, but that the agents or employees can be thoughtfully structured into processes. To deliver true process accountability a simple handoff of tasks between agents would be insufficient, as is the case today with processes operated by humans. Agents would therefore need to have some contextual awareness of other agents in the process and be able to request information from them and use their responses to guide subsequent actions. Technically the design and structure of the agents would need to follow a common design code to support consistency.

5.3.3 Built in Quality, Compliance and privacy

To bridge the trust-gap any technology platform must be able to provide high levels of quality synonymous with Six-Sigma type measures. It also needs to provide complete traceability and auditability and must provide for data residency and data privacy requirements ideally by operating on premise or in a private cloud environment.

6 Why are there not more AI-First shared service organisations?

The case for AI-First shared services is compelling, so why are there so few examples of implementation and why are most use-cases deployed or in pilot in the front office?[6] The hypothesis we put forward for this is threefold:

[4] In a recent development of an employee service agent built on a mainstream LLM by a global multi-national organisation, the unfortunate decision at the end of the pilot was that the cost to roll out to the 50'000 employees was so high it was no longer economically viable.
[5] EmaFusion™: A self-optimizing system for seamless LLM selection & integration, https://www.ema.co/whitepapers/download-emafusion-paper
[6] Our hypothesis as to why front office or "internal" front office applications are so popular is because they are mostly self-contained solutions which are easier to implement and don't have process dependencies.

6.1 Discreet use-cases have a better business case.

One reason customer and employee support agents are popular use cases is because they have limited integration requirements and when integrated to transactional systems it is often limited to read only access (e.g. to validate customer data or order status). They are relatively quick to build and are easily maintained and therefore present a more positive business case.

In contrast, use-cases in transactional processes are seldom without input and output dependencies requiring complex integrations which are time consuming to build and require ongoing monitoring. They are also subject to a stricter governance process which introduces a cost for every change. Transaction volumes are also high and the benchmark for errors is low by comparison to a customer support agent. Individual business cases are difficult to build and get less support.

6.2 The allure of build vs. buy

Many organisations are experimenting by building proprietary solutions versus buying in agents or an agentic platform. This debate is settled when it comes to legacy technologies, very few organisations would even consider creating a proprietary version of SAP for example.

Proponents of building agents argue that Agentic AI is different but fail to take into consideration that most development costs arise after the Proof of Concept (POC) stage and ongoing compliance, maintenance, management and security costs increase with proliferation. This is possibly one of the principal reasons for the high failure rate of AI POCs that a platform approach could alleviate.

6.3 There are no reference use-cases of ASPs

The most obvious reason is that there are no well-publicised use-cases of an AI-First service centre. The technology has just become available, so this is not surprising and as with all disruptions, most incumbent service providers and consultants are actively or passively maintaining the status quo. What is required is a disruptor to catalyse the innovation.

7 Appendix A – Outsourced Shared Services market overview[7]

7.1 Market size

Market Size: USD 3.8 trillion (Global Outsourcing Services – 2024)

Market CAGR: 23.1% (Shared Services Market (2025 – 2032)

7.2 Latest market trends

- While cost optimization remains a key driver, there is a shift towards achieving operational excellence and measurable outcomes, transforming shared services into strategic partners that foster innovation and efficiency.
- Shared services are evolving from efficiency tools to strategic enablers, with value now measured by customer and employee satisfaction and the ability to provide real-time insights.
- The Global Business Services (GBS) model is becoming the preferred operational structure, integrating multiple functions to centralize processes and enhance collaboration and technology adoption.
- Shared services are moving beyond traditional areas like Finance and HR to include advanced data analytics and technology support, enhancing customer experiences and streamlining processes.
- Organizations are adopting multi-location strategies to address talent shortages, leveraging regional strengths and diversifying geographical presence for resilience and access to skilled professionals.
- The focus of outsourcing is shifting from cost reduction to accessing skilled talent, with 63% of shared services leaders citing talent access as the primary driver for outsourcing.
- Nearshoring, particularly in Latin America, is gaining traction due to its strategic advantages, including cost savings and access to a qualified talent pool, along with cultural alignment with North American markets.
- Generative AI is becoming a top investment priority, with significant adoption among shared services, enhancing areas like customer support and document processing.
- More than 50% of shared services organizations are advancing their analytics capabilities, moving towards predictive and prescriptive analysis to optimize core processes.

[7] Generated on 12 August 2025 using www.eilla.ai using the following sources: prodensa.com, rootsanalysis.com, scottmadden.com, ssonetwork.com, technavio.com: auxis.com, caroldiaz.substack.com, coherentmarketinsights.com, dataintelo.com, grandviewresearch.com, imsplgroup.com, linkedin.com, marketresearchfuture.com, 12/08/2024

- Companies are revising recruitment and retention strategies to attract talent, focusing on skills such as problem-solving and digital proficiency, and implementing flexible work models to reduce turnover.

7.3 Key market drivers

Companies are increasingly seeking ways to reduce operational costs while enhancing service quality and focusing on core competencies. This need for cost efficiency is a significant growth factor driving demand for outsourcing and shared services.

- The ongoing digital transformation across industries is propelling the demand for specialized IT services, such as cloud computing, cybersecurity, and data analytics. Organizations are adopting digital solutions, which increases the need for IT outsourcing and shared services to leverage external expertise and stay competitive.
- There is a growing focus on streamlining operations to enhance efficiency and productivity. Outsourcing non-core activities allows companies to concentrate on strategic objectives while benefiting from the specialized skills of third-party providers.
- Organizations can achieve substantial savings by outsourcing functions to regions with lower labour costs. This is particularly appealing to small and medium enterprises (SMEs) that may lack the resources to maintain extensive in-house capabilities.
- The increasing complexity of IT systems necessitates the expertise that third-party service providers can offer, further boosting market growth.
- North America and Europe are currently leading the market due to mature business landscapes and advanced technological infrastructure. However, the Asia Pacific region is projected to witness the highest growth rate, driven by the increasing adoption of outsourcing services in emerging economies like India and China.
- Different sectors such as BFSI, healthcare, IT and telecommunications, manufacturing, and retail are significant adopters of outsourcing services, driven by their unique needs for cost efficiency, regulatory compliance, and operational efficiency.

7.4 Key market challenges

- Digital Transformation and Technology Adoption: Organizations struggle with embracing digital transformation, particularly with the integration of Artificial Intelligence (AI). There is often hesitation from leadership due to uncertainties regarding return on investment, data privacy, and security concerns. Additionally, the demand for AI experts has led to a shortage of qualified candidates.
- Proving Value of Shared Services: There is ongoing pressure to demonstrate the value of investing in shared services compared to traditional decentralized approaches. Organizations must optimize processes and reduce expenses while maintaining or improving service quality, which presents a challenge for continuous process improvement and operational efficiency.

- Data Security and Compliance: Ensuring data security and compliance with regulations is a significant challenge, especially for global operations. Shared services manage sensitive data, making them vulnerable to data breaches and regulatory penalties. Implementing robust cybersecurity measures and staying updated on evolving data protection laws is critical.
- Talent Attraction and Retention: Attracting and retaining talent is essential for the growth of shared services. Organizations need to create an inclusive environment that values employees and supports their career development to effectively attract and retain top talent in the industry.

8 Appendix B - Gen AI platform evaluation scorecard[8]

Company	Finance Process Coverage (AP/AR/R2R/Close/Reporting)	GenAI Capability (LLMs, Governance, Agents)	RPA / Workflow Depth	ERP & Finance Connectors (SAP, Oracle, Workday, Netsuite)	Document Understanding (Invoices, Contracts, Bank Docs)	Security & Compliance (SOC2, ISO, On-Prem/VPC, PII)	Scale & Client Base	Analyst / Market Reputation	Overall Fit (1–10)
UiPath	5 – mature finance automations, AP/AR accelerators	4 – genAI co-pilot, DU + comms mining, orchestration	5 – market-leading RPA	5 – deep ERP connectors (SAP, Oracle, Workday, etc.)	5 – invoices, POs, payments, bank docs	5 – SOC2, ISO, FedRAMP, on-prem, VPC	10,800+ customers	Gartner MQ Leader	**10**
Automation Anywhere	5 – finance automation templates, invoice-to-pay	4 – genAI Co-pilot + DU	5 – strong cloud-native RPA	4 – strong ERP connectors	4 – invoices, contracts	5 – SOC2, HIPAA, FedRAMP, enterprise security	4,000+ (2020 figure; likely higher now)	Gartner MQ Leader	**9**
Writer	3 – good for reporting, policies, FP&A narratives	5 – Palmyra LLMs, governance, knowledge graph, agents	2 – no native RPA (needs pairing)	3 – integrations via APIs but not deep SAP/ERP	3 – can read/parse docs but not DU-native	5 – SOC2, VPC, HIPAA, GDPR, model governance	250+ enterprise	Strong enterprise adoption (Netflix, Intuit, L'Oréal)	**8**
Aisera	3 – service desk, vendor/customer support, query handling	4 – enterprise LLM + agents, AI service desk	2 – no native RPA	3 – integrates w/ ITSM & CRM, not ERP core	2 – weak DU	5 – SOC2, GDPR, enterprise	Undisclosed; Fortune 500 logos	Strong ITSM/Service AI reputation	**7**
DeepOpinion	4 – invoice/AP focus, banking, insurance	4 – GenAI for doc understanding, process flows	3 – workflow + API orchestration	3 – some ERP connectors	5 – strong invoice/contracts DU	4 – GDPR, VPC hosting	Undisclosed; FS logos	Growing but niche	**7**
EMA (Ema Unlimited)	3 – generic SSC tasks (email, ERP updates)	4 – multi-app orchestration + agent framework	3 – workflow automation (Zapier-like + AI)	3 – 100+ SaaS integrations, less ERP depth	3 – can parse but not DU specialist	4 – enterprise focus, SOC2 implied	Undisclosed; Hitachi, Moneyview, etc.	Early but promising	**6.5**
Dust	3 – knowledge/assistant style use-cases	4 – secure enterprise assistants, tool connectors	2 – not RPA native	3 – connects to DBs/APIs, not ERP deep	2 – not DU-native	5 – SOC2, enterprise-grade	Undisclosed; Kyriba, Alan, Lifen	Strong in France, early-stage globally	**6**

[8] Evaluation performed by ChatGPT5 on 15 August 2025

Company	Finance Process Coverage (AP/AR/R2R/Close/Reporting)	GenAI Capability (LLMs, Governance, Agents)	RPA / Workflow Depth	ERP & Finance Connectors (SAP, Oracle, Workday, Netsuite)	Document Understanding (Invoices, Contracts, Bank Docs)	Security & Compliance (SOC2, ISO, On-Prem/VPC, PII)	Scale & Client Base	Analyst / Market Reputation	Overall Fit (1–10)
Parabola	2 – reconciliation, reporting workflows	2 – limited GenAI (more no-code ops)	3 – good workflow automation (no RPA)	2 – API/CSV connectors, weak ERP depth	2 – limited DU	4 – enterprise SaaS compliance	Used by Shopify/e-commerce ops	Ops niche reputation	**5**
Lyzr	2 – can automate tasks with agents but not finance-first	3 – task/SQL/voice agents	2 – early RPA/workflow	2 – connectors limited, early ecosystem	2 – not DU specialist	4 – claims enterprise focus	Accenture, AirAsia Move	Start-up reputation	**5**
WarmWind	1 – no finance-specific functionality	2 – browser automation w/ AI	1 – minimal automation	1 – no ERP integration	1 – no DU	2 – unclear enterprise security	Pre-launch/waitlist	Very early	**3**

9 Appendix C – Agentic AI Company Overviews[9]

Company	Funding Size	Revenue	Employees	Key Reference Cases	Main Product Features
EMA Unlimited	$75M in Series A	Generating revenue	124	Not specified	AI platform for workplaces, universal AI employees to perform complex tasks across domains, engaging in conversations, comprehending context, taking continuous human feedback, reasoning, decision-making, and collaborating with human employees
Dust AI	$16M in Series A	$6M ARR	Not specified	Not specified	AI agents capable of completing entire business workflows, creating GitHub issues, scheduling calendar meetings, updating customer records, and pushing code reviews
Writer AI	$200M in Series C	Not specified	Not specified	Fortune 500 companies including Mars, Ally Bank, Kenvue, Lennar, Prudential, Qualcomm, Salesforce, Uber	Full-stack generative AI platform for enterprises, advanced language models, AI solutions for planning and executing complex enterprise workflows
UIPath	$1.96B	$1.430B in 2025	3,868	Not specified	Robotic process automation, AI capabilities, Autopilot, Agent Builder, Agentic Orchestration, Agentic Testing

[9]Overviews generated on 2 August 2025 using Eilla AI, https://eilla.ai, AI Analysts supporting human experts in VC, PE and M&A

Company	Funding Size	Revenue	Employees	Key Reference Cases	Main Product Features
DeepOpinion	Not specified	$4.2M	38	Not specified	AI-powered platform for automating complex document and text processing tasks, advanced machine learning and generative AI models
Aisera	$150M	$257.3M	340	Not specified	AI agent platform for enterprise automation, AI-powered agents to automate tasks, deliver answers, and transform workflows across various departments
Automation Anywhere	$250M in Series A	Not specified	3,184	Not specified	Automation success platform, AI-powered software bots, cognitive automation, analytics
Parabola	$34.3M	Not specified	35	Sonos, Flexport, Uber Freight, Durex, Bain	Cloud-based data process automation platform, drag and drop user interface, custom dashboards, team collaboration, version control
Lyzr	$15M in Series A	$3M	40	Not specified	Agent infrastructure platform for building reliable AI agents for data analysis and decision-making, machine learning algorithms, real-time analytics, predictive modelling.

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