

TRANSFORMING YOUR ENTERPRISES WITH AGENTIC AI

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BE AN AI–NATIVE COMPANY

In this month's edition of our newsletter:

- From Generative AI to autonomous enterprises
- Below the waterline: The four layers of an AI-native company
- Predict, Act, Optimize: Transforming Marketing Measurement with Agentic AI
- Agentic AI transformation in the Public sector
- Artefact at VivaTech 2026, 17-20 June

From Generative AI to Autonomous Enterprises



Read Rahul Arya's Interview

For the past two years, enterprise AI discussions have centered on passive copilots and chatbots designed to assist humans. Now, a major shift is underway toward the **"autonomous enterprise,"**

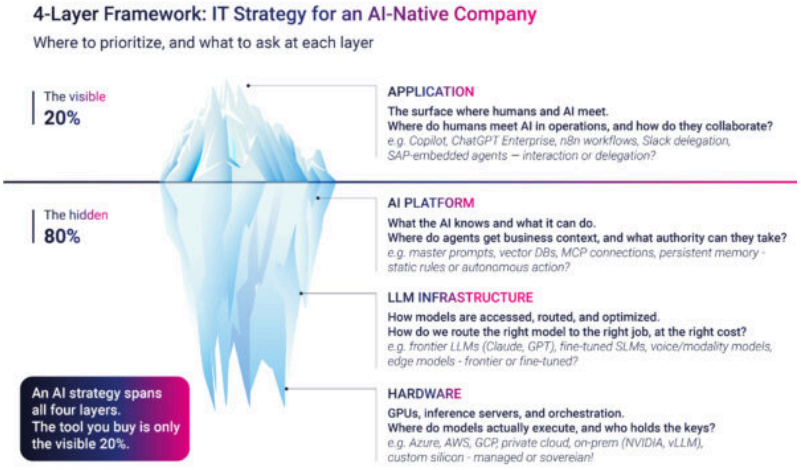
where AI systems move beyond advising to actively making decisions, coordinating workflows, and executing actions across systems.

Enabled by the convergence of generative AI and agentic systems, **this autonomy is already transforming multiple industries**. Current applications range from autonomously conducting retail market analyses in minutes to dynamic travel rebooking and automated claims processing in healthcare.

However, this evolution introduces a **critical leadership challenge of governance.** Traditional models were built for AI that recommends, but autonomous enterprises require robust frameworks for AI that acts. While high-volume, repetitive tasks are rapidly automating, strategic and ethical decisions still firmly require human judgment. Ultimately, **human oversight must evolve from direct execution to supervisory control,** ensuring a careful balance between machine autonomy, trust, and accountability.

Agentic AI is moving fast, from personal shopping assistants to fully integrated enterprise workflows. Are your data, processes, and technology ready for the shift?

Below the Waterline: The Four Layers of an AI-Native Company



Read the Article

Mounting platform, cost, and sovereignty pressures are forcing modern CTOs to look below the waterline of visible AI tools to build true agentic organizations. There are four layers leaders should know about when designing an AI strategy: 1 – **Set a bold North Star**: Aim for massive step-changes, such as 30% cost reductions and 50% faster processes.:

1. **Lead from the top:** Agentic AI is a cross-functional, CEO-level transformation that must be unified rather than fragmented by department.
2. **Don't automate broken processes:** Completely redesign workflows instead of layering agents onto existing bottlenecks.
3. **Target the right use cases:** Prioritize tasks with multi-system complexity, repeated coordination, and predictable patterns.
4. **Solidify foundations:** Agentic AI raises the bar, requiring clean data, clear definitions, and aligned systems as strict prerequisites.

Predict, Act, Optimize: Transforming Marketing Measurement with Agentic AI

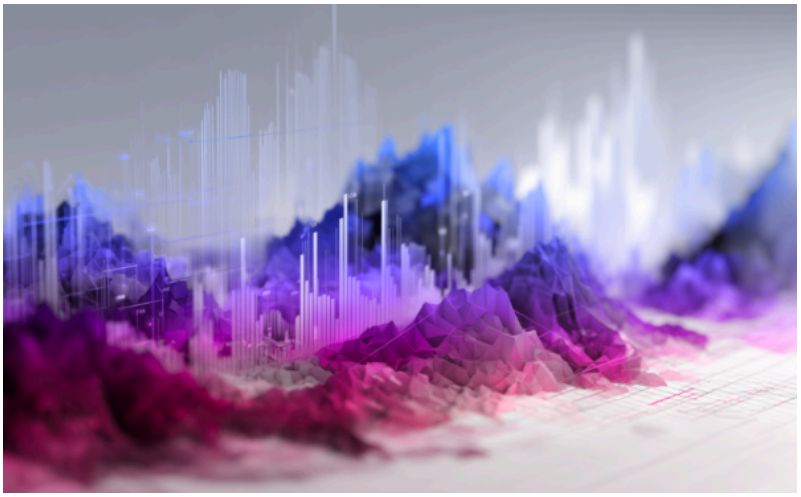
Predict, Act, Optimize:

Transforming Marketing Measurement with Agentic AI



Part 1: Mastering the Golden Triangle of Marketing Measurement

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Over **70% of CMOs** struggle to dynamically adjust their marketing budgets based on actual effectiveness. A more unified framework, the **"Golden Triangle" of Marketing Return on Investment (MROI)**, has become the gold standard. This holistic framework combines **Marketing Mix Modeling (MMM)** for strategic budget allocation, **Incrementality testing** to prove the causal impact of specific tactics, and advanced **Attribution** to map complex customer journeys. Mastering these three core pillars allows brands to successfully **balance short-term activation with long-term brand building,** demonstrated by real-world successes from industry leaders like **Accor** and **Nike**. While establishing this foundational measurement is critical, traditional maintenance requires immense manual effort. **The second article in our series** will explore how agentic AI is transforming these frameworks into an **autonomous, always-on measurement ecosystem.**

Part 2: Agentic AI and the Future of Always-On Measurement



Building on the "**Golden Triangle**", this article explores the **shift from episodic reporting toward a continuous, always-on infrastructure.** Historically, immense manual labor has been the bottleneck for maintaining these models, but this is rapidly changing thanks to the open-source revolution and agentic AI. While tools like Google's Meridian have democratized advanced measurement, agentic AI brings unprecedented autonomy. AI agents now automate complex data tasks by seamlessly **refreshing Marketing Mix Models for bi-weekly insights**, designing rigorous incrementality tests in **hours rather than weeks**, and providing CMOs with **model-backed recommendations through natural language queries.** As the industry moves toward a **multi-agent orchestration ecosystem**, discover how this automation does not replace analysts, but concentrates the value of **genuine human expertise and rigorous, human-guided strategy.**

Agentic AI Transformation in the Public Sector

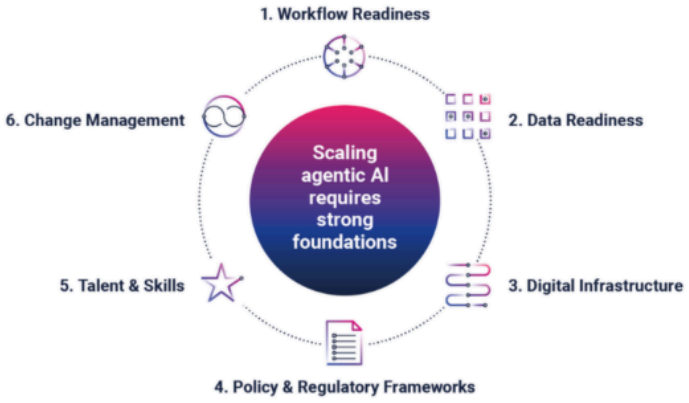


Part 1: The five government battles agentic AI can help win

Faced with $102 trillion global public debt and rising citizen expectations, government leaders must move beyond reactive algorithms and embrace agentic AI, whose autonomous systems can act as **"digital public servants"** to execute complex, multi-step workflows. Agentic AI is the force needed to secure prosperity across **five defining battlegrounds:** :

1. **Public finance:** Plugging revenue leaks and managing debt with autonomous tax compliance agents and procurement watchdogs.
2. **Economic development:** Attracting global capital and driving inclusive growth by seamlessly orchestrating SME credit underwriting and matching foreign direct investment opportunities.
3. **Human and social development:** Uplifting societies through proactive healthcare pathways, personalized learning tutors, and targeted welfare distribution. **4. Infrastructure and citizen services:** Delivering smart urban governance with digital twins that predictively dispatch maintenance crews for utilities and roads. **5. Judiciary, safety and security:** Upholding justice and protecting borders through court docket optimization and dynamic law enforcement patrol allocation. Winning these five battles is just the beginning: **to successfully scale agentic AI, ensuring adption is just as crucial.**

Part 2: A framework for agentic AI adoption in government



Read the article

In order for agentic AI to safely deliver public value, governments must invest heavily in data, infrastructure, and human-centric change management. Below is an adoption framework outlining the critical imperatives for successfully scaling agentic AI:

:

- **Identify mission-critical use cases**: Prioritize high impact workflows with manageable risk, utilizing an impact/feasibility matrix.
- **Ensure data and workflow readiness**: Digitize and map end-to-end manual processes. Implement common data standards and federated lakes.
- **Launch controlled pilots**: Deploy bounded, 90-day pilots. Maintain strict human-in-the-loop oversight to refine systems safely before expanding.
- **Industrialize governance:** Establish independent ethics committees, conduct impact assessments, and align with regulatory frameworks like the EU AI Act.
- **Drive change management**: Target reskilling – 71% of public employees feel unprepared for AI. Redesign jobs into hybrid roles where civil servants supervise AI agents rather than perform repetitive tasks.



We are thrilled to announce our participation in VivaTech for the 4th year, the premier European event for AI, Tech, and Business leaders. With over 180,000 participants expected from 174 countries, this event is the ultimate hub for innovation and its concrete enterprise

applications. As this edition celebrates 10 years of VivaTech, Artefact reaffirms its position as a leading technology partner and European leader dedicated to accelerating the adoption of Data & AI.

Find us at Booth 2H09, Hall 7.2 | Paris Expo, Porte de Versailles

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