



Cross-Platform Agentic AI

Ensuring a future-proof agentic future

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Constellation Research estimates \$8.2 billion in revenue with a \$109.74 billion market for cross-platform agentic AI by 2030, growing at a 67.9% CAGR. This category spans what is known as bots, agents, and advisers. These agentic AI systems can independently make decisions and independently act without human guidance.

Agentic AI achieves specific behaviors, adapts as needed, engages in complex reasoning, solves problems, understands context, plans actions, and executes commands. When deployed, agents can meet regulatory requirements, improve operational efficiency, reduce costs, drive revenue, create new business models, and represent the brand.

While today's AI agents tend to come from one platform, cross-platform agentic AI vendors deliver solutions that design, manage, and orchestrate digital cohesion.

8 SOLUTIONS TO KNOW

Constellation evaluates more than 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

-  **ACCENTURE AI REFINERY**
-  **AERA TECHNOLOGY**
-  **BOOMI**
-  **CAPGEMINI**
-  **GOOGLE CLOUD**
-  **INFOSYS TOPAZ**
-  **MICROSOFT COPILOT AGENTS**
-  **SERVICENOW (MOVEWORKS)**

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Integrate sophisticated AI workflows that connect data models, processes, and actions
- Provide access to data sources, integrate with applications, interact with and send prompts to selected models via APIs, and access automated actions
- Deliver stand-alone APIs as AI agents
- Support event streams to coordinate among AI components
- Design and build cross-platform agents with foundation models, workflows, tools, knowledge integration, responsible AI, and guardrails
- Orchestrate agents with API usage control, agent collaboration protocols, training sandbox, registries, lifecycle management, and hallucination detection
- Govern agents with security policies, data access control, agent governance, data permission, and observability
- Support an agent marketplace with agents, connectors, models, recipes, and payment
- Work with or without human intervention
- Work with other AI agents
- Work across three or more applications
- Support more than three major business processes
- Ensure end-to-end security

BUSINESS THEMES

-  Data to Decisions
-  Digital Safety & Privacy
-  Future of Work
-  Marketing & Sales Effectiveness
-  Matrix Commerce
-  New C-Suite
-  Next Generation Customer Experience
-  Technology Optimization

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

