



The agentic era: Reshaping the future of business

Games



Introduction

The games landscape is undergoing a seismic shift, driven by the rise of intelligent agents. We're entering what can be described as the agentic era, a time where multi-modal AI-powered assistants are not just automating tasks, but fundamentally reshaping how games are created, operated, and experienced. These increasingly sophisticated agents can help understand player behavior, complex game systems, and development processes. They can also anticipate needs and take action on your behalf—all while under your supervision. This ebook explores how games organizations can harness the power of agents to thrive in this new reality.



Innovate or fall behind: The relentless pressure in the games industry

Fragmented technology systems have been a problem for decades.

There is a long-standing problem of fragmented technology systems within businesses. Today, you have a lot of technology that works amazingly, but achieving seamless integration to unlock its full potential is often difficult.

Now, current trends are putting even more pressure on the games industry to adopt more technologies faster, and to adapt and innovate at remarkable speed. It's not just about keeping up; it's about staying competitive and relevant in a rapidly evolving landscape.

A surge of cutting-edge technologies adds new complexity.

We are seeing an explosion of incredible new technologies—things like large language models (LLMs), intelligent agents, generative AI, automated workflows, and enterprise-wide search tools. Each of these holds immense promise. However, this rapid innovation, while exciting, also introduces a new wave of complexity.

Organizations are asking:

- How do we make sense of all these new tools?
- How do they fit together within our existing infrastructure?
- And most importantly, how can we actually use them effectively to solve real business problems and drive value?

The core challenge isn't merely understanding these technologies in isolation. It's about harnessing their collective power to achieve tangible outcomes.

Organizations need to be able to:

- **Access information quickly:** Getting the right information to the right person (employee or customer) at the right time is crucial. How can these new AI-driven tools sift through vast amounts of data—structured and unstructured—to surface what's relevant, instantly?

- **Connect data sources:** Most businesses have data scattered across various systems, silos, and formats. Real power comes from connecting these disparate sources. How can LLMs and agents help bridge these gaps and create a unified view of the data landscape?
- **Take action:** Insights are only valuable if they lead to action. How can organizations embed these technologies into workflows to not just analyze or predict, but to actively assist in decision-making, automate tasks, and drive outcomes?

This is where Google Cloud comes in. We understand that navigating this new, complex technological landscape can be daunting. Our goal is to abstract away much of this underlying complexity. One successful way organizations are seeing success is to apply a clear approach—a way to systematically harness AI to find critical information, understand its implications, and empower decisive action.



Unlocking the agentic era: Find, understand, act

As organizations navigate the agentic era, they need a seamless way to find, understand, and act on their data.



Find

Finding relevant, useful, and personalized information can be a huge challenge, particularly as organizations amass more data, in many different formats, and across many disparate systems. Time wasted searching for insights and information can be a huge drag on productivity. Alongside this, search behaviors are changing, incorporating multiple modalities such as text, images, audio, and video. Query understanding is becoming increasingly complex. Being able to quickly find information and take action is a key enabler for the agentic era and provides the foundation for downstream agentic tasks. Imagine a workforce empowered to instantly find exactly what they need, when it is needed, enabling action to unlock value and drive innovation.



Understand

Simply finding information is no longer enough. The real advantage comes from the ability to rapidly understand complex sources—encompassing both structured and unstructured data—and harvest key insights. Envision the ability to rapidly summarize information, transforming raw data into clear, concise insights, and enabling faster and better informed decisions.

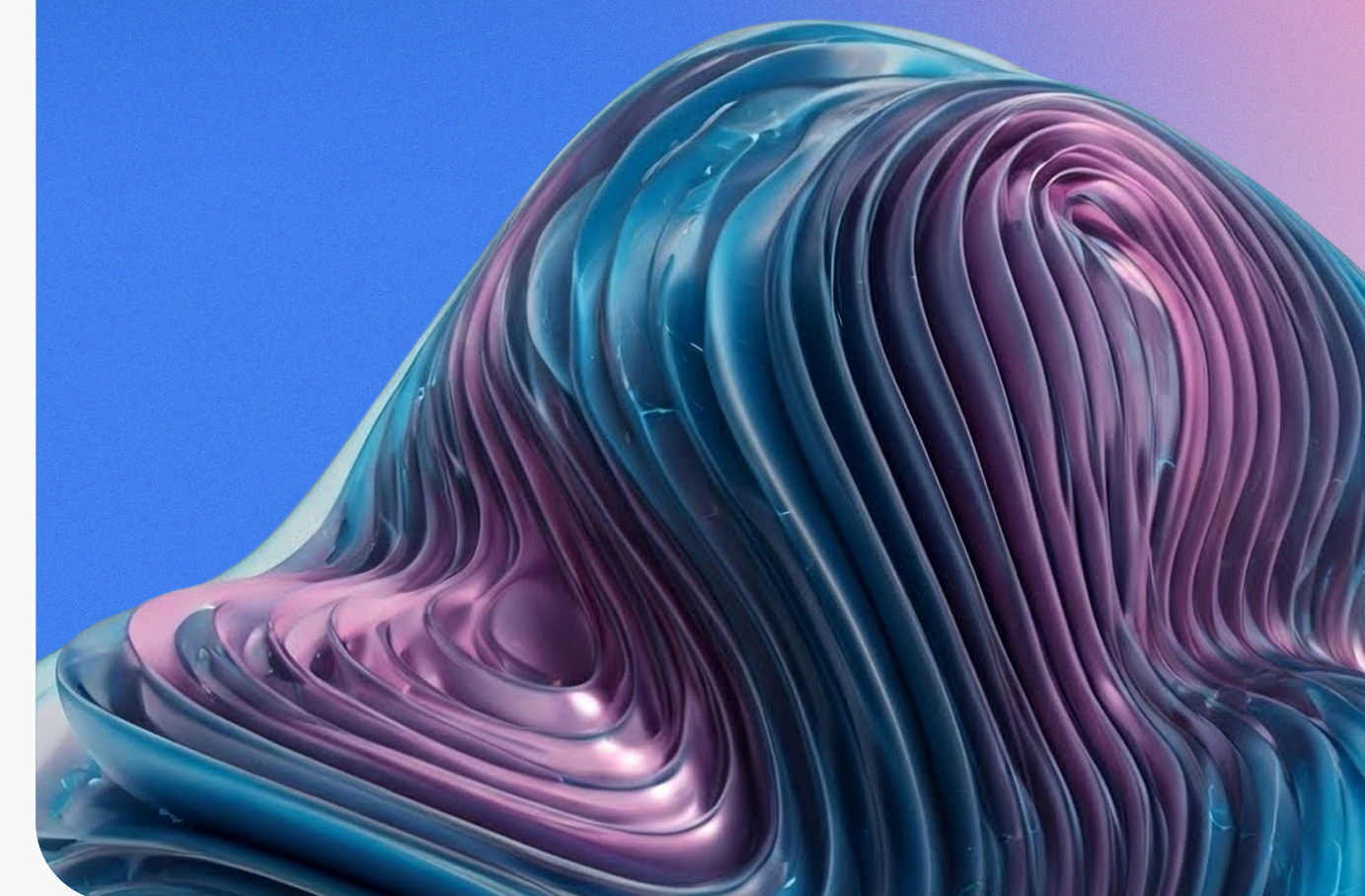


Act

The final step is to translate insights into tangible action. In the agentic era, businesses need AI to take action, helping employees turn information into workflow-driven tasks. The business can then move forward with speed.



In the following examples, we will explore how this **find, understand, and act** approach can play out.





Agents in action: Transforming key functions in the games industry

Let's explore how AI agents can help transform specific functions within games organizations, ranging from accelerating game development pipelines and optimizing user acquisition efforts to analyzing audience engagement and streamlining marketing content creation. By seamlessly integrating into existing workflows and providing intelligent automation, agents can help empower teams across these areas to achieve new levels of efficiency, insight, and impact. These common applications are designed to inspire your thinking and illustrate how the agentic era may influence your business, while encouraging you to consider the unique opportunities within your own organization.

 Marketing

 Sales

 IT

 HR

 Finance

 Operations

 Procurement



Games applications

- 01. Game development
- 02. User acquisition and audience engagement



Game development

Developing engaging content across the pipeline



Intelligent automation can assist game development teams in their efforts to develop engaging content more efficiently across the entire pipeline. By bringing together disparate data sources and capabilities—such as locating visual assets using image-based queries or finding and summarizing JIRA tickets related to stability issues—AI agents can provide targeted insights based on user roles and help deepen understanding of content relationships or crash causes. Integrating intelligent automation offers potential improvements by aiming to streamline access to information and empower rapid creation of engaging in-game content, supporting more informed decisions throughout the development process.



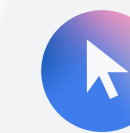
Locate

- Locate videos and images using image-based queries, broadening visual content discovery
- Find all open JIRA tickets related to server stability, summarize the primary crash causes, and send a report to the lead developer



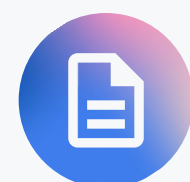
Learn

- Learn user roles and preferences, prioritizing relevant results for targeted insight
- Identify concepts beyond keywords, deepening understanding of content relationships



Create

- Create engaging in-game content fast, with streamlined access to and understanding of data
- Make informed decisions for content creation with broad understanding of all areas of the pipeline



Long context window: Agents can help improve accuracy by ingesting sizable historical context of previous incidents and technical details from ingested manuals from thousands of pieces of network inventory.



User acquisition and audience engagement

Deeper player understanding for smarter engagement



Intelligent automation can assist marketing and community teams in their efforts to maximize user acquisition (UA) and audience engagement. Tools that support the analysis of contracts, summarization of community platform data, and analysis of content and UA metrics may help agents extract actionable insights on partnership details, user sentiment, popular keywords, player behavior, and channel performance. AI agents can help offer the ability to reason proactively to assist with generating draft articles and social media posts, or producing visual assets from text descriptions, aiming to streamline content creation for rapid deployment and maximize audience reach.



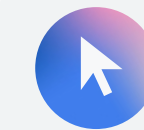
Summarize

- Analyze contracts with providers and publishers, searching for key terms and obligations to understand partnership details
- Summarize community platform data and article transcripts to identify trending topics and user sentiment



Analyze

- Extract actionable insights from content analysis, revealing popular keywords and audience engagement patterns
- Analyze user acquisition data and engagement metrics to understand player behavior and acquisition channel performance



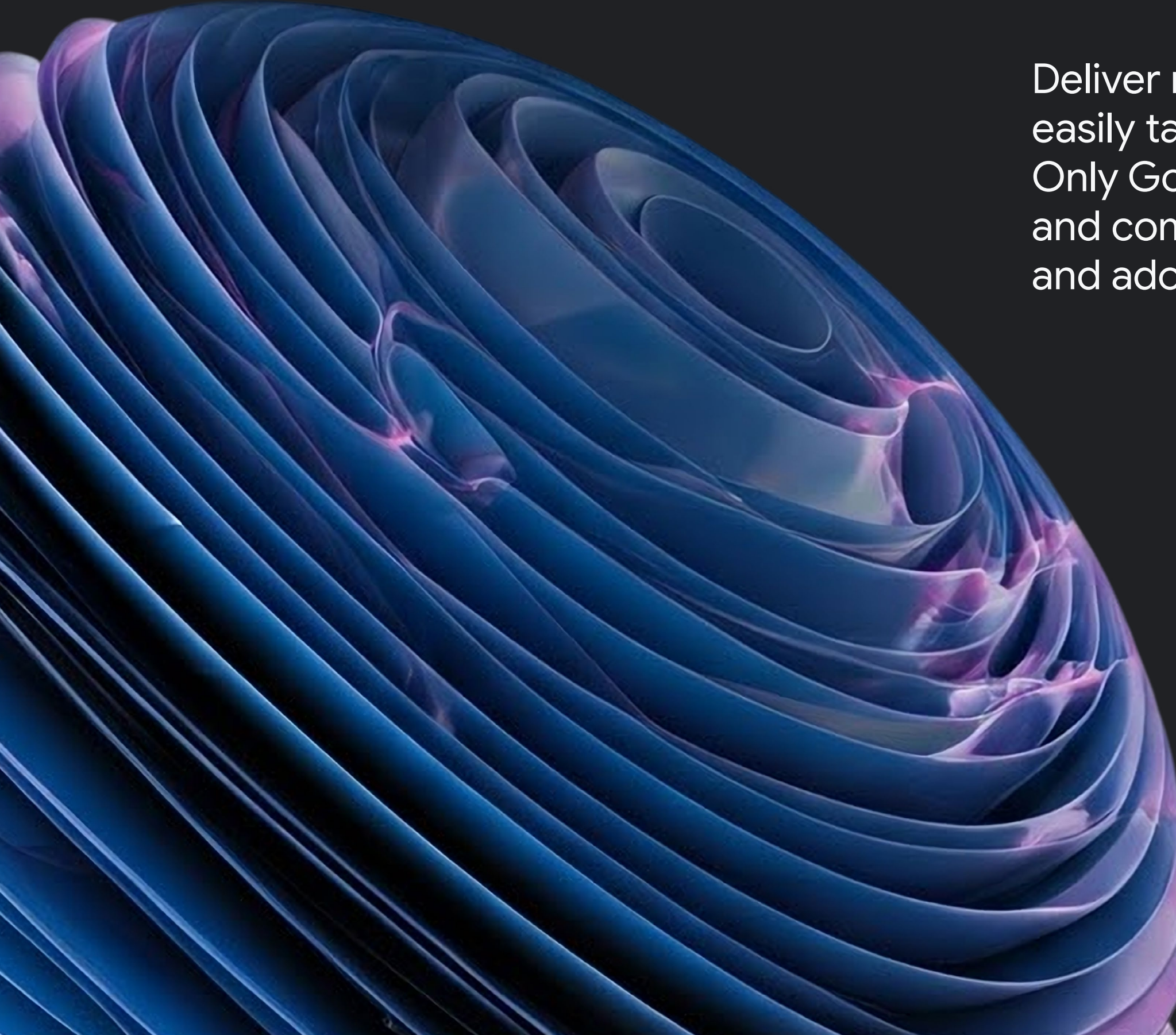
Generate

- Generate draft articles and social media posts, leveraging user prompts and analyzed data to maximize audience reach
- Produce visual assets like images and videos from text descriptions, streamlining content creation for rapid deployment





Why Google Cloud for agents



Deliver more impact with AI agents by easily tailoring AI for your specific needs. Only Google Cloud offers the most open and comprehensive platform for building and adopting agents at scale.

Accelerate deployment with AI assistants, applications, and agents that are ready for use today.

To help organizations do more with AI agents, Google Cloud offers a range of options tailored to different business needs and skill sets.

These options range from integrated Gemini assistants for [Google Cloud](#) and [Google Workspace](#) to AI applications such as [Customer Engagement Suite](#), which leverages agents to deliver exceptional customer experiences at every touchpoint.

We also offer purpose-built [vertical AI agents](#) for common use cases and Vertex AI Search that has been optimized for [specific industry needs](#), with additional agents planned for the coming year.



Build and manage multi-agent systems.

Every enterprise will soon rely on multi-agent systems—multiple AI agents working together—even when built on different frameworks or providers. Our robust developer platform, [Vertex AI](#), features the broadest range of enterprise-ready tools to build AI agents and enable a multi-agent ecosystem.

Vertex AI includes [Agent Development Kit \(ADK\)](#), a new open-source framework that simplifies the process of building sophisticated multi-agent systems while maintaining precise control over agent behavior. With ADK, developers can build an AI agent in under 100 lines of intuitive code.

And to help every organization maximize the benefits of agentic AI, Google Cloud's open [Agent2Agent \(A2A\) Protocol](#) enables seamless collaboration between agents—regardless of the underlying model or framework—and is supported by over 50 leading technology partners.

Easily scale adoption of AI agents across the enterprise.

Put AI agents in the hands of every employee with [Gemini Enterprise](#). This central platform uniquely combines Google's enterprise search, conversational AI (chat), and Gemini with third-party agents. It enables your workforce to efficiently find and synthesize internal information, interact with AI agents, and take action directly within their enterprise applications.

Gemini Enterprise is built on Google's secure-by-design infrastructure, and connected to over 100 enterprise applications such as Salesforce, SharePoint, and Slack, with native support for access control.

Ready to see the agentic era unfold?

[Explore hundreds of real-world examples](#) showcasing how Google Cloud customers are putting generative AI to work for tangible business impact.





Unlock your agentic future

The agentic era promises a future of unprecedented efficiency, innovation, and customer engagement. By understanding the potential and implementing the find, understand, and act approach, your organization can position itself to thrive in this transformative landscape.

Now is the time to make transformative changes, and Google Cloud helps our customers do that every day by making siloed systems a thing of the past. With security built-in and a comprehensive portfolio of technologies and applications, we can help you unlock the unprecedented efficiency, innovation, and customer engagement that the agentic era promises.

[Connect with our team](#) to explore how we can help every employee in your organization get ahead with AI agents.