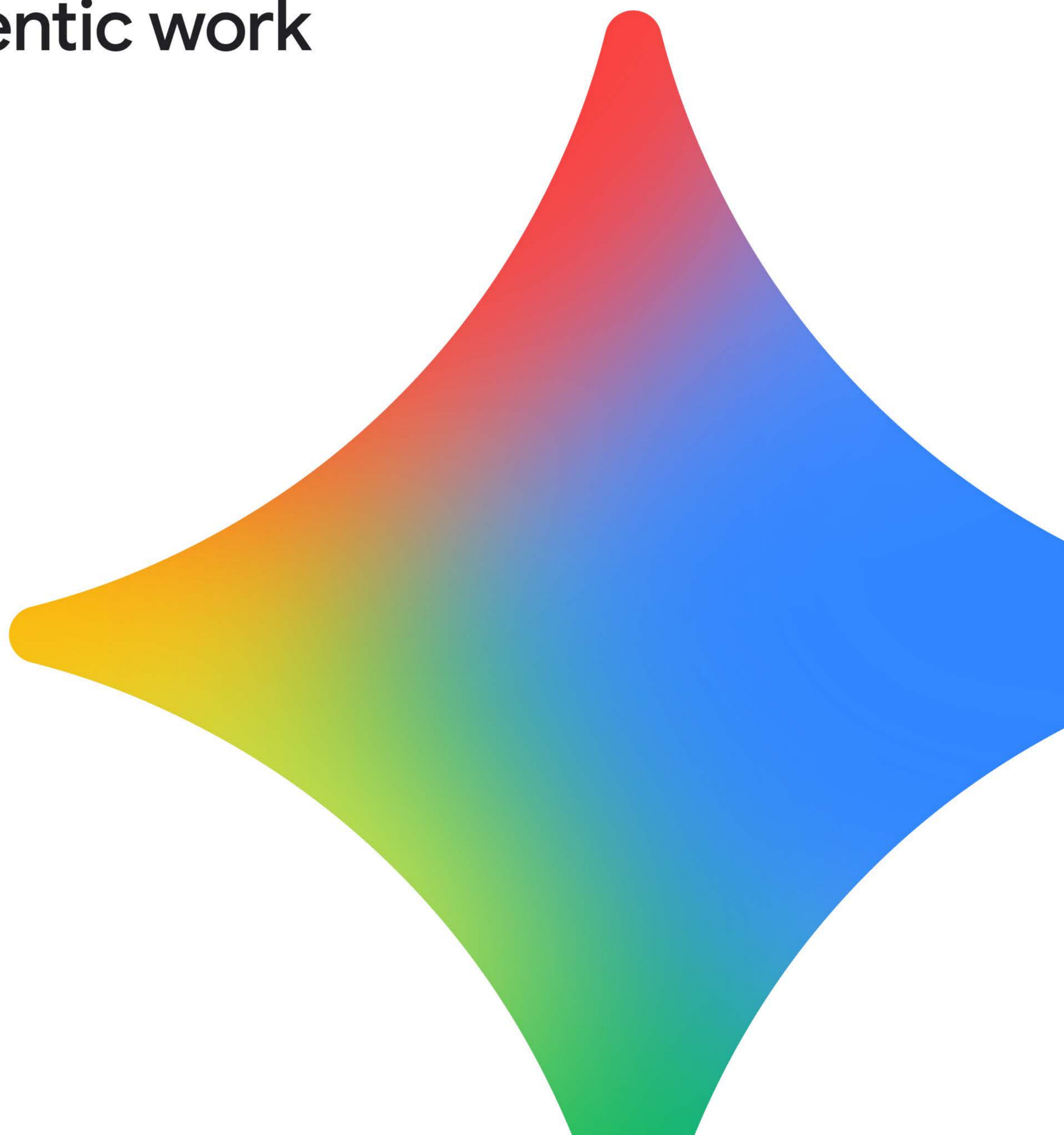


Scale your team's impact with Gemini Enterprise

A business leader's
guide to agentic work



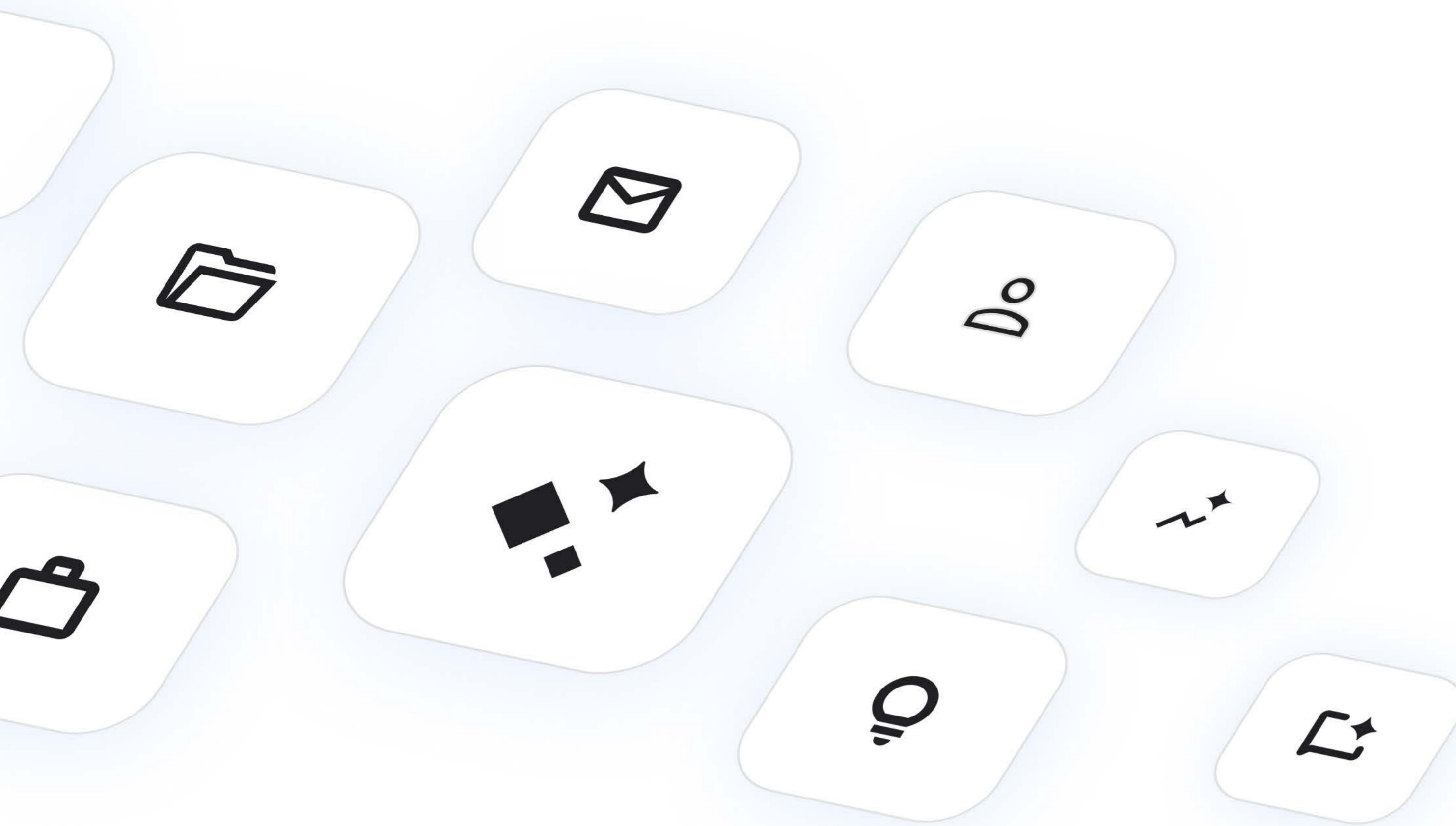


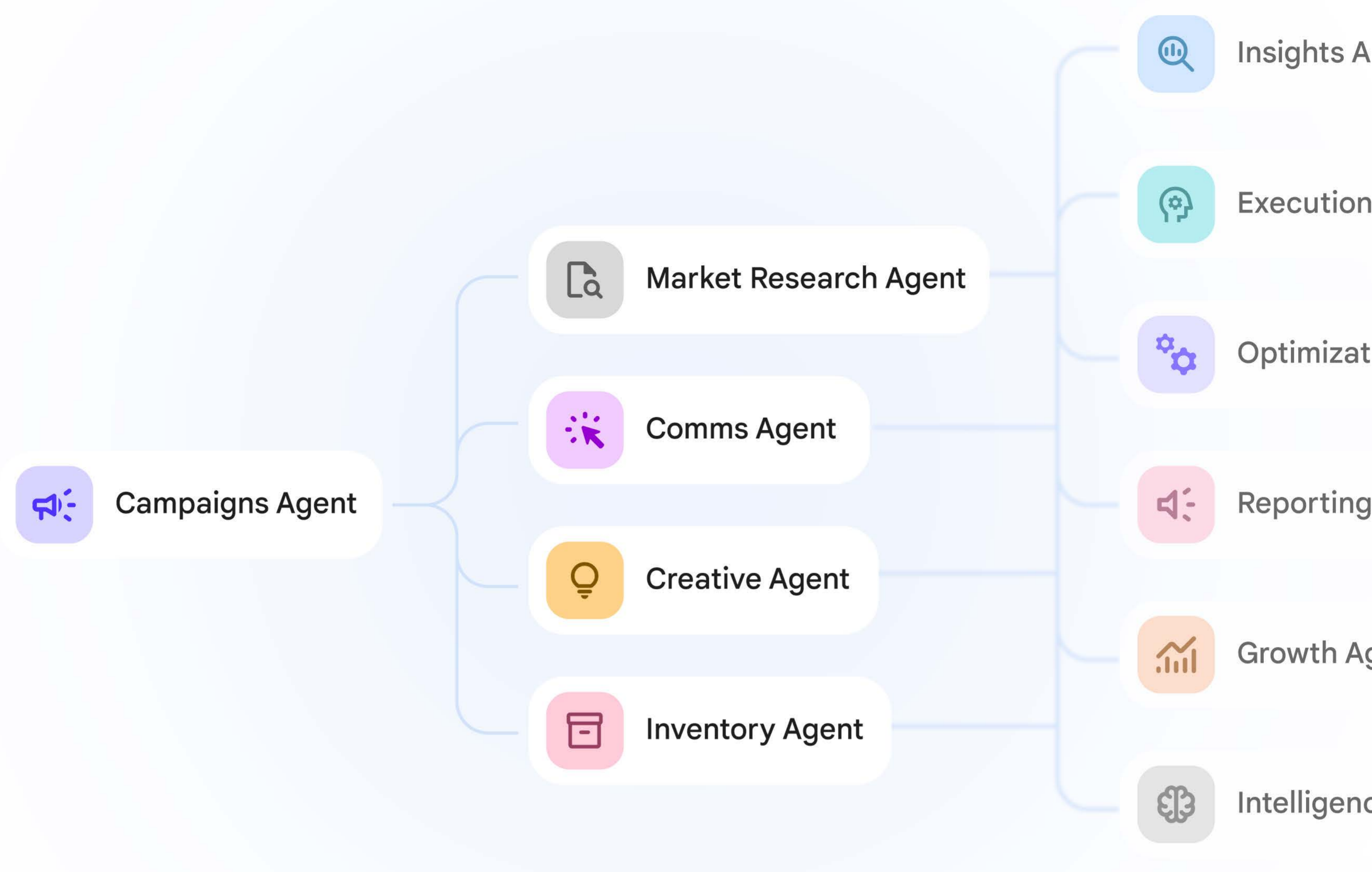
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01

Unlocking the agentic workplace





The business world is at an inflection point. Early AI assistants accelerated tasks but lacked company context to unlock business transformation.

We are now entering the era of agentic work, empowering employees with AI agents that can execute end-to-end workflows. Most organizations are at the early stages of this journey, but those that have reached true AI transformation go beyond saving time to realizing business growth.



The barrier

Fragmented data and apps

Progress to true AI-based transformation has stalled for many organizations because their data is siloed across a fragmented app landscape. Individual workers are still forced to move data between tools and synthesize information from meetings, chats, documents, and so on. They are still responsible for connecting context, providing the right information, and using their institutional knowledge to bridge these gaps.

When critical information — such as purchase history, budgets, and project plans — remains trapped in isolated applications, the AI features within those apps can only perform incremental tasks.

 Jira Salesforce Outlook Microsoft Word Adobe PDF Confluence Dropbox

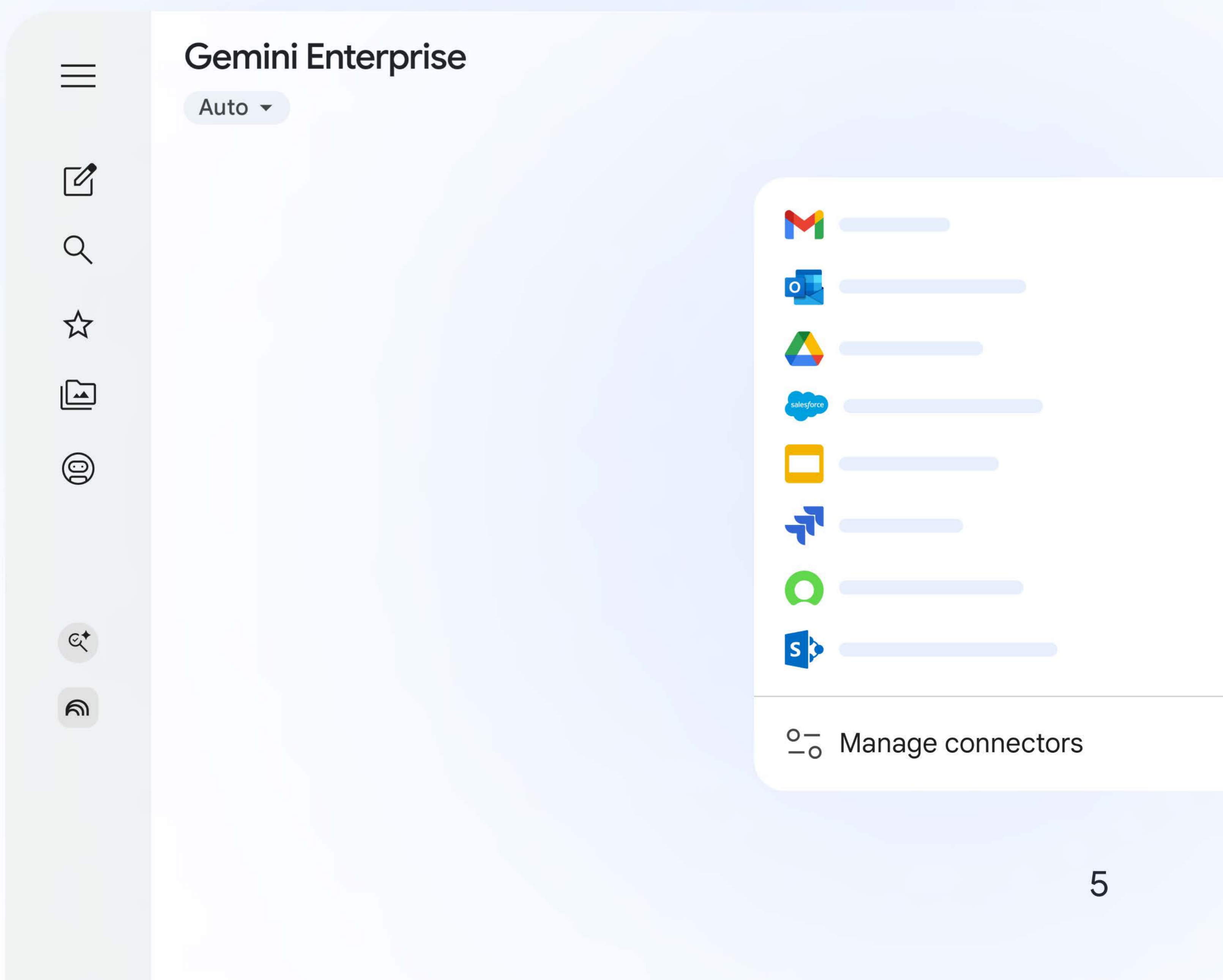
The solution

The agentic architecture

To truly transform the way decisions are made, work is done, and teams collaborate, organizations must transition from fragmented AI tools to a **unified agentic platform** that connects disparate data silos. This shift represents a fundamental evolution in how employees will work with AI, moving beyond the app-centric status quo:

- **From passive to proactive:** Moving from AI that answers questions when prompted to semi-autonomous agents that can execute complex workflows.
- **From process to outcome:** Shifting employees from managing manual steps across apps to overseeing agents that deliver end-to-end outcomes.

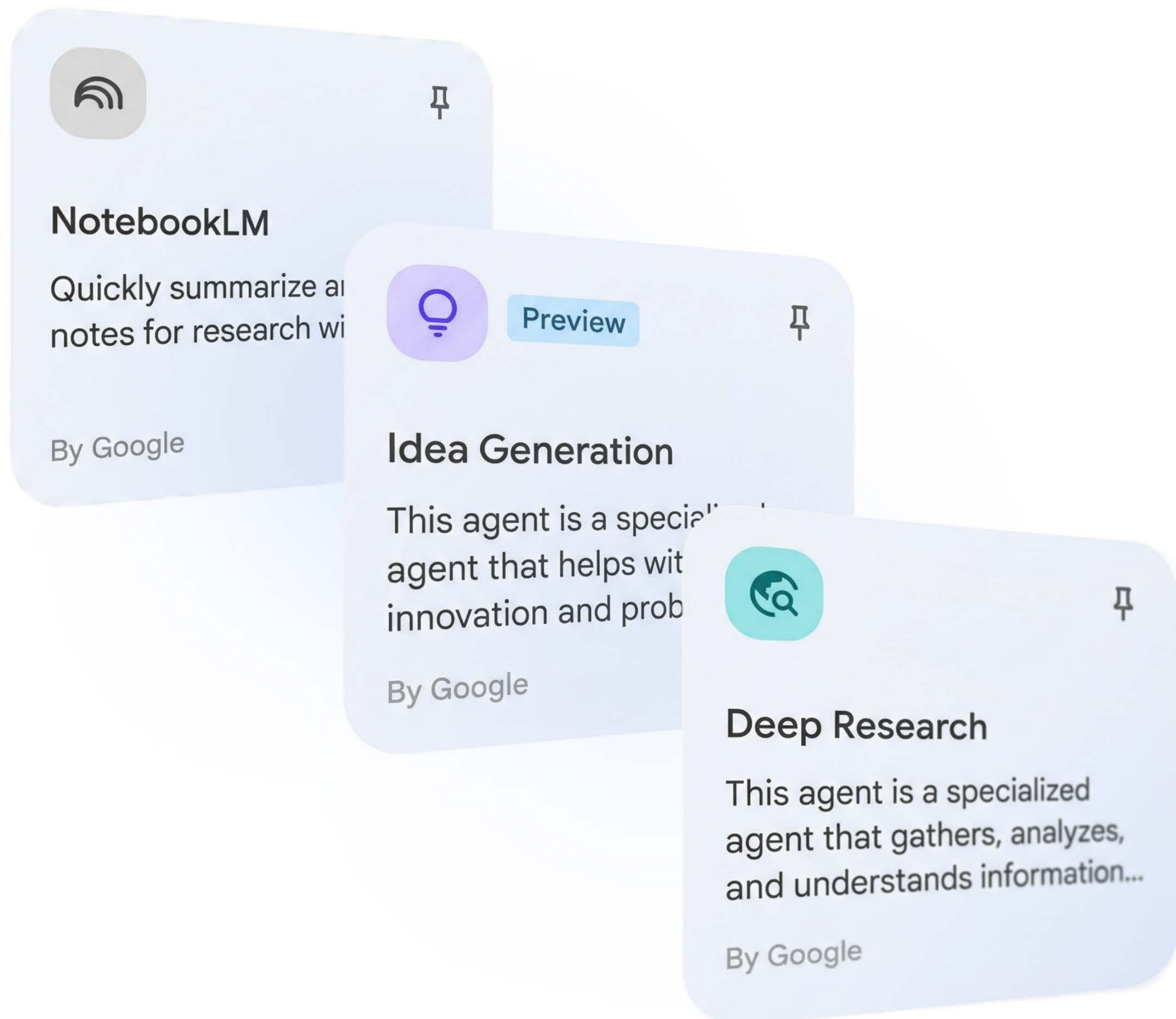
This guide outlines a **three-phase AI transformation model** and **high-impact agent use cases** with example prompts to help you begin using agentic workflows across your organization.



02

The business case for AI agents





AI tools have rapidly progressed from searching, summarizing, and generating content to an agentic landscape where AI can reason, plan, and orchestrate to deliver against a goal.

Transitioning to an agentic workplace is a key catalyst to bridging the value gap between AI investment and business impact.

Defining the AI agent

From chat to action

While a standard chatbot answers questions, an AI agent works to achieve goals. An agent is defined by three core capabilities:

- **Context and memory:** Agents operate with a big-picture understanding of your unique context, which includes business data, historical projects, and user preferences.
- **Orchestration and planning:** Agents reason and plan an approach, breaking down complex goals into steps and selecting the right tools for the job.
- **Tool use:** Agents move beyond suggestions to action by securely invoking tools to execute work, such as synthesizing documents, drafting communications, and updating project trackers or slides.



Describe a task for Gemini

◆ Create



Step 1:



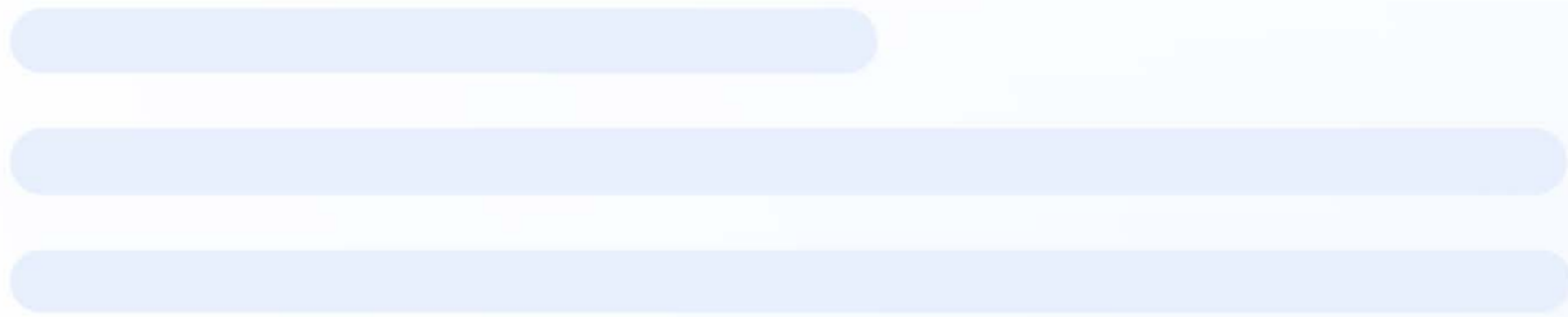
Step 2:



Step 3:



Gemini Enterprise



[A new architecture for productivity](#)

Gemini Enterprise and Google Workspace

To scale these capabilities securely, organizations require a centralized orchestration layer for agents in daily work. **Gemini Enterprise** provides a platform for the creation and management of agents, and includes the governance and security necessary to empower a global workforce.

By integrating directly with **Google Workspace**, Gemini Enterprise transforms static data into active results. Because the agents can securely access your Google Workspace data — Gmail, Drive, Meet, and more — they have the context to be most helpful, and can execute autonomously across your work apps.

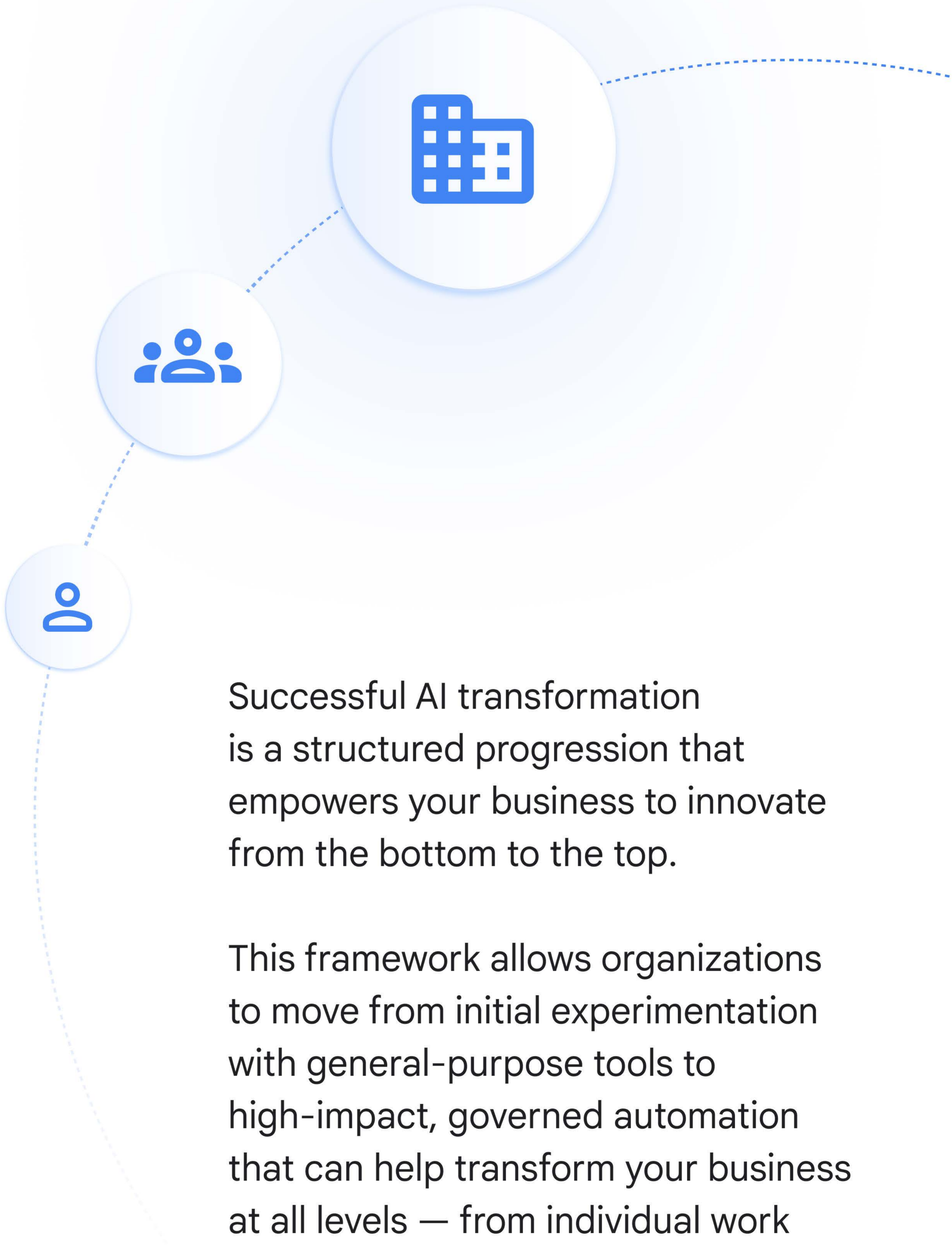
Investing in disparate, bolted-on AI tools will only yield incremental gains. Driving impact at scale requires a holistic agentic platform to empower every employee and workflow with secure AI.

03

The AI transformation model:

a three-phase path to business value

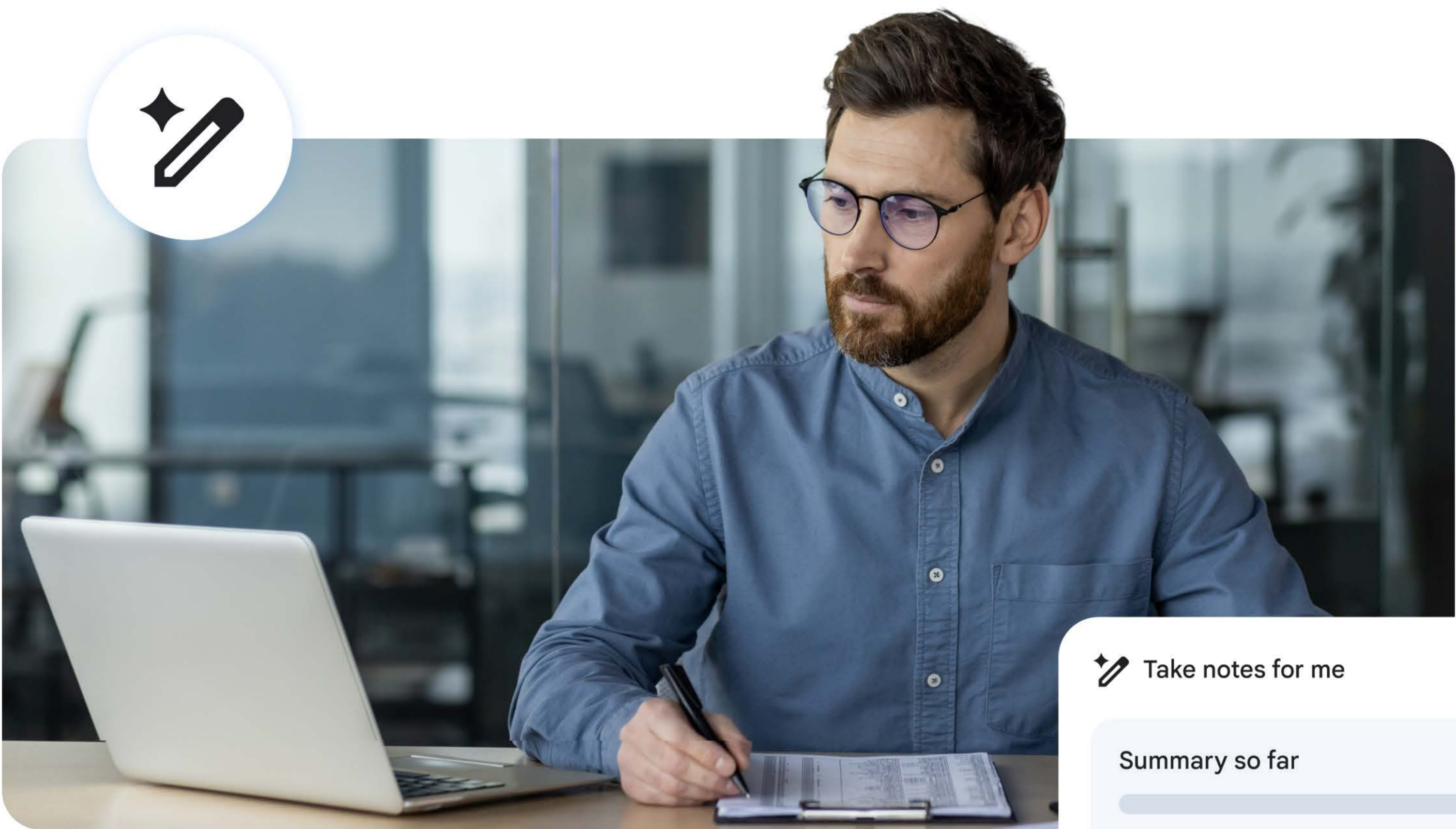




Phase 1

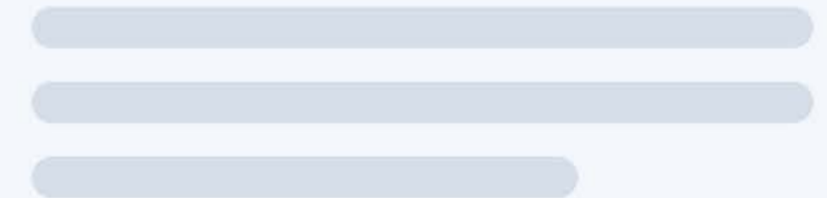
Elevating individual productivity

The first step is to boost personal efficiency by providing employees with access to general-purpose AI and embedding intelligence directly into their existing workflows.



Take notes for me

Summary so far



Stop taking notes

Deep Research

Create image

Take notes

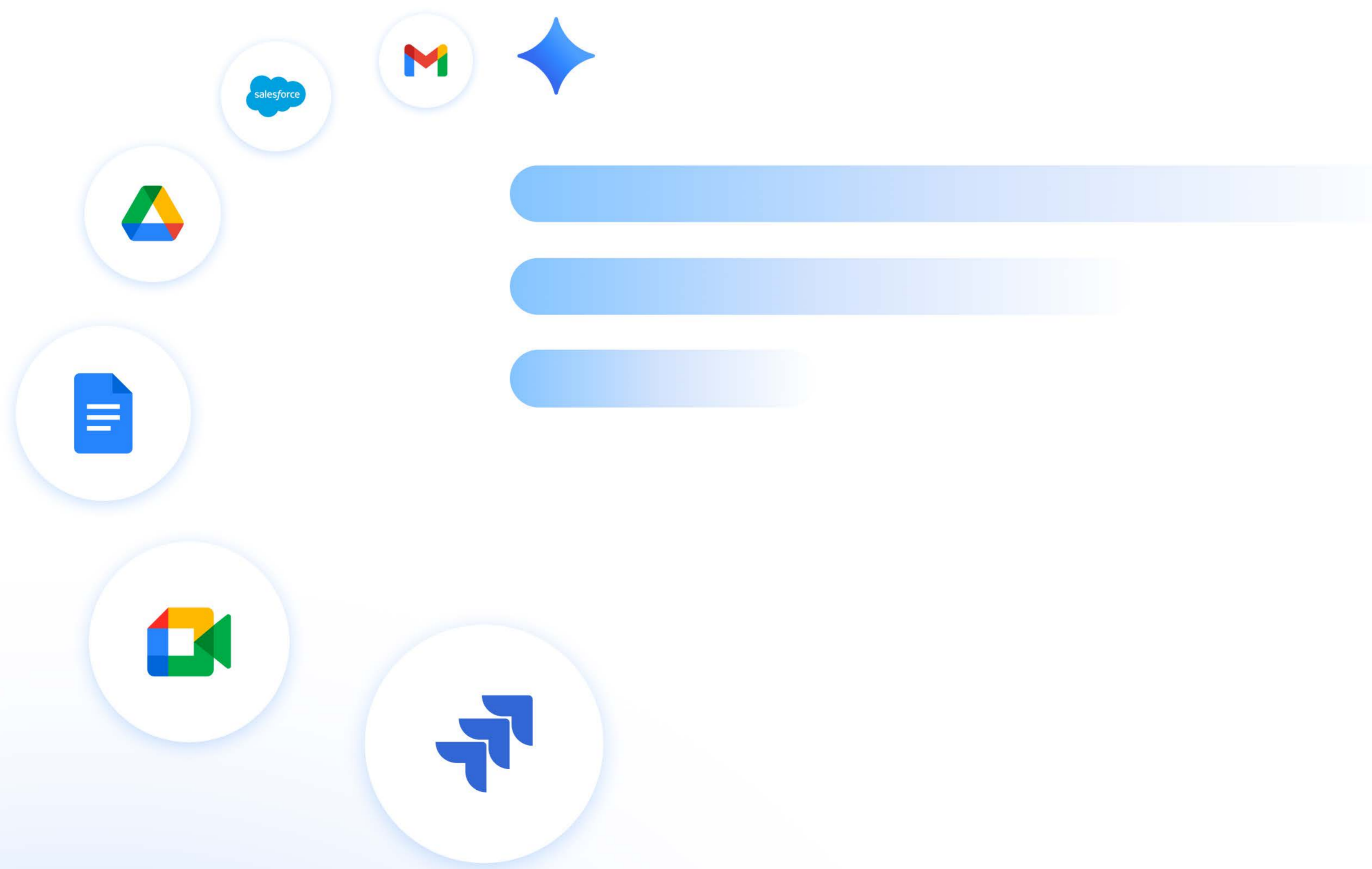
Draft email

Analyze data

Google Workspace seamlessly integrates Gemini within the apps employees already use, providing a fast path to AI adoption. AI-powered features in Gmail, Docs, Meet, and other apps deliver immediate value — helping employees save time and improve the quality of their work.

Gemini Enterprise empowers every employee with a secure AI chat app grounded in your organization’s data. It allows employees to quickly search and analyze information, generate text, images, and video content, and deploy agents. Gemini Enterprise works with Google Workspace to help individuals increase productivity by tapping into truly helpful AI, no matter where they work.

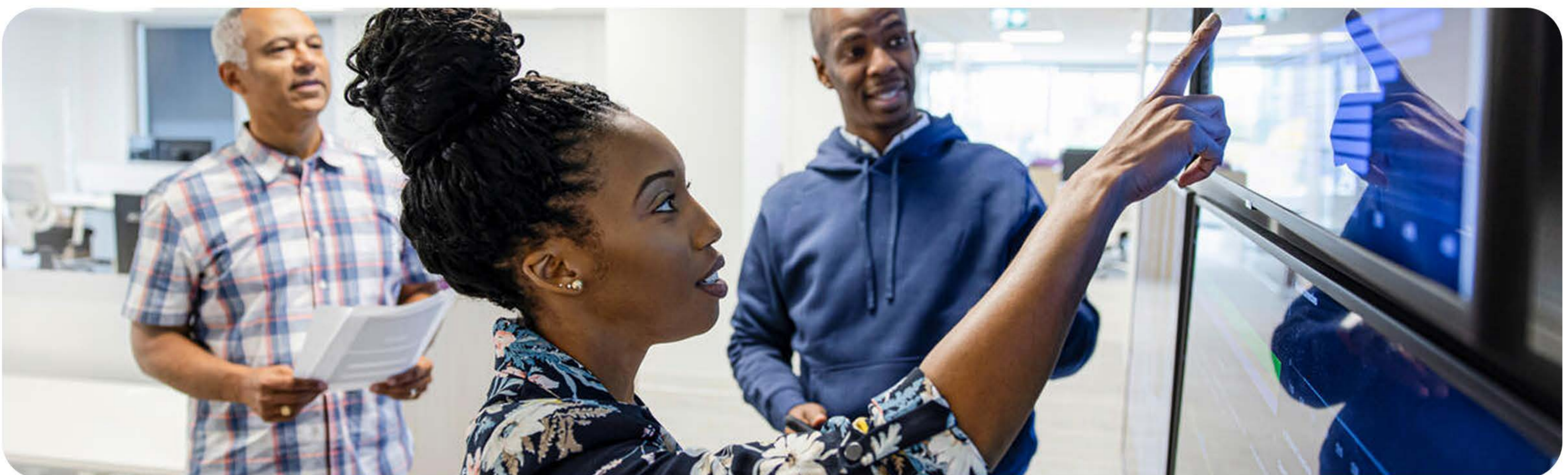
By leveraging these tools for everyday tasks — like drafting content, taking meeting notes, and responding to emails — employees build AI fluency. This cultivates daily time savings that compound into massive productivity gains and drive user adoption across the organization.



Phase 2

Deploying specialized AI tools and agents

Once individual productivity is established, organizations can deploy pre-built AI tools and agents to improve entire workflows and increase team-wide productivity across shared tasks like research, knowledge sharing, and more.



- **Workflow automation** ([Workspace Studio](#)): Automates everyday work by orchestrating complex processes across Workspace apps — no coding required.
- **Accelerated intelligence** ([NotebookLM](#)): Synthesizes dense, multi-source documentation into fully-cited text summaries, data visualizations, and audio and video overviews to accelerate learning.
- **Strategic analysis** ([Gemini Deep Research](#)): Compresses weeks of market or internal research into hours by planning and executing cross-data searches.
- **Democratized insights** ([Data Insights](#)): Empowers all employees to extract business intelligence from complex datasets without requiring SQL (structured query language) knowledge.
- **Enhanced customer experience** ([Gemini Enterprise for CX](#)): Deploys AI agents that provide a "digital concierge" shopping experience, deliver 24/7 automated support, and empower human service teams with real-time AI assistance.

Phase 3

Building and scaling custom agents

The final phase of AI transformation is the democratization of agent creation. Gemini Enterprise provides a single place for employees to create agents, and for IT to govern and manage agents to meet security and compliance standards.



- **Agent Designer:** Empowers all employees to build custom agents using natural language in Gemini Enterprise. Users simply define a goal, provide instructions, and connect to relevant data sources.
- **AI Agent Finder:** Enables employees to quickly discover pre-built, third-party agents for specialized business needs. These agents can be purchased from Google Cloud Marketplace or directly through partners and deployed into your environments.
- **Agent Development Kit (ADK):** Allows technical teams to create and deploy more sophisticated agents that can also be accessed and governed in Gemini Enterprise.

Learn more about pre-built and custom agents



04

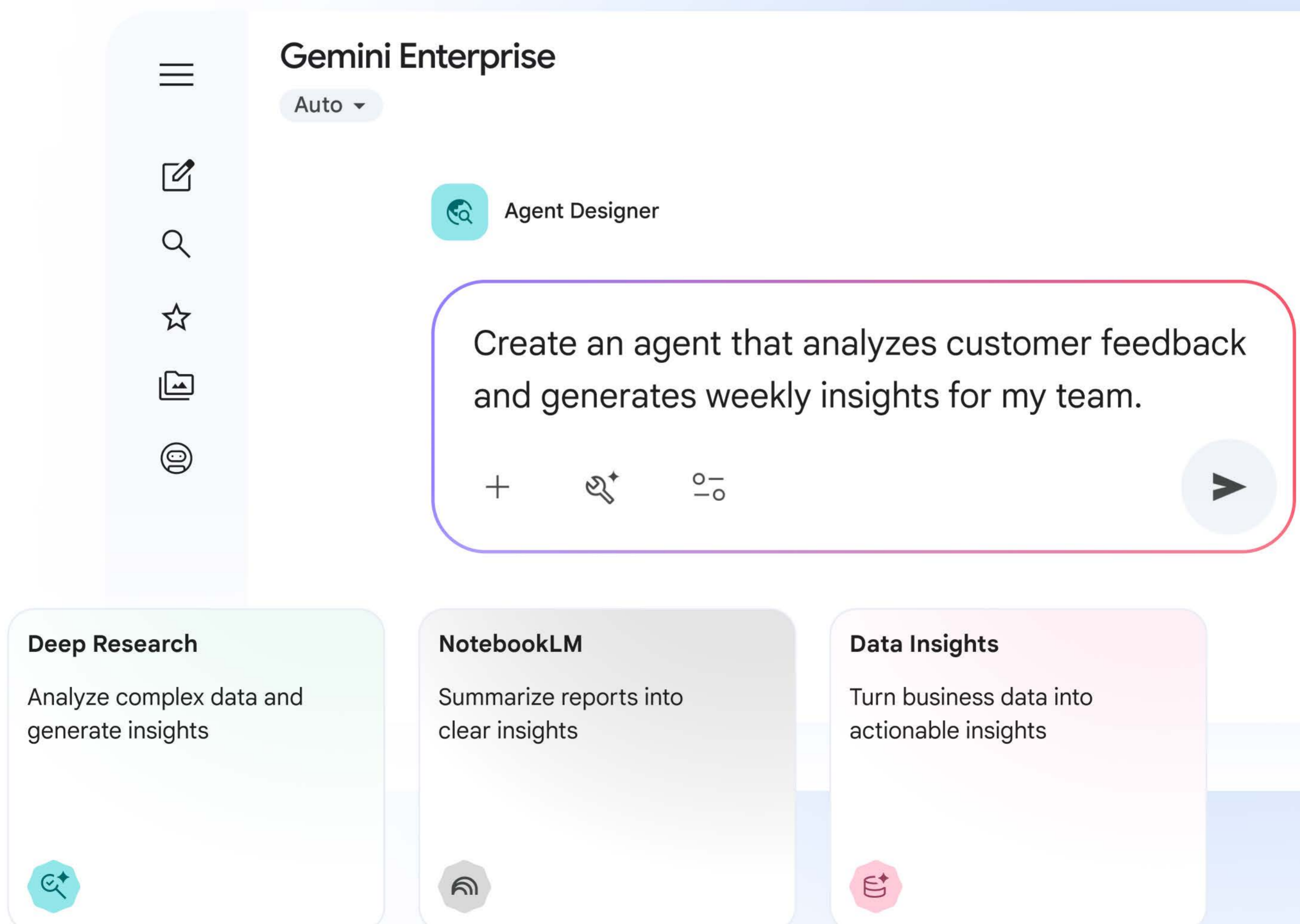
Agent use cases

From theory to execution



Transitioning to an agentic workplace doesn't require deep technical skills. Using **Agent Designer** in Gemini Enterprise, employees can build custom agents using natural language prompts — no coding required.

The next section provides sample prompts to help your teams understand how to create agents in Gemini Enterprise. These agent-building prompts follow a strategic blueprint to ensure every agent is purposeful, grounded, and secure.



Strategic Blueprint for creating agents with natural language prompts



To ensure consistency and performance, every custom agent should include:

[Purpose]

Give the agent a name and describe the specific role it fulfills or business problem it solves.

[Data sources]

Identify the data sources and apps to perform its function. Connect specific files, CRM data, or internal knowledge bases.

[Instructions]

Outline the primary actions the agent must perform. Use strong, clear verbs and provide step-by-step instructions if necessary.

[Guiding principles]

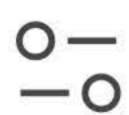
Set the constraints. Define the output format, tone, and what the agent should *not* do.

Customization is key



The following use cases include sample prompts designed to help your teams get started with building and customizing their own agents in Agent Designer. Outputs will vary based on your unique data, and prompts may need to be refined for your specific use cases. We encourage an ongoing process of optimization for the best results.

🔗 **Pro-Tip:** If you find your agent combining too many actions into a single step, try rewriting your [Instructions] into a numbered list (Step 1, Step 2) to ensure Agent Designer builds a distinct, multi-step workflow.



Sales agent

Deal strategy and stakeholder analysis

A strategic partner that equips sales teams with the intelligence required to navigate and close complex enterprise deals.

Sample prompt

[Purpose] You are a Sales Deal Strategist to accelerate deal closure.

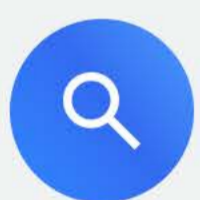
[Instructions] Analyze past interactions from CRM, meeting notes, and email to identify critical insights, map stakeholder influence (champions, blockers), and generate a data-backed strategy to advance the deal.

[Data sources] Connect to Salesforce, Jira, Google Drive, and Gmail.

[Guiding principles] Maintain a professional, data-driven tone; all recommendations must be actionable and directly tied to evidence in the source data.



With this Sales agent, you can:



Find: Determine the current deal status and identify critical insights from account interactions.



Understand: Map the political landscape of an account by identifying champions, blockers, and influencers.



Act: Generate a strategic report with data-driven recommendations to advance the deal.

Marketing agent

Content ideation and brand consistency validation

A creative partner that generates innovative content while enforcing global brand standards.

Sample prompt

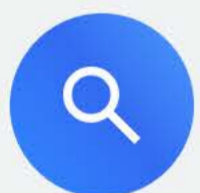
[Purpose] You are a Creative AI Partner to help teams develop innovative, on-brand campaigns. **[Instructions]** Find inspiration by analyzing market trends and past campaign performance. Draft compelling, innovative marketing copy. Verify all generated copy aligns perfectly with our brand voice and key messaging pillars.

[Data sources] Connect to Google Drive for our brand style guidelines, key messaging documents, and past campaign performance analytics.

[Guiding principles] Prioritize creativity that is 100% compliant with brand guidelines. When asked to review content, flag any deviations from our brand voice and provide an on-brand alternative.



With this Marketing agent, you can:



Find: Surface inspiration from market trends and past campaign performance.



Understand: Verify how new ideas align with your brand voice and key messaging.



Act: Draft creative copy that is both highly creative and compliant with brand guidelines.

Human Resources agent

Policy navigation and onboarding assistance

An always-on resource to streamline employee support and internal HR processes.

Sample prompt

[Purpose] You are an AI HR Assistant designed to help employees with self-service support and onboarding. **[Instructions]** Your primary function is to find, summarize, and explain information from official company documents. When an employee asks a question, you are to locate the relevant files and provide a direct answer based on the included content. **[Data Sources]** Connect to the HR Policy site, Google Drive for all Benefits documents, and the New Hire Checklist. **[Guiding Principles]** Prioritize clarity and simplicity in all responses. Always cite and link to the official company source document for the information you provide. For any questions related to an employee's personal situation, you must direct the employee to file a ticket with the HR Helpdesk.

+



With this Human Resources agent, you can:



Find: Locate exact policy, benefit details, and onboarding steps.



Understand: Simplify complex compliance rules or benefit packages into concise summaries.



Act: Generate a personalized checklist for processes like onboarding or benefits enrollment based on official guides.

Budget variance reporting

An analyst agent designed to enhance financial accuracy and provide instant budget visibility.

Sample prompt

[Purpose] You are a secure AI Budget Assistant that streamlines variance analysis and financial inquiry. **[Instructions]** Pinpoint budget vs. actual variances, summarize the causes of overspending, and draft professional inquiry emails to the relevant budget owners for review. **[Data sources]** Connect to ServiceNow and Google Drive for master budget files and expense policy documents. **[Guiding principles]** Operate in read-only mode at all times. All findings must be strictly data-based. Restrict access to authorized finance personnel only.

+  



With this Finance agent, you can:



Find: Identify specific variances between actual spending and the approved budget.



Understand: Synthesize financial drivers of overspending into a concise executive overview.



Act: Draft data-driven inquiry emails to department heads regarding discrepancies.

Product Management agent

Synthesis of user feedback and PRD drafting

An AI partner to help build better products by synthesizing user feedback and market data.

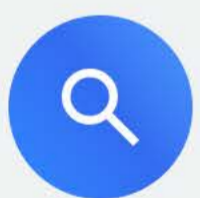
Sample prompt

[Purpose] Act as a Product Insights Engine to convert high-volume user feedback into clear development priorities. **[Instructions]** Analyze all user feedback to find recurring themes, quantify critical pain points, and generate a data-backed PRD for the next development cycle. **[Data sources]** Connect to Jira, Slack, ServiceNow, Salesforce, and Gmail for customer feedback and Google Drive for internal PRD templates. **[Guiding principles]** Focus on quantifiable data. All insights and PRD requirements must be directly supported by and linked to raw user feedback.

+



With this Product Management agent, you can:



Find: Surface recurring themes and feature requests from user feedback entries.



Understand: Identify the most critical user pain points, quantified by data and frequency.



Act: Generate a data-backed PRD for the next development cycle.

Software Engineering agent

Accelerate development and simplify debugging

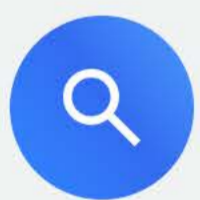
An AI agent to help software engineering teams uncover historical insights and resolve bugs faster.

Sample prompt

[Purpose] You are an AI Root Cause Analyst that accelerates bug resolution by identifying the most likely causes of new issues based on historical data. **[Instructions]** Given a new bug, search our issue tracking systems and files for similar past incidents. Analyze the historical debugging steps and resolutions. Then, produce a report that outlines the top 3 most likely root causes for the new bug and provides a step-by-step investigation plan. **[Data sources]** Connect to Jira, ServiceNow, Salesforce, and Google Drive. **[Guiding principles]** Your analysis should be concise. Each recommended step in the investigation plan must be linked to a specific past ticket.



With this Software Engineering agent, you can:



Find: Locate past tickets and related documents that are similar to a current issue.

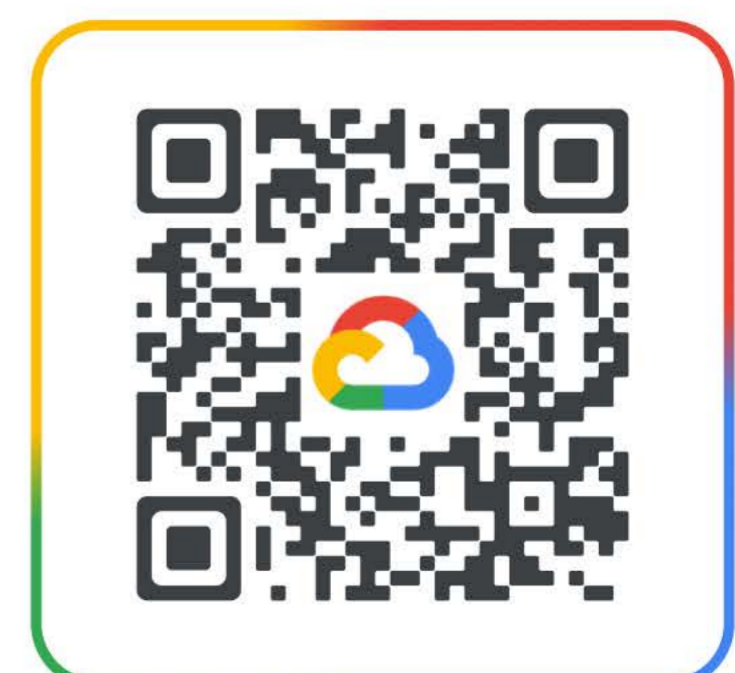


Understand: Extract key context from past incidents to identify root causes, recurring bugs, and historical workarounds.



Act: Formulate a targeted debugging plan where every step is explicitly justified by a specific past resolution.

Discover even more example prompts and ways to accelerate daily work with Gemini Enterprise



05

Enterprise-grade controls





An agentic workplace requires a **trustworthy, resilient, and agile** foundation.

Gemini Enterprise and Google Workspace are built on secure-by-design Google infrastructure. They leverage decades of experience in engineering enterprise-grade solutions to help protect your company's data and brand trust.

An agentic workplace must be **trustworthy**

- **Secure-by-design:** Gemini Enterprise and Workspace run on Google's secure and reliable infrastructure, leverage robust Gemini models, and include built-in prompt injection defenses.
- **Confidential:** Your organization's data is not reviewed by humans, used for ads, or used to train AI models outside of your domain without your permission.
- **Compliant:** Our practices are certified against a broad set of industry standards that can help you meet the most rigorous compliance requirements, including HIPAA and FedRAMP High.



An agentic workplace must be **resilient**

- **Data governance:** With a set of new security and governance products designed specifically for agents, you now have a modern governance platform to manage, control access, and protect data across all of your agents.

- **Data residency:** Regulated organizations can control where their agents store and process data as well as manage vendor support personnel access for troubleshooting purposes to meet growing regulatory requirements.
- **Data sovereignty:** For organizations facing complex geopolitical risks, Google offers client-side encryption that helps authoritatively block unauthorized access from AI agents, foreign entities, or even Google itself.

An agentic workplace must be **agile**

- **Interoperability:** Agents across Gemini Enterprise and Workspace can interoperate with a broad set of tools, resources, and other agents leveraging open MCP and A2A protocols.
- **Extensibility:** Teams can easily build agents with no-code and pro-code tools, and acquire specialized Google- and partner-made agents from Cloud Marketplace.
- **Rapid implementation:** Gemini Enterprise can simply overlay your existing tech stack for immediate value. Google Workspace now includes a cloud migration service and enhanced interoperability with legacy apps, making it easier and faster than ever to bring your organization into Workspace.

Scan for more information
on AI security and compliance



Let's get started



Write anything

Help me learn

 Enter a prompt for Gemini

+  Tools

 Create image

Draft email

Deep Research

The transition to an agentic workplace doesn't happen overnight, but it can begin in minutes.

Get started on your journey today.



Get in touch with our experts and start designing an agentic AI strategy tailored to your challenges, goals, and security requirements.

Learn more about Gemini Enterprise at cloud.google.com/gemini-enterprise