

The agentic shift

The new frontier of enterprise growth

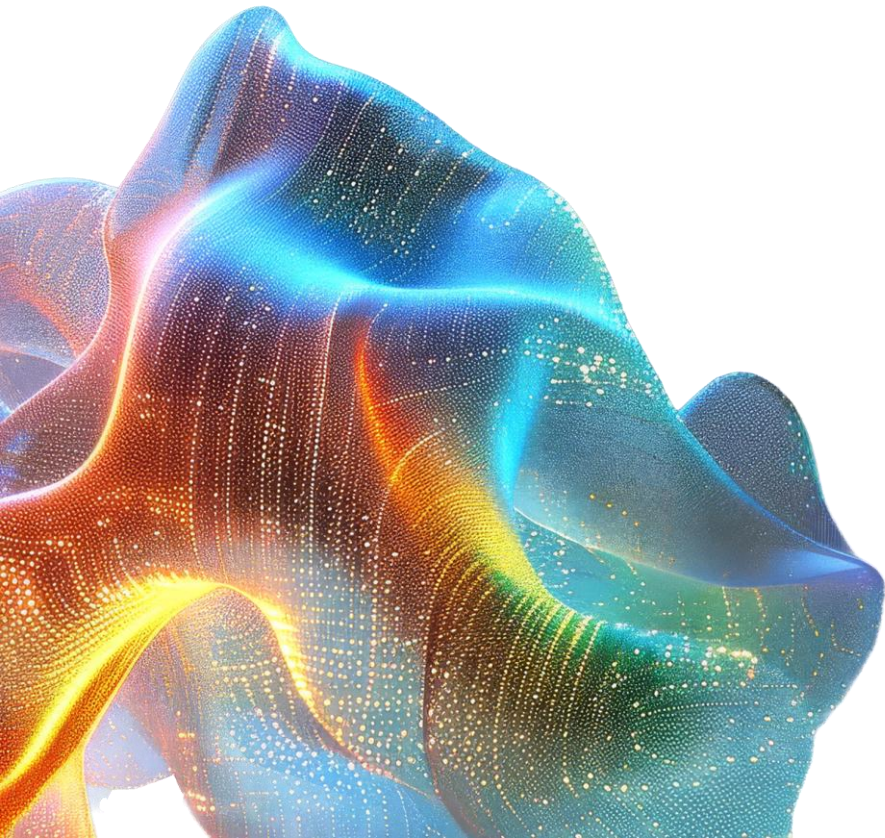
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Foreword

Some shifts in enterprise tech are incremental. Others redefine the rules. Agentic AI is the latter.

For years, we've talked about digital transformation—using AI to boost efficiency, cut costs, maybe reimagine a few workflows. But with agentic AI, we're entering a new phase: one where AI doesn't just support decisions, but drives them.

This is intelligence that can observe, reason, and act. It enables autonomy at scale—and it's changing how leaders think about technology, operations, and value creation itself.

We're also seeing a shift in how people engage with that intelligence. From desktop to mobile to Gemini Enterprise—a new environment where AI agents live. Not just embedded in apps, but operating across them: understanding goals, planning, and executing tasks. And with the rise of agent SDKs—software kits that give developers the tools to build, train, and deploy intelligent agents—developers can now build and scale these agents faster, powering a new wave of enterprise automation.

At Google Cloud, we're working with CxOs across Asia Pacific who are already on this journey. What's clear is this: success in the agentic era demands more than just smart models. It takes a unified foundation—where infrastructure, data, and AI come together seamlessly. That's exactly what we've built: a secure, enterprise-grade stack trusted globally, backed by world-class partners, and powered by AI innovation that's reshaping industries today.

The IDC *Asia Pacific Generative AI Adoption Study 2025*, commissioned by Google Cloud, surveyed 950 organizations across the region. It offers a timely look at how businesses are adopting generative AI (gen AI)—and preparing for what comes next. I hope it not only informs, but inspires. Because the question isn't whether AI will change your business—but how you'll lead that change.

Mitesh Agarwal

Managing Director, Architecture & Technology
Google Cloud, Asia Pacific



Success in the agentic era demands more than just smart models. It takes a unified foundation. One where infrastructure, data, and AI come together seamlessly.”

Executive summary

Across the world, CEOs seek competitive advantage, CIOs architect scalable platforms, CFOs demand measurable ROI, CHROs prepare the workforce for what's next, COOs pursue operational agility, and CMOs aim to personalize at scale. Generative AI (gen AI) will dramatically change how the C-suite works. Gen AI is no longer a futuristic concept; it is a strategic imperative. Combined with the shift toward agentic AI, where autonomous systems act intelligently in some context, gen AI heralds a new chapter in enterprise transformation.

But questions remain: **how do you lead responsibly, scale intelligently, and invest strategically?** This eBook explores adoption trends, and effective leadership strategies for gen AI success in Asia Pacific—and offers a blueprint for C-suite leaders to lead with purpose in this new world.

From gen AI implementation to agentic AI at scale, organizations are entering a new frontier of enterprise growth, where agility, innovation, and ROI converge. For CxOs, the path to sustainable advantage lies in bold tech choices, empowered talent, and trusted platforms that scale autonomy with purpose. Those who lead with vision today will define the competitive edge of tomorrow, and succeed.

01

AI success path: Evolve with agentic AI

For today's C-suite, the mandate goes beyond digital transformation—it is about enabling intelligent autonomy. Agentic AI delivers proactive decisioning and automates workflow. Those who adapt fast, lead decisively.

02

Invest in AI foundation: Security and data

CIOs and CISOs know this: AI is only as strong as its foundation. Trusted data, secure pipelines, and compliance-first infrastructure unlock scale, resilience, and boardroom confidence.

03

Ensure AI impact: Build AI skills

AI is not just an IT project—it is a capability. Forward-looking CxOs invest in people, empowering teams with AI fluency to drive innovation, not just run operations.

04

Adaptive AI platform: Engage partners with a long-term vision

AI partners can help organizations achieve their goals. Choosing platforms that offer end-to-end orchestration, continuous innovation, and ecosystem depth helps drive sustained impact.

Agentic AI turns enterprise goals into reality

AI agents' reasoning power transforms strategic business goals into high-impact, self-driving outcomes.

IDC research shows organizations are expanding AI use from narrow cases to strategic priorities—driving innovation, agility, and growth. Agentic AI accelerates this by turning complex goals into actions, automating decisions, boosting responsiveness, and enhancing experiences. It converts gen AI's intent into impact, helping enterprises scale and lead with speed.

Organizations' AI objectives for initiating AI projects



What is possible with agentic AI

Agents scan market trends, suggest new product ideas, run quick product-or-service simulations, and prepare a prototype brief overnight.

Smart service bots predict what customers need, fix issues on the spot, and personalize offers—no endless hand-offs.

AI helps handle tasks, fill routine forms, and schedule shifts, freeing employees to tackle bigger, more creative challenges.

Agents instantly adjust suppliers, inventory, and prices when demand or risks change, keeping operations smooth.

Sales agents fine-tune pricing, spot cross-sell chances, and renegotiate supplier rates to boost margins.

Key takeaways

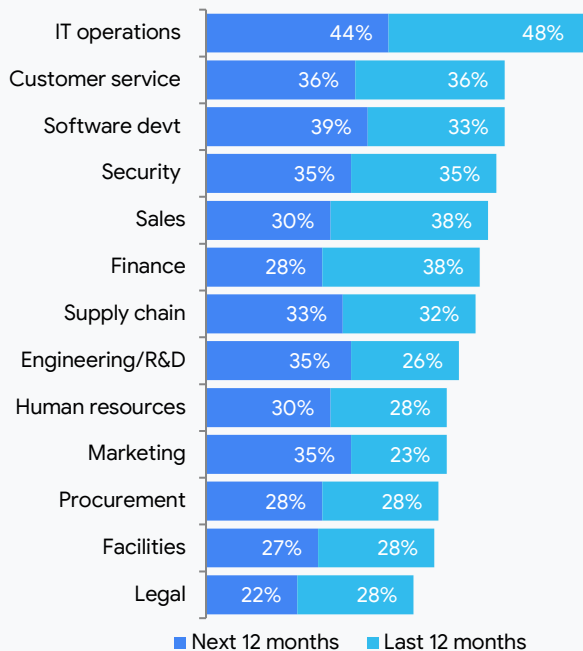
- **Position agentic AI at the enterprise core:** Go beyond automation to intelligent orchestration by aligning AI with key business functions. Agentic AI reasons, creates sub-tasks, and activates hidden processes to autonomously drive outcomes.
- **Empower AI to decide and act:** Rethink how value is created—agentic AI transforms business objectives into executable strategies, enabling real-time decision making and autonomous action to unlock innovation, growth, and competitive advantage.

Agentic AI unlocks more sophisticated use cases

Advanced use cases emerge as organizations expand gen AI capabilities and embed agentic AI.

Asia Pacific organizations are rapidly scaling gen AI across enterprise functions—from IT operations and software development to engineering, marketing, and HR—moving from experimentation to value realization, while increasingly identifying mission-critical use cases for their lines of business.

Gen AI use case adoption by business functions



Industry	Planned gen AI use cases in next 12 months	Implemented
Manufacturing	Energy and resource efficiency	54%
Retail	Pricing and merchandising strategy	47%
Financial services	Fraud detection and risk management	52%
Public sector	Economic policy and financial governance	54%
Telecommunications	Revenue management and pricing strategy	52%
Media & entertainment	Content creation and production	53%
Gaming	Game asset creation with limited coding skills	60%

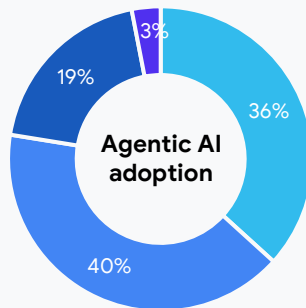
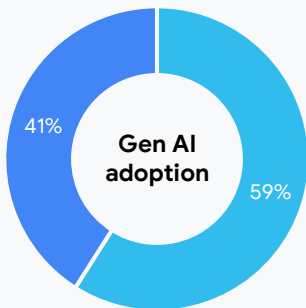
Key takeaways

- **Elevate use cases from tasks to outcomes:** Agentic AI evolves content creation into autonomous campaign orchestration—planning, executing, and optimizing.
- **Enable autonomous, context-aware execution:** In product development, agents interpret requirements, simulate designs, and iterate with minimal human input.
- **Built for scalable, multi-agent collaboration:** In supply chains, agents dynamically resolve disruptions, align logistics, and adapt procurement strategies in real time.

AI success path

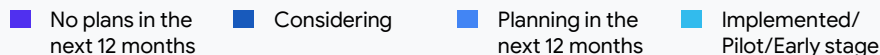
Gen AI fuels agentic AI to create intelligent systems, accelerate innovation, and drive next-level transformation.

Organizations are rapidly evolving from traditional AI to gen AI. The next stage will be agentic AI—enabling autonomous decision making and contextual intelligence at scale. As they mature in their use of gen AI, organizations will expect higher ROI by integrating agentic capabilities. Agentic AI takes gen AI further—turning strategic vision into real, autonomous outcomes that drive measurable business value. The IDC study predicts that by 2025, about **76%** of Asia Pacific organizations will implement agentic AI use cases across functions.



66%

of organizations expect over 3x returns from gen AI investments



Key takeaways

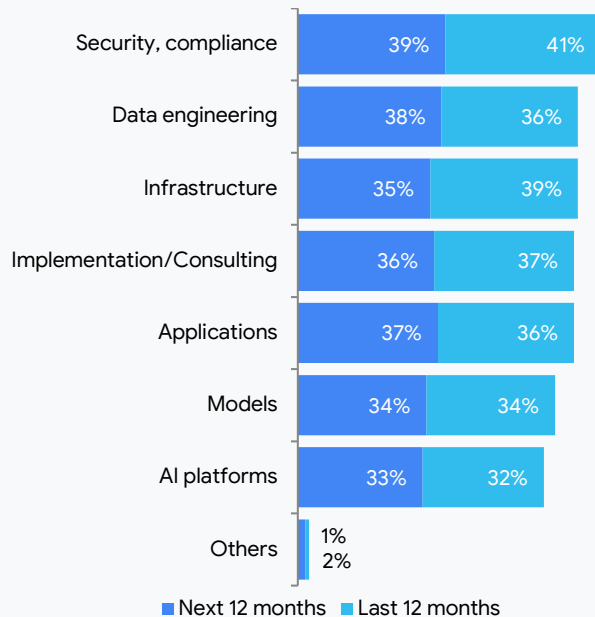
- **Agentic AI is an evolution, not a revolution:** Agentic AI builds on gen AI foundations—advancing autonomy, adaptability, and context awareness without disrupting existing systems.
- **Business-driven, not just tech-driven:** Strong gen AI ROI accelerates agentic AI adoption. Identifying the right agentic AI use cases will bring higher ROI, and fuel your next wave of enterprise transformation.
- **Success isn't adoption; it's acceleration:** From experimentation to execution, high-impact use cases fuel momentum, transforming AI from a cost center into a strategic growth engine.
- **AI maturity = competitive advantage:** Enterprises that integrate multiple AI modalities are building smarter, more adaptive systems, unlocking greater agility, ROI, and long-term differentiation.

Investing in AI foundation: Security

Securing generative AI at scale demands resilient architecture, trusted data, and autonomous threat response.

Security and compliance remain the top AI investment priority for the C-suite for at least the coming year, reflecting rising regulatory pressures and escalating cyber threats. This means proactively developing robust, AI-driven security and compliance is non-negotiable, as this safeguards business value, customer trust, and future growth as AI adoption accelerates.

Investment areas for AI



Role of security and compliance in building future-ready agentic workflow*

- **Mitigate autonomy exploits:** Without proper guardrails, AI agents acting independently can trigger data leaks or unauthorized access.
- **Secure dynamic interactions:** Agentic workflows interacting across APIs or systems can introduce stealthy threat surfaces if unchecked.
- **Embed oversight protocols:** Always-on human governance is vital to ensure agent behavior aligns with compliance and ethics mandates.
- **Engineer for trust:** Transparent logic flows and explainable actions build enterprise confidence in autonomous decision making.

*Source: IDC Agentic AI in Cybersecurity: A Primer Guide for Cybersecurity Architects, Jun 2025; IDC RSAC Conference 2025: Agentic AI and a Continued Move Toward Integration Emerge as Key Themes

Key takeaways

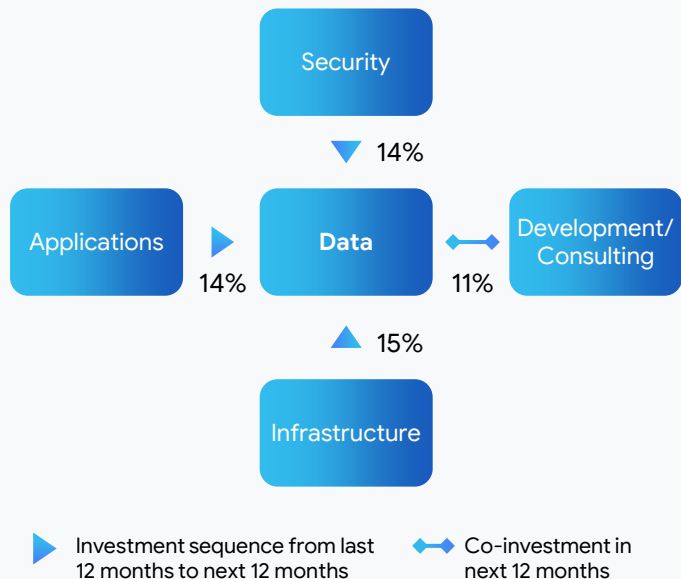
- **Secure from the ground up:** Choose AI platforms with embedded security at the model, data, and infrastructure layers to future-proof innovation.
- **Adapt security to autonomous agents:** Evolve governance and threat models to anticipate risks from self-directed AI agents operating in complex environments.
- **Make trust a core capability:** Invest in explainability, traceability, and compliance by design to ensure every AI outcome is accountable and auditable.

Investing in AI foundation: Data

Prioritize high-quality, well-governed data pipelines to maximize generative AI ROI and accelerate agentic AI.

Data engineering ranked fourth for AI investments in the last 12 months but now is second only to security for the year ahead. This acknowledges data engineering's importance in supporting other AI investments.

AI investment flow: Data as the hub of investment portfolio



Flexing AI investment to data engineering

- **From security to data:** AI security investments have exposed data governance gaps, underscoring the need for stronger data engineering to secure AI use.
- **From AI applications to AI-ready data:** AI tools, including agentic ones, flounder without high-quality data. This fuels the need to modernize infrastructures with data lakehouse, data mesh, and scalable data platforms.
- **From AI infrastructure to advanced data solutions:** GPU/TPU investments revealed data-compute bottlenecks, prompting further investments in advanced data solutions to optimize these AI resources.
- **AI implementation/consulting with data:** Aligning AI with business needs requires redesigned data models—making integrated data-AI execution more cost-efficient and outcome-driven.

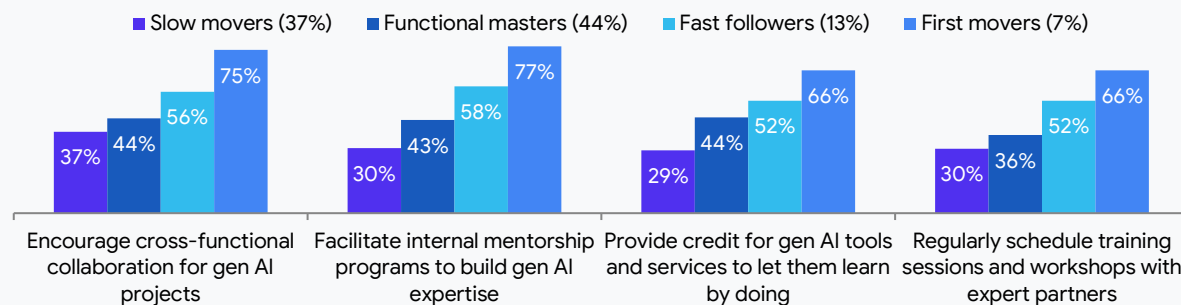
Key takeaways

- **Modernize data first, scale AI faster:** Robust data infrastructure is the backbone of AI; without it, AI remains fragmented, biased, and unscalable.
- **Fuel agentic AI with intelligent data:** Future-ready data platforms power self-learning systems, unlocking continuous innovation and competitive advantage.

Build skills to power AI success

Empower talent with AI fluency to transform innovation into impact.

IDC analyzed functional and industry-specific gen AI use cases adopted in the past year and those planned for next year. Cluster analysis suggests four enterprise archetypes—**first movers** who invest heavily in AI skills and produce the highest AI performance. At the other extreme are **slow movers**, whose low investment in skills leads to low AI performance. (Refer to Appendix 1 for detailed features of these four clusters.)



Traits of first mover – AI success track

High investment in AI skills program

- Top in cross-functional collaboration
- Top in gen AI mentorship
- Top in providing gen AI training
- Top in providing credits for AI tools



High AI performance

- 3.5x ROI on average—the highest segment
- Highest (59.4%) adoption of agentic AI
- Highest gen AI project success rate (54% reported more than 80% success)

Proactive, deliberate strategy to invest in AI talent is essential to building the capability needed to lead with agentic AI.

Key takeaways

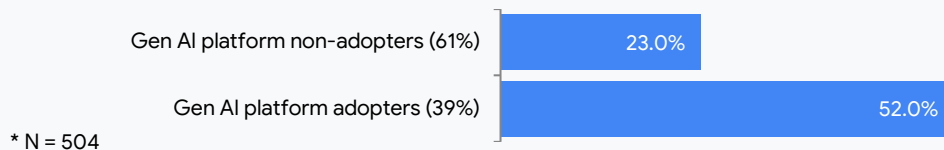
- **Modernization unsupported by gen AI talent is a recipe for failure:** AI platform upgrades will fail without skilled teams. Skills development investments fuel AI-driven transformation.
- **People are your gen AI force multiplier:** Human-agent collaboration will be a key feature of the agentic AI era. Upskilling with intent, and building cross-functional collaboration create real value from your agentic AI investment.
- **Strategy + Execution = Gen AI Leadership:** Leading enterprises align AI investments with a clear organization-wide vision.

Trusted generative AI platforms help scale agentic workflows

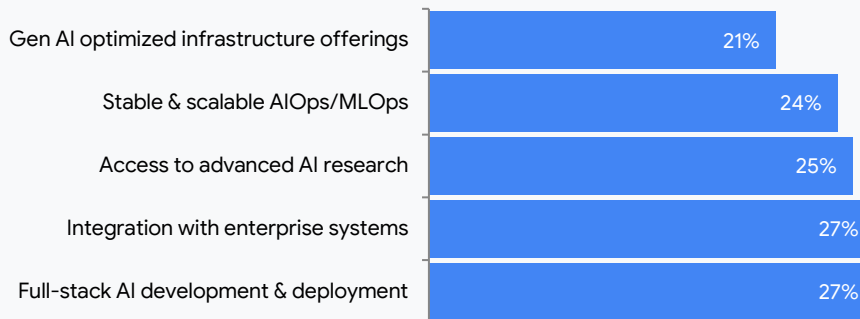
Accelerate business value by scaling agentic workflows on secure, enterprise-grade generative AI platforms.

Platforms matter. IDC analysis reveals that firms with gen AI platforms are nearly twice as likely to deploy agentic AI in production—gaining efficiency, speed, customer experience, and competitiveness. This is hardly surprising as such platforms accelerate agentic workflow implementation by securely integrating models, data, and orchestration at scale. Platforms move businesses forward—beyond experimentation and pilot fatigue—unlocking autonomous workflows that deliver measurable, real-world outcomes, empowering C-suite to drive innovation and operational efficiency with confidence.

Deployed agentic AI in production



Top 5 gen AI platform selection criteria



Key takeaways

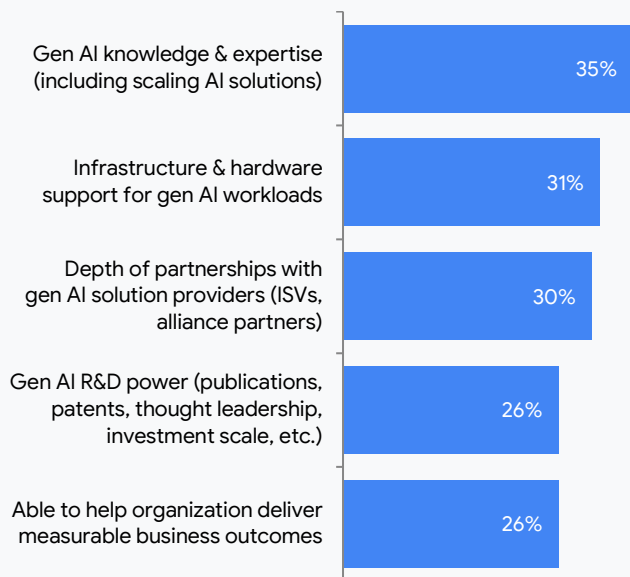
- **Move beyond pilots and industrialize gen AI with platforms:** Platform adopters scale faster by turning experiments into autonomous workflows, leaving laggards trailing behind in the AI maturity curve.
- **Invest in vendors with full-stack AI capabilities:** Early gen AI leaders choose platforms with end-to-end capabilities—from development to deployment—to scale intelligently and securely.
- **Bridge the execution gap with ecosystem-ready platforms:** Platforms that integrate seamlessly with enterprise systems eliminate operational friction and accelerate gen AI adoption.
- **Choose strategic partners, not just an AI vendor:** Your gen AI success hinges on who you build with. Engage with platform providers with deep AI expertise, R&D strength, and a proven record in enterprise delivery.

Build generative AI partnership with a long-term vision

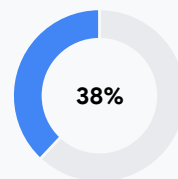
Forge strategic generative AI alliances that scale innovation, accelerate impact, and future-proof the business.

Organizations tend to select partners with deep expertise, execution strength, and ecosystem breadth to bridge capability gaps and scale enterprise impact. They increasingly prefer full-stack AI solution vendors that offer models, tools, infrastructure, and governance in one platform to accelerate adoption, ensure interoperability, and future-proof their innovation. Strategic alignment with such partners enables long-term value creation, continuous optimization, and faster time to trusted gen AI outcomes.

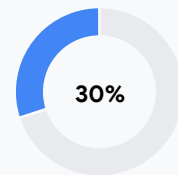
Top 5 generative AI partner selection criteria



Type of gen AI vendor organizations prefer to partner with



Full-stack AI solution vendor



Cloud service provider

Key takeaways

Look for partners with proven credibility in:

- **Knowledge and expertise:** Partners providing consulting services with deep understanding of business, industry, roadmap design, AI skilling, and operational models.
- **Implementation skills:** Partners experienced in technology deployment, and offer infrastructure support.
- **Right ecosystem:** To optimize real ROI from your gen AI investment, work with vendors with a well-developed ecosystem across the gen AI stack.

Charting the future

Your agentic AI playbook.

01

Lead with purpose, not just performance

Agentic AI redefines leadership. It drives value by embedding autonomy, ethics, and intent into enterprise decision making.

02

Invest in secure, scalable AI foundations

Success demands trusted data, compliant architecture, and resilient pipelines that can evolve with AI complexity.

03

Build AI fluency across the organization

Upskill talent beyond IT; empower every function to co-create innovation through intelligent systems.

04

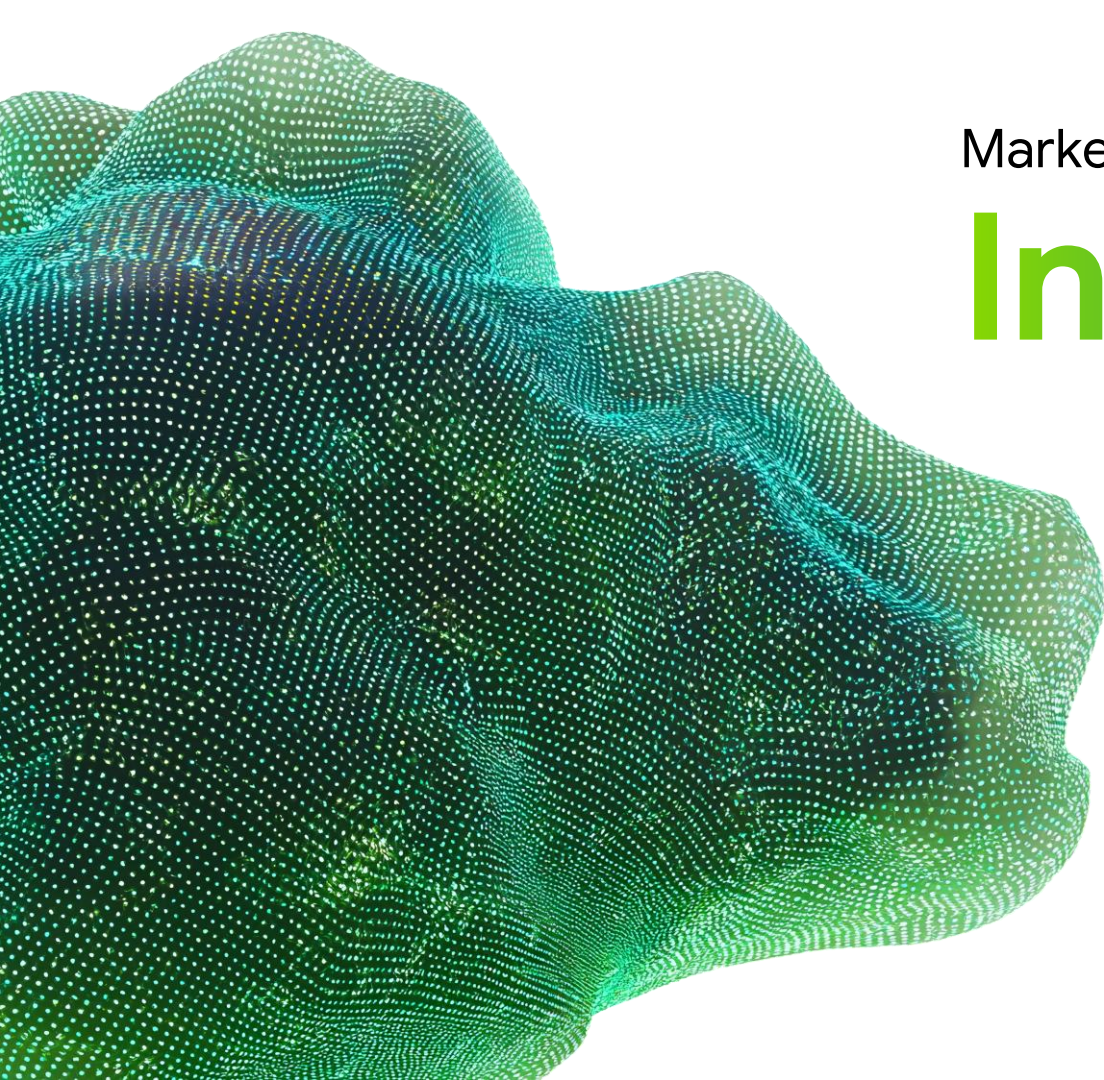
Adopt adaptive platforms for agentic execution

Choose full-stack AI platforms that support orchestration, model evolution, and dynamic agent-driven workflows.

05

Align use cases to strategic impact

Don't just chase automation—design agentic AI use cases that proactively shape business models and industry outcomes, and deliver real business value.

An abstract, three-dimensional visualization of a landscape or terrain. It is composed of a dense grid of small, glowing green and blue dots that form a wavy, undulating surface. The shape resembles a stylized mountain range or a topographical map rendered in a digital, point-cloud style. The colors transition from a vibrant green on the left to a deeper blue on the right, suggesting a gradient of elevation or data values.

Market Insights

India

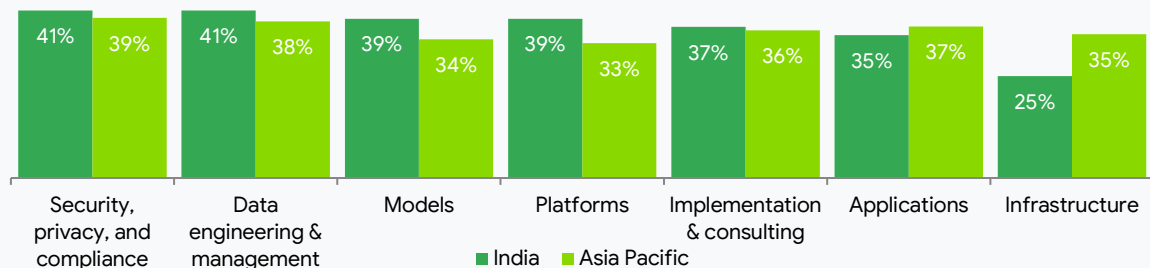
India's generative AI momentum: Scaling adoption, accelerating impact

Foundational investments, technological innovation, and agentic AI fuel enterprise transformation

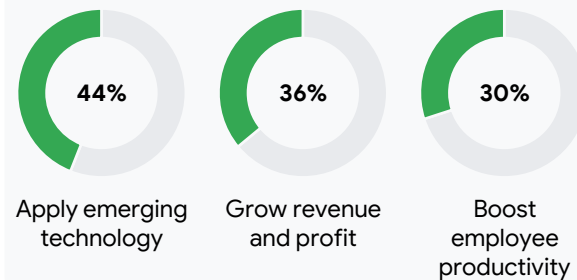
Indian organizations are rapidly transitioning from experimentation to enterprise-scale gen AI implementation, with AI emerging as a strategic enabler of agility, innovation, and digital transformation. Growing attention on foundational AI investments—**scalable models, robust data pipelines, and outcome-driven platforms**—reflects an ambition to industrialize gen AI across critical business functions.

The government's push to adopt AI and build a robust startup ecosystem accelerates ROI by aligning AI programs with **tech adoption, revenue growth, and productivity**—positioning India as a leading AI growth engine in Asia Pacific.

AI investment for next 12 months



Key motivators for AI projects



Agentic AI is gaining momentum in India

Organizations are increasingly embedding autonomous, goal-driven AI agents into operational workflows. This signals a maturing landscape, where emphasis on scalability, cost efficiency, and digital public infrastructure is accelerating agentic AI adoption as a pragmatic driver of automation.

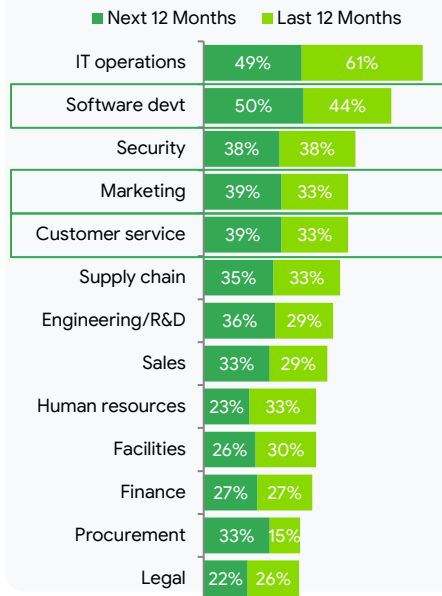
Agentic AI adoption



From adoption to autonomy: Scaling agentic AI organization-wide

Indian enterprises are expanding gen AI adoption across diverse business functions—from high-impact technical functions like software development and engineering, to customer-facing functions like marketing, and customer service. Agentic AI is accelerating automation, boosting productivity, and delivering stronger ROI across critical business operations.

Gen AI use case adoption by functional areas



Scaling gen AI where it matters most

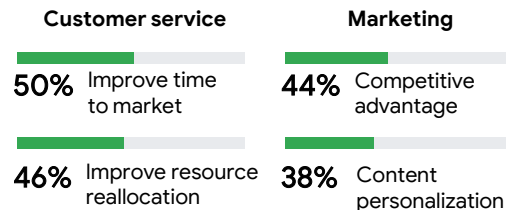
Software development

- Indian organizations are embedding gen AI across the software development life cycle to boost speed and quality through intelligent automation and customization.
- Integrating gen AI into existing applications enhances code generation, testing, and quality assurance, while custom and proprietary gen AI applications streamline DevOps, shortening release cycles, and automating defect triage.

Marketing and customer service

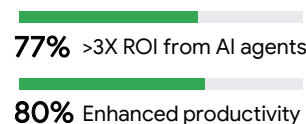
- Organizations are also rapidly scaling gen AI across functions like marketing and customer service to boost personalization, efficiency, and customer engagement.
- Integrating gen AI for marketing ops and contact center automation, customizing models for content and customer engagement, and building proprietary applications to drive service and creative innovation are gaining traction.

Key goals for integrating AI agents across business functions



Source: IDC's FERS Study, Wave 1, Feb 2025, (n = 50 India)

Agentic AI ROI & benefit



Source: IDC's AP Agentic AI Survey, 2025, (n = 70 India)

Key takeaway

By enabling autonomous, goal-driven execution, agentic AI drives scalable, high-impact use cases tailored to organizations' need for speed, efficiency, and digital reach.

The next frontier: embedding Agentic AI into the DNA of organizations

Driven by strong intent and growing maturity, Indian organizations are adopting agentic AI to embed intelligence across planning, tooling, and collaboration. This shift from siloed gen AI pilots to autonomous, system-wide value drivers, is helping to break down adoption barriers and unlock lasting impact.

Agentic AI adoption in India

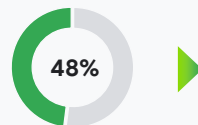
41%	38%	19%
Already deployed	Planned in next 12 months	Considering deploying

Agentic AI use cases organizations plan to deploy next year:

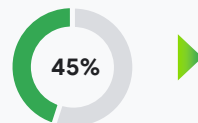
Tool use: Integrate agents with other tools such as web scraping calculators, analytics/ML models	64%
Reflection: Make LLM self-evaluate its response and fix and retry prompts until it meets certain quality thresholds	61%
Planning: Use LLM to suggest step-by-step plan to achieve some goals	61%
Multi-agent collaboration: Connect two or more agents to split tasks or discuss ideas for a solution	65%

AI implementation challenges

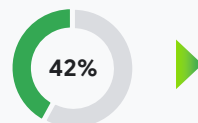
Align AI with business goals



Data challenges



Infrastructure challenges



Agentic AI: Overcoming gen AI implementation barriers

Drive business-aligned autonomy: Agentic strategy agents interpret and act on enterprise OKRs, ensuring gen AI applications remain closely aligned with business goals, and bridging the gap between isolated pilots and enterprise-wide value realization.

Activate data on demand: Intelligent data agents autonomously connect to siloed systems, normalize unstructured inputs, and enforce governance—delivering high-quality, compliant data pipelines critical for reliable gen AI outcomes.

Unblocking infrastructure for scale: Agentic orchestration agents simplify backend complexity by automating provisioning, deployment, and scaling—making AI infrastructure more accessible, resilient, and innovation-ready.

Key takeaway

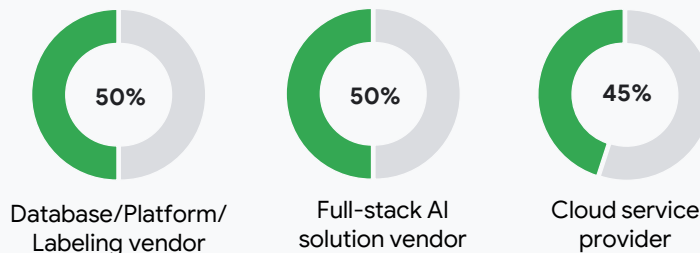
To stay ahead in India's fast-evolving digital economy, organization leaders must prioritize the adoption of AI agents as strategic enablers—embedding them into workflows to align goals, activate real-time data, and scale automation. The next step is operationalizing agentic AI to turn fragmented AI initiatives into enterprise-wide, outcome-driven transformation.

Selecting for scale

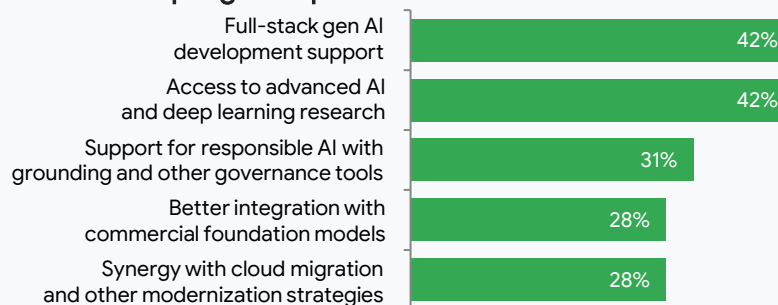
Generative AI platforms that drive transformation

Indian organizations strategically choose gen AI partners who offer full-stack solutions, and robust data platform expertise over generic cloud service providers. Their focus: trusted, tailored, and transformational AI partnerships.

Preferred gen AI vendor type



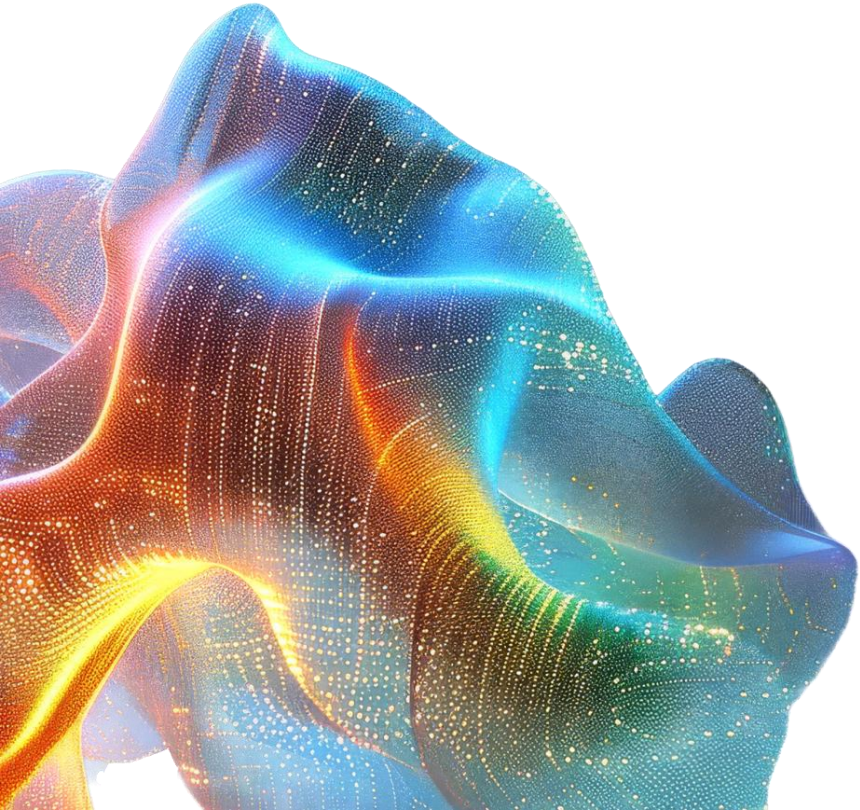
Top 5 gen AI platform selection criteria



Five key takeaways for India business and IT leaders

- 1. Double down on full-stack gen AI platforms:** Full-stack gen AI solution vendors are favored for their ability to deliver seamless integration across the AI life cycle—from data to deployment—accelerating time to value.
- 2. Invest in research-driven partnerships:** Platform choices are being shaped by access to cutting-edge AI and deep learning research, underscoring the need to partner with vendors who invest in continuous innovation and model advancement.
- 3. Embed governance into gen AI initiatives:** As responsible AI becomes a top priority, Indian organizations seek platforms with built-in grounding, traceability, and policy enforcement, enabling safe and compliant gen AI adoption.
- 4. Prioritize interoperability with foundation models:** Seamless integration with commercial foundation models is emerging as a key differentiator, enabling enterprises to scale use cases without overhauling current core AI workflows or switching platforms.
- 5. Align gen AI with cloud and modernization goals:** To future-proof AI strategies, select platforms that align with your digital transformation goals, including cloud migration, modernization, and hybrid deployment readiness.

Appendix



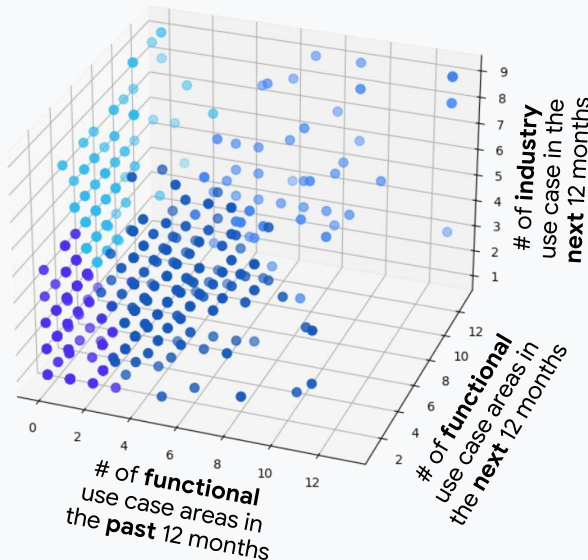
Appendix 1: Generative AI use case clustering

Appendix 2: Research methodology

The four patterns of generative AI use case adoption

IDC's cluster analysis reveals four distinct AI use case adoption patterns among Asia Pacific organizations. Each pattern reflects unique attitudes toward AI and gen AI, shaped by the state of functional and industry-specific adoption, and future plans. Notably, first movers also emerged as the best performers.

Use case adoption clustering



	Gen AI performance	Agentic AI adoption	Deployment challenge
First mover (7%) Biggest data engineering investor; deploys diverse functional and industry use cases	~3.5X ROI with 81% project success	59.4%	Strategy: Aligning AI investments to business goals
Fast follower (13%) Begins to expand functional and industry use cases	~3.1X ROI with 76% project success	13.3%	Data: Quality and management of data
Functional master (44%) Focused on functional, not industry use cases	~3.1X ROI with 81% project success	48.8%	Data: Quality and management of data
Slow mover (37%) Maintains only a few functional and industry use cases	~2.6X ROI with 77% project success	23%	Data: Quality and management of data

Methodology

This survey was conducted in early 2025 to understand how organizations in the Asia Pacific region are adopting AI.

IDC asked 950 IT and business leaders across the region about their reasons for pursuing AI, areas of AI-related investment, most adopted gen AI use cases, AI project success factors and challenges, and preferred types of partnerships.

Based on this large-scale survey and IDC research, the study reveals a dynamic and diverse pattern of AI transformations being undertaken by organizations in APAC. These data and insights will help organizations better determine the next steps in their AI journey.

IDC's Asia Pacific Generative AI Adoption Study 2025, commissioned by Google Cloud (n = 950)

By country		By organization size		By industry	
Australia	100	Less than 1,000 employees	321	Financial services	150
Japan	100	1,000 to 4,999 employees	325	Telecom	50
South Korea	150	5,000+ employees	304	Media/ Entertainment/ Gaming	100
China	100	By role		Manufacturing	250
Taiwan	100	CEO/Owner	193	Distribution	250
Indonesia	100	Vice President/ Executive	346	Public sector	150
Singapore	100	General Manager	411		
India	100	By function			
Rest of JAPAC	100	IT	504		
		Non-IT	446		

Note: All data in this report is sourced from the above survey unless another source is mentioned.

IDC Research Team



Dr. Chris Marshall,
Vice President
Data, Analytics, AI
and Industry Research

Chris leads IDC's Asia Pacific regional industry research teams, which includes coverage of healthcare, government, retail, energy, manufacturing and financial services. Additionally, Chris leads IDC's regional teams in data, analytics, artificial intelligence, future of work, and sustainability.



Deepika Giri,
Associate Vice President
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Deepika manages and leads IDC's research programs in big data and analytics (BDA), artificial intelligence (AI), blockchain, and Web3. She is a seasoned data and AI professional and brings extensive knowledge about the impact of data engineering, big data cloud platforms, and data science across critical sectors.



Daeil Chun
Senior Research Manager
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Daeil serves and manages the AI research program and consulting projects in IDC Korea, and also regularly contributes to Asia Pacific AI research and other cross-domain initiatives involving AI.



Surjyadeb Goswami,
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Surjyadeb leads IDC's research programs around AI and automation, focusing on AI and Generative AI strategies and technology, along with end-user insights. Surjyadeb brings extensive knowledge about the impact of AI, data science, and infrastructure across different industries and business practices.

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