

Agentic AI market set to soar as firms drive automation growth



Industry leaders from Infobip, Onix, and Quick Heal Technologies have shared perspectives on the growing impact and adoption of agentic artificial intelligence (AI) across diverse sectors and business functions.

What is agentic AI?

Agentic AI refers to autonomous agents capable of independent planning, reasoning, and action, distinctly moving beyond conventional rule-based AI systems. Harsha Solanki, Vice President and General Manager Asia at Infobip, outlined how these agents decompose complex objectives into smaller, manageable tasks and utilise methods such as Chain-of-Thought prompting and recursive planning to dynamically adjust to real-time feedback.

"Unlike traditional AI models that operate on predefined rules, Agentic AI systems possess the capability to understand context, adapt dynamically, and execute complex tasks through advanced reasoning frameworks. The impact of Agentic AI is evident in its market trajectory, with projections estimating growth from \$7.28 billion in 2025 to over \$41 billion by 2030. This surge underscores its role in driving unprecedented growth in the tech industry by unlocking new levels of automation, intelligence, and decision-making autonomy," Solanki said.

Driving customer engagement and experience

Infobip identifies significant challenges in digital customer engagement. The company notes that 54% of businesses struggle with digital connection, 51% lack the necessary tools, 37% use generic messaging, and 32% do not leverage digital sales tools. Solanki highlighted Infobip's Conversational Experience Orchestration Platform (CXOP) as a response to these issues, explaining its agentic AI

solutions surpass traditional chatbots by providing context-aware, multi-step and autonomous processes in customer interactions.

Solanki elaborated, "Built on Microsoft Azure OpenAI, CXOP enables businesses to move beyond static, rules-based workflows toward dynamic, goal-oriented conversations across channels like WhatsApp, RCS, and web chat. These intelligent agents are context-aware, autonomous, and capable of multi-turn dialogues that maintain conversational context throughout interactions. CXOP delivers empathetic, goal-driven interactions while slashing response times and reducing service costs through automation. The platform increases lead conversion with real-time personalization and supports hybrid teams with seamless human-in-the-loop functionality for complex cases."

She added that the platform is delivered as a cloud-based service with no-code and full-code options, designed to transform customer engagement from reactive service to proactive relationship building, reducing resolution times and operational costs.

Enterprise data and operational efficiency

Niraj Kumar, Chief Technology Officer at Onix, discussed the company's deployment of agentic AI through its Wingspan platform. Kumar said, "At Onix, we have developed an industry-first multi-model agentic AI platform, Wingspan. It is a solution designed to accelerate the journey from data to cloud to AI. Wingspan combines Onix's proprietary data modernization technologies with context-aware AI agents to streamline and automate critical data processes. This enables organizations to rapidly deploy domain-specific AI solutions, unlocking actionable insights and driving greater operational efficiency."

Kumar described Wingspan's integration with Google Cloud AI products and explained, "The platform allows enterprises to bring AI initiatives into production within a few weeks, achieving adoption rates 2-3 times faster than traditional methods." He outlined a shift towards responsible and transparent use: "Agentic AI is accelerating the growth of the tech industry by unlocking a new level of automation, intelligence, and decision-making autonomy. Unlike traditional AI models that rely on predefined logic, agentic AI systems are capable of planning, deciding, and acting independently, bringing transformational potential across sectors. This autonomy enables businesses to streamline complex operations, reduce manual intervention, and scale AI-driven outcomes faster than ever before."

Still, Kumar stressed operational risk and compliance considerations. "Recognising this, Onix has taken a responsible and enterprise-focused approach to agentic AI with its Wingspan platform. Rather than treating agents as opaque black boxes, Wingspan ensures every action is governed by policy-based frameworks, granular access controls, and real-time observability. This makes it possible for organizations to adopt powerful autonomous agents without compromising on trust, safety, or accountability."

Kumar highlighted that transparency, continuous policy validation, and explainability are core components: "By embedding transparency, continuous policy validation, and contextual explainability into the foundation of agentic systems, Wingspan helps organizations adopt AI with confidence. This approach not only accelerates innovation but also ensures that agentic AI operates reliably and in full alignment with enterprise goals, making it a driving force behind the tech industry's next wave of growth."

Cybersecurity applications

Vishal Salvi, Chief Executive Officer at Quick Heal Technologies, highlighted the relevance of agentic AI in information security. He referenced the projected growth of the agentic AI market from USD \$7.28 billion in 2025 to USD \$41.32 billion by 2030 at a compound annual growth rate of 41.48%. Salvi explained, "Agentic AI is driving unprecedented growth in the tech industry, with the market expected to reach \$7.28 billion in 2025 and grow at 41.48% CAGR to \$41.32 billion by 2030. These intelligent agents excel at long-horizon planning through sophisticated task decomposition, breaking complex goals into actionable sub-tasks. They employ advanced reasoning frameworks like Chain-of-Thought prompting and recursive planning, continuously evaluating and adjusting their strategies based on real-time feedback. Unlike traditional AI, agentic systems analyze vast data streams, predict bottlenecks, and dynamically optimize operations across extended timeframes."

As cyber threats mirror real-world conflicts, we remain steadfast in our belief that cyber safety is a fundamental right for all. Our national commitment remains to help every citizen stay protected against evolving cybercriminal tactics. By leveraging agentic AI for our comprehensive solutions, our aim is to set benchmarks in the future of proactive and intelligent cybersecurity with guardrails. Salvi detailed Quick Heal Technologies' latest agentic AI-driven technologies, including GoDeep.AI for malware detection, Seqrite Intelligent Assistant (SIA) for automated threat investigation, and AntiFraud.AI for digital fraud prevention. He commented on SIA's capabilities: "SIA revolutionises enterprise security operations by automating routine tasks, accelerating threat investigations, and delivering instant, actionable insights through natural language conversations. It also empowers security teams to monitor critical incidents, access related indicators of compromise, and receive accurate mitigation recommendations in seconds. The Agentic AI approach of SIA enhances Security Analyst productivity and enhances decision making for varied organisation sizes."

Salvi also referenced the launch of AntiFraud.AI Freemium, providing additional access to fraud detection technology: "This move is in line with our commitment to democratizing cybersecurity and makes the cutting-edge features of AntiFraud.AI such as real-time alerts for fraudulent calls, unauthorized usage of mic and/or camera, phishing link scams, deceptive apps, and more, accessible to a greater number of users."