

The Agentic AI Revolution: How Autonomous Intelligence is Reshaping the Tech Landscape



The technology industry stands at the cusp of a transformative shift as Agentic AI emerges from the shadows of traditional [artificial intelligence](#), promising to redefine how businesses operate, engage customers, and defend against cyber threats. With market projections indicating explosive growth from \$7.28 billion in 2025 to over \$41 billion by 2030, this isn't just another tech trend—it's a fundamental reimagining of machine intelligence.

Beyond Rules: The Autonomous Intelligence Revolution

Unlike the rigid, predetermined pathways of traditional AI systems, Agentic AI represents a quantum leap toward true machine autonomy. "Agentic AI is powering a new era of intelligent automation in the tech industry. By moving beyond rules-based models, these autonomous agents can independently plan, reason, and act over extended timeframes," explains Harsha Solanki, VP GM Asia at Infobip.

The sophistication of these systems lies in their approach to complex problem-solving. "They break down complex objectives into manageable sub-tasks, leveraging techniques like Chain-of-Thought prompting and recursive planning to adapt dynamically to real-time feedback," Solanki adds.

This represents a paradigm shift that industry leaders believe will fundamentally alter the competitive landscape. "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," Solanki notes.

Customer Experience Reimagined

The practical applications of this technology are already reshaping customer interactions across industries. Despite the digital revolution, businesses continue to struggle with fundamental engagement challenges. “54% struggle with digital connection, 51% lack adequate tools, 37% use generic messaging, and 32% don’t leverage digital sales tools,” according to Solanki’s analysis of current market gaps.

Infobip’s response to these challenges exemplifies the transformative potential of Agentic AI. “Infobip’s Conversational Experience Orchestration Platform (CXOP) addresses these gaps by placing agentic AI at the heart of customer interactions. Unlike traditional chatbots, agentic AI assistants understand user intent and execute context-sensitive workflows while handling complex, multi-step processes autonomously,” Solanki explains.

The platform’s capabilities extend far beyond simple automated responses. “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,” he continues.

Enterprise AI at Lightning Speed

While Infobip focuses on customer experience, other industry players are tackling the broader challenge of enterprise AI adoption. Niraj Kumar, Chief Technology Officer at Onix, has developed what he describes as an “industry-first multi-model agentic AI platform, Wingspan”.

The platform’s promise lies in its ability to accelerate AI deployment timelines dramatically. “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 explains.

The integration capabilities are particularly noteworthy. “By integrating seamlessly with Google Cloud AI products, including Google Agentspace, Wingspan simplifies the deployment of advanced AI capabilities. The platform allows enterprises to bring AI initiatives into production within a few weeks, achieving adoption rates 2–3 times faster than traditional methods,” Kumar states.

Navigating the Governance Challenge

However, the rapid advancement of [autonomous AI](#) systems brings new responsibilities and risks. Kumar acknowledges these challenges head-on: “This shift also introduces new challenges around control, compliance, and operational risk, especially in regulated industries like healthcare, finance, and public services”.

Onix’s approach to these concerns reflects a maturing understanding of enterprise AI requirements. “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 emphasizes.

The focus on transparency and governance may prove crucial for widespread enterprise adoption. “By embedding transparency, continuous policy validation, and contextual explainability into the foundation of agentic systems, Wingspan helps organizations adopt AI with confidence,” Kumar adds.

Cybersecurity’s Agentic Defense

Perhaps nowhere is the potential of Agentic AI more critical than in [cybersecurity](#), where threats evolve at machine speed and traditional defensive measures often lag behind. [Vishal Salvi](#), CEO at Quick Heal Technologies Limited, brings a unique perspective to this challenge.

“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,” Salvi confirms, aligning with broader industry projections.

But his focus extends beyond market metrics to the technical capabilities that make these systems transformative. “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,” he explains.

Quick Heal’s implementation of Agentic AI in cybersecurity demonstrates the technology’s practical applications in critical infrastructure protection. “At Quick Heal Technologies Limited, we are pioneering agentic AI across our security portfolio. Our patented AI technology, GoDeep.AI serves as the foundational self-aware malware hunting technology, providing real-time adaptive protection through advanced AI-powered detection capabilities,” Salvi reveals.

The company’s latest innovation, the Seqrite Intelligent Assistant (SIA), showcases how Agentic AI can augment human security professionals. “We recently launched Seqrite Intelligent Assistant (SIA), our GenAI-powered virtual security analyst equipped with advanced agentic AI capabilities. SIA revolutionizes enterprise security operations by automating routine tasks, accelerating threat investigations, and delivering instant, actionable insights through natural language conversations,” Salvi describes.

Democratizing Advanced Security

Quick Heal’s commitment extends beyond enterprise solutions to consumer protection, reflecting a broader industry trend toward democratizing advanced AI capabilities. “We have also created AntiFraud.AI, India’s first digital fraud prevention solution, which uniquely detects both visible and hidden malicious apps using advanced AI algorithms,” Salvi announces.

The company’s decision to offer premium features at no cost represents a significant strategic commitment. “Recently, we announced AntiFraud.AI Freemium which comes at zero cost for this

solution. 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,” he explains.

This approach reflects a broader philosophical stance on cybersecurity as a fundamental right. “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,” Salvi states.

The Road Ahead

As Agentic AI continues to mature, the technology appears poised to deliver on its transformative promise across multiple sectors. From revolutionizing customer engagement and accelerating enterprise AI adoption to providing advanced cybersecurity protection, autonomous AI agents are moving from experimental technology to business-critical infrastructure.

The success stories emerging from companies like Infobip, Onix, and Quick Heal suggest that the \$41 billion market projection for 2030 may be conservative. As these systems prove their value in real-world applications, the question shifts from whether Agentic AI will transform the tech industry to how quickly businesses can adapt to this new reality.

The next chapter of this story will likely be written by the enterprises bold enough to embrace autonomous intelligence while maintaining the governance and transparency necessary for responsible AI deployment. In a landscape where adaptation speed often determines market leadership, Agentic AI may well separate the industry leaders from the followers in the years ahead.