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Scaling agentic AI

Business reimagined: **scaling agentic AI with Google Cloud and NTT DATA**

Realizing agentic AI's transformative value requires an industrialized approach to development and delivery with embedded governance and security.

CIO

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Organizations are racing to put agents into production. Gartner predicts that by 2028, at least 15% of day-to-day work decisions will be made autonomously by agentic AI, up from none in 2024. LangChain found that over half of the 1,300 organizations it surveyed are using agents in production today.

One of the strongest appeals of AI agents is their ability to redesign workflows and dramatically speed them up by parallelizing sequential processes and coordinating with other agents. Early adopters have found that agents not only work around the clock but also steadily improve as they learn. This makes them more than just an incremental automation upgrade; they are the basis for new software-driven operating models.

"Agentic AI enables models to run operations in ways that can be measured against ROI plans and desired outcomes," says Charlie Doubek, global vice president for agentic AI and cloud & security at NTT DATA.

Being able to deploy thousands of tireless digital "employees" working in concert at low cost enables enterprises to reimagine how their businesses operate.

- NTT DATA built a generative AI-powered marketing platform for one customer on Google Cloud using specialized AI agents to generate campaign briefs, customer insights, and brand-compliant content across text, image, and video. The agents automated collateral creation for multiple channels while ensuring adherence to brand guidelines. This reduced turnaround time by 85% and manual effort by 50%, enabling faster, scalable campaign execution.

- A multi-agent AI solution NTT DATA deployed on Google Cloud for a leading global automobile manufacturer analyzes driving behavior and delivers personalized, voice-based coaching. The agents provided timely recommendations and performance insights to improve efficiency at scale. The result

was a 5% improvement in fuel efficiency, 40% higher driver engagement, and a 60% reduction in manual coaching effort.

- For a leading insurer, NTT DATA built an AI-driven, cloud-native claims platform on Google Cloud that uses intelligent agents to automate claims intake, decisioning, fraud detection, and workflow orchestration. The agents unified fragmented systems and enabled secure, seamless integration across lines of business. The solution cut product onboarding time in half, accelerated claims resolution, and improved accuracy and experience for over 15 million policyholders.

- NTT DATA deployed an agentic AI-powered Virtual Travel Concierge on Google Cloud that empowers a leading global airline to deliver personalized, multilingual support. Specialized agents handle itineraries, real-time updates, and document processing, enabling over 3 million monthly conversations with more than 20 million users. The solution reduced live agent call volume by 10% and significantly improved automation and customer experience at scale.

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IT organizations are using service agents to enable users to troubleshoot problems without filing support tickets and waiting days for human intervention. “We’ve seen ticket volumes lowered 60% to 70% with some models,” Doubek says.

Complex business problems can be addressed through multi-agent models where hundreds of specialized agents collaborate across and between enterprises.

AI leadership

Reinventing a business requires a shift in thinking. Organizations that adopt agents to move from static workflows to adaptive, intelligent processes can leap ahead of competitors who see them as simply a path to incremental improvement.

Realizing the value of agents also means laying a foundation of tools,

processes, and data governance standards for choosing and implementing high-impact use cases while protecting against misuse.

Forward-thinking organizations that make AI central to their business are seeing dramatic results.

NTT DATA research found that AI leaders are nearly 2.5 times more likely than other organizations to post revenue growth of more than 10% and 3.6 times more likely to run at margins of 15% or more.

Nearly 63% of AI leaders posted revenue growth of more than 10% in the last fiscal year, compared with 25.3% of all other organizations. More than one-third run at margins of 15% or more, compared with 9.4% of all other organizations.

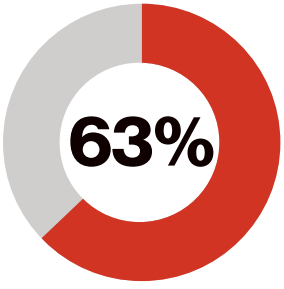
Operationalizing AI at scale requires investments in infrastructure and people. AI leaders use scalable cloud platforms and best-in-class tools to guard against bottlenecks that can throttle AI usage. They train and empower their people with AI access to give them a deep understanding of business value. They see AI agents as tools that augment employee skills rather than cost-cutting devices.

Escaping the 'pilot trap'

The MIT Media Lab made waves last summer when it reported that 95% of organizations had seen no return on their AI investments. This "pilot trap" is characterized by scattered experiments, siloed expertise, and an inability to scale AI beyond initial prototypes.

Agentic AI is suffering the same growing pain as any disruptive new technology. Gartner has estimated that over 40% of agentic AI projects will be canceled by the end of 2027, due to escalating costs, unclear business value, or inadequate risk controls. Foundry reported that nearly half of organizations said IT integration, governance, and security hurdles have frustrated AI adoption.

AI projects aren't like conventional software development. "Unlike typical software, agents get smarter without



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any new code deployments," Doubek says. As a result, "you have to constantly monitor the experience to ensure success."

Fragmented data architectures, disconnected platforms, governance concerns, and skills gaps can create an unstable foundation for choosing and scaling agentic use cases. Deloitte recently reported that while three-quarters of business leaders expect to use agentic AI within two years, only 21% have mature governance practices.

Other common impediments include a lack of consistent ROI metrics, difficulties identifying the best use cases for agents, technical debt from legacy infrastructure that can't support the high-performance demands of autonomous agents, and concerns about data security and the reliability of autonomous decision-making.

Together, these factors have created a gap between organizations' agentic ambitions and their ability to implement the technology at scale.

Success requires a unified, repeatable model for systematic deployment across the entire organization. The "AI factory" is a concept that combines high-performance computing facilities and data pipelines that turn data into actionable intelligence in the same way a production line turns raw materials into finished products.

The factory acts as the delivery engine, providing tools, governance, and an operating model to move projects into production and scale them, backed by the organizational expertise to identify processes suitable for agentic AI, define desired business outcomes and metrics, and align stakeholders around priorities.

Without structure and a disciplined process, low-quality agents can proliferate and cause havoc. Doubek likens "shadow agents" to the story of the "Sorcerer's Apprentice" in Disney's "Fantasia."

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"Mickey Mouse uses magic to create a bunch of brooms that start self-replicating," he says. "When the sorcerer returns, the castle is overrun, and he didn't even know the brooms were there."

Scaling agentic AI

In today's enterprise landscape, the distinction between workflow automation and business reimagination determines competitive advantage. Google Cloud's AI ecosystem—anchored by Gemini Enterprise, Vertex AI, and Google Distributed Cloud (GDC)—delivers transformative reinvention rather than tactical efficiency gains.

Native AI-first architecture for end-to-end transformation

Unlike automation platforms focused on repetitive tasks, Google's stack enables entirely new business models. Gemini's advanced reasoning, grounded in proprietary enterprise data, powers revenue-generating innovations such as hyper-personalized retail experiences that achieve a 70% sales uplift and predictive operations that deliver 5% fuel efficiency gains.

GDC extends sovereign AI capabilities to air-gapped and edge environments without vendor lock-in, making Google uniquely suited for regulated industries undergoing fundamental transformation. NTT DATA's Agentic AI Factory deploys Gemini agents across the entire software development life cycle, driving 30-50% productivity gains that birth entirely new applications—not merely faster versions of existing ones.

This flexibility delivers 360-degree customer views and 15% customer experience improvements through real-time analytics, transforming enterprises from cost-centers to innovation engines.

Proven enterprise reinvention at scale

Real-world transformations validate Google's superiority for strategic reimagination:

- Carrefour Spain modernized 88% of 382 workloads, creating agile retail platforms that scale seamlessly during peak demand while consolidating more than 100 legacy applications into SAP HANA.
- Mahindra & Mahindra achieved 95% infrastructure efficiency, handling 100,000 concurrent users for digital vehicle launches.
- HDFC ERGO empowered 50,000 insurance advisors through AI-driven super apps, reducing policy issuance time and boosting sales.

Growing at 17% annually as the "epicenter of the cloud universe," Google Cloud's AI infrastructure enables enterprises to move from IT optimization to genuine business model innovation—where GDC addresses latency-sensitive transformation and Agentspace reimagines employee productivity.

NTT DATA's Agentic AI framework helps organizations adopt and scale AI responsibly, blending strong data foundations, governance, and Google Cloud's AI to drive business outcomes. By integrating with Google Cloud, it allows for the secure, industrialized deployment of autonomous agents directly within a client's existing data and cloud infrastructure.

Projects adhere to each client's specific governance and security standards. Hyperscaler integration empowers enterprises to orchestrate complex multi-agent workflows while unlocking the high performance and cost efficiency inherent in native cloud frameworks.

Google has been a foundational force in artificial intelligence for over two decades, evolving from a search engine into an "AI-first" company. It invented many core technologies that power generative AI and has led in agentic development with technologies like the Agent2Agent communications protocol and the Google Agent Factory.

"In the Google ecosystem, it's quite easy to build low-code agents at scale," Doubek says. "The sheer amount of connectors Google offers allows you to connect agents to different software-as-a-service platforms and technologies without having to use a software development kit."

When choosing an agentic factory platform, buyers should focus on business outcomes, not just AI capabilities. Prioritize platforms that support end-to-end scaling, embedded governance, and responsible AI principles and plan for the long term.