

Agentic AI: the new wave of enterprise transformation

Agentic AI:
the new wave of
enterprise transformation.



A country *commits* to the impossible.

MAY 25 · 1961 · WASHINGTON



Spring 2025

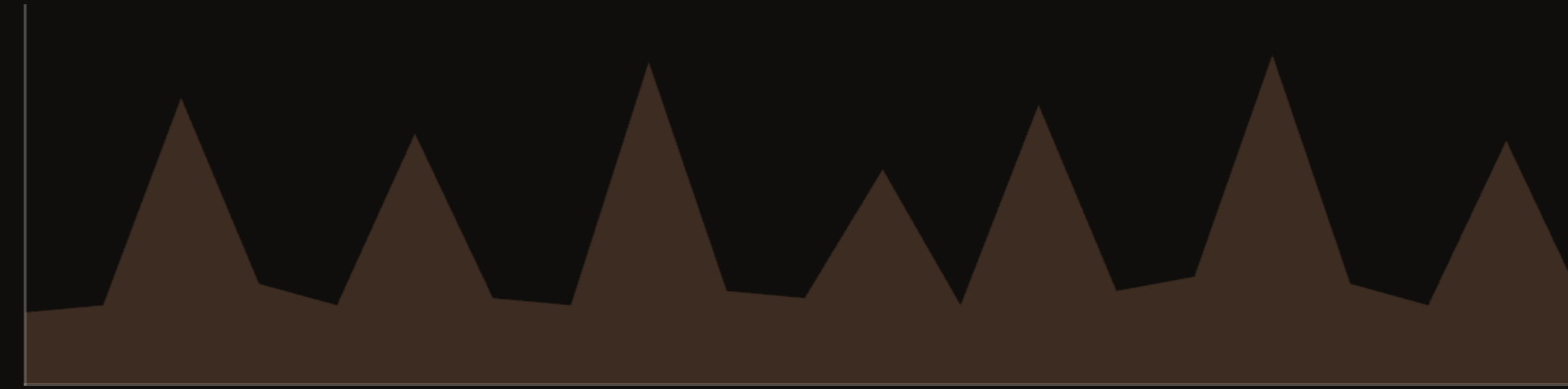
· SEATTLE, WA

AMAZON BEDROCK

Bedrock architecture wasn't holding up



2023



2025



~~40~~ ENGINEERS
12 months.



6 ENGINEERS
76 days.

322 × faster.





32 × faster.

I .

Context

If AI can't find it, it doesn't exist.

II .

Tools

Powerful tools for what it can do. Impossible to do what it shouldn't.

III .

Memory

If you don't capture it, AI starts from zero every time.

IV .

Feedback

Every mistake is a one-time mistake.

Re-organizing for AI

Fast iteration. Remove bottlenecks.

I .

Move decisions and reviews upstream

II .

*Smaller Pods,
Co-Located*

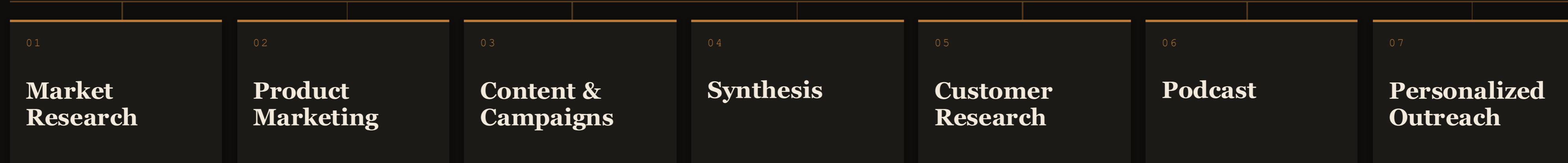
III .

Player-Coach

Marketing



David



50+ AI Agents

Same four blocks. Every vertical.

MARKETING

Scale marketing on a budget.

50+ agents, zero engineers. Closing AI sourced deals.

ECOMMERCE

Fraud teams can't keep up.

Billions of transactions, screened continuously.

CONSUMER FINANCE

Climbing wait times, inconsistent quality.

2.3M conversations in month one. Time: 11 mins -> 2 mins.

Agents are not magic. They are systems.

What Is → What Could Be.

I .

Find the workflow

II .

Give it context

III .

Connect the tools

IV .

Build memory

V .

Close the loop



Impossible becomes inevitable.

It's your turn now!

