

Executive Summary

The new rules of platform strategy in the age of agentic AI

Five priorities to help companies align people, platforms and intelligence

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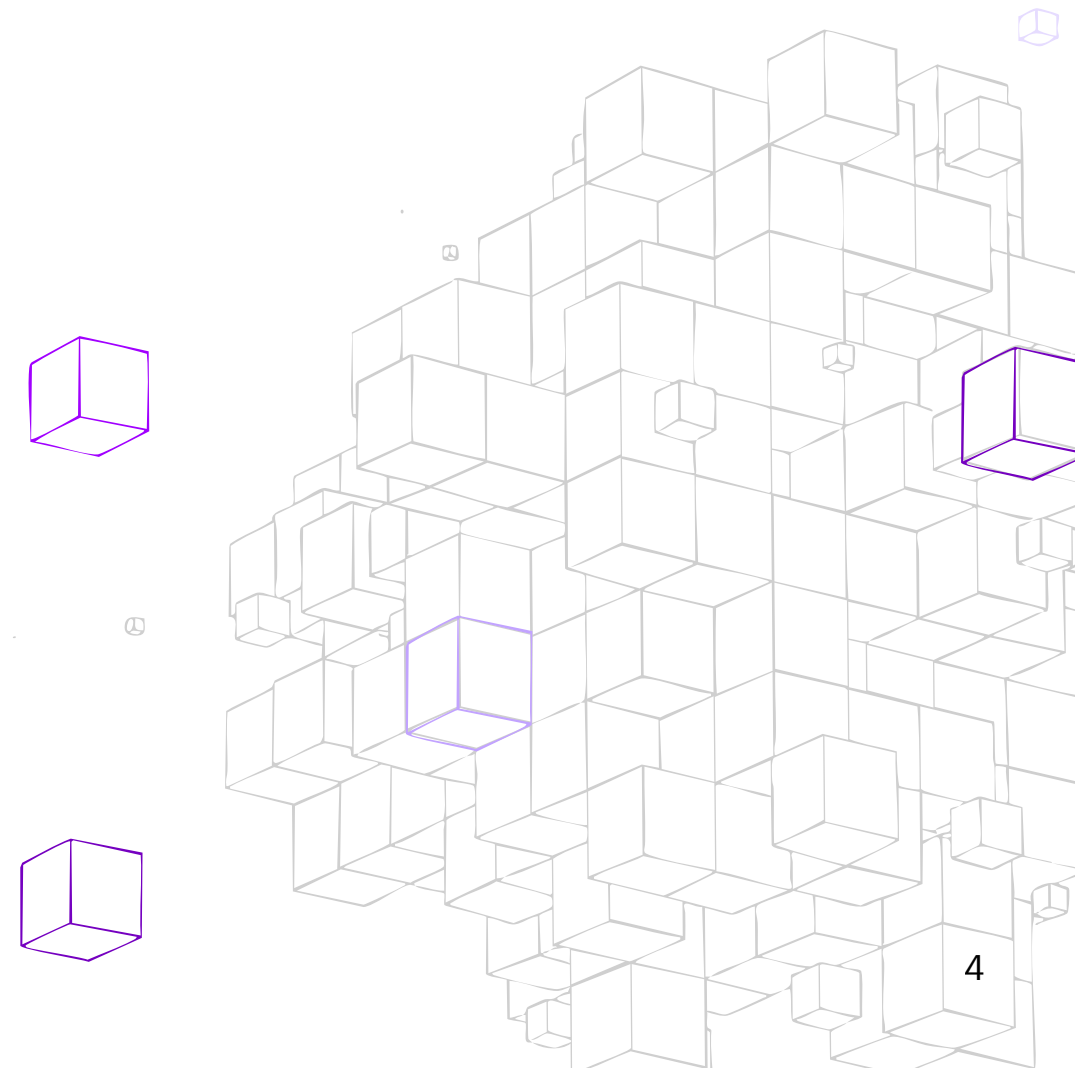
The case for platform reinvention

Enterprise platforms have long been the backbone of how organizations run their core processes—finance, human resources (HR), supply chain and customer management. But traditional platforms, designed for standardization and efficiency, are no longer fit for the new demands of business or the possibilities created by the advancement of AI and agentic technology.

Why? Agentic AI is transforming how work gets done and how value is created, while customer and competitive dynamics are moving faster than traditional platforms can adapt.

To understand how enterprise platforms must evolve in an age of agentic AI, Accenture surveyed more than 1,000 executives across 12 countries and 10 industries. The findings show a decisive shift underway: nearly one in five executives believe that existing platforms that do not adapt to AI may not survive the next two years. As a result, most platforms are now evolving rapidly to keep pace with intelligent, autonomous systems that learn and act in real time.

This shift presents unique opportunities for companies to reinvent how they work and accelerate ahead of their peers. Reinvention begins with alignment of AI, platform and business strategy. It starts with platform modernization: consolidating legacy systems, standardizing data and migrating to modular, cloud-based architectures that enable scale and continuous learning.



The impact is measurable. Alignment turns platforms from cost centers into engines of growth. Our analysis shows that companies that align their AI, business and platform strategies achieve on average:

13%

revenue growth

More than double
that of their peers

37%

increase in operating profit

For the average enterprise,
this equates to \$1 billion in
pre-tax earnings

These leaders treat platforms as adaptive systems of intelligence that learn and evolve continuously across the enterprise.

Key terms

Platforms for the purpose of this research refer to the software used by businesses to carry out day-to-day business activities across functions. These include enterprise resource planning (ERP), customer relationship management, HR, financial management, supply chain management and marketing enablement systems, as well as smaller applications for specific business needs.

Key vendors in this space include Adobe, Oracle, SAP, Salesforce, ServiceNow, Workday, among others. This report focuses on the co-existence and integration aspects of platforms and AI.

Embedded AI refers to AI capabilities integrated into existing systems, platforms or workflows, often running in the background to improve performance, automation or insights.

Agentic AI denotes AI systems designed to act autonomously or semi-autonomously to complete goals, often using reasoning, planning and decision-making. These systems can adapt over time and may work collaboratively with humans or other agents—and they can exist both inside enterprise platforms or independently across them.

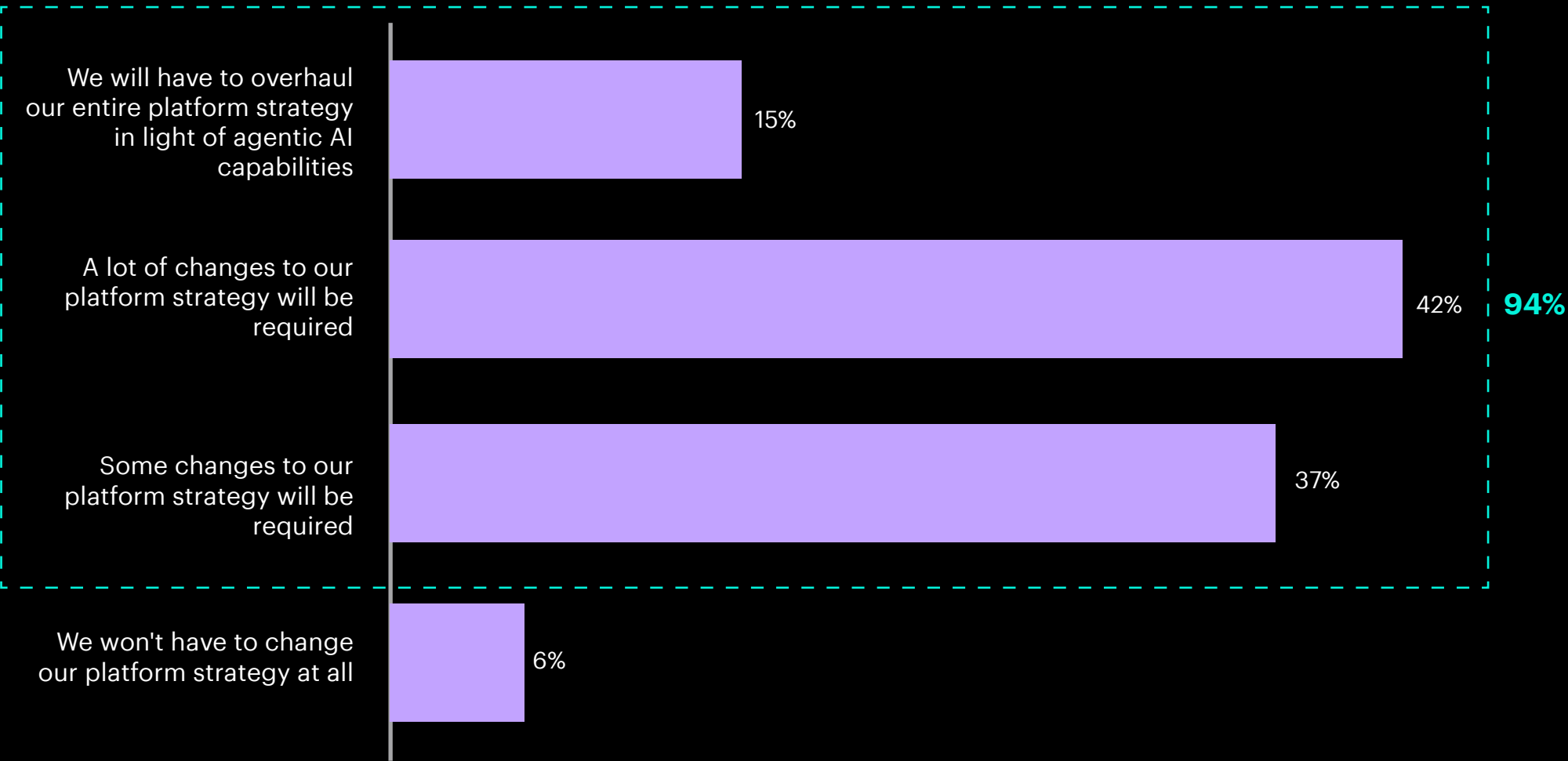
Two forces driving change

Two powerful shifts are driving change. The first is the transformation of work through AI, where intelligent systems increasingly perform tasks once requiring human intervention. The second is the rise in business demands that outpace platform capabilities.

Executives overwhelmingly agree (94%) that the rise of agentic AI requires them to rethink their platform strategies and more than half (57%) believe it demands significant change or complete reinvention. Some are even asking whether they need platforms at all or if AI agents could replace them entirely (Figure 1).

Figure 1: Big changes ahead

How do you expect your platform strategy will need to evolve in response to agentic AI?



Source: Accenture “Enterprise platform strategy in the age of agentic AI” survey, 2025 (N = 1,031)

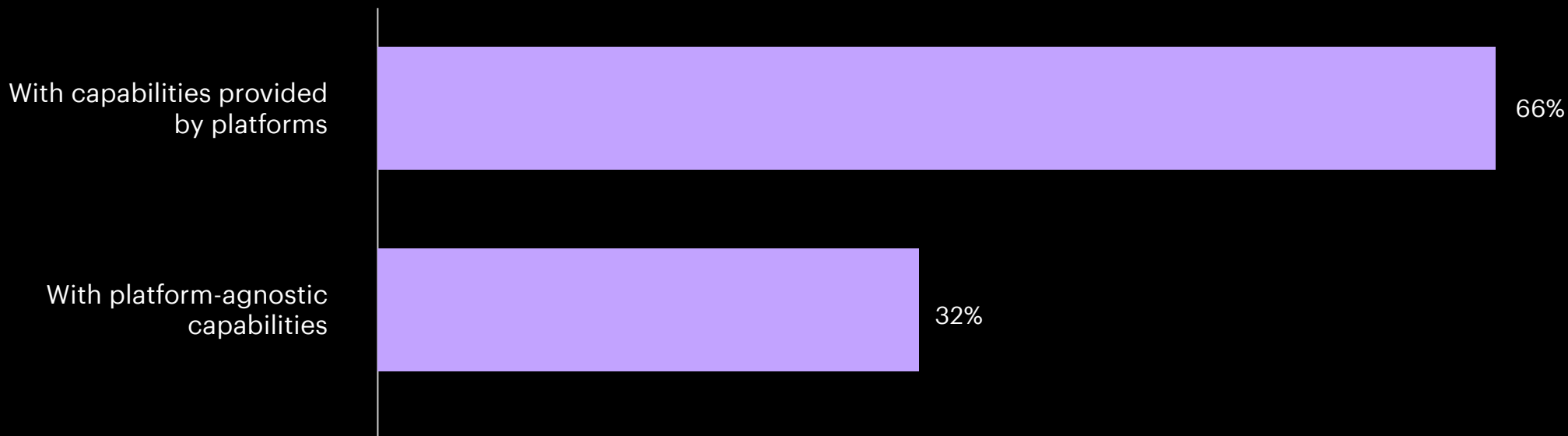
Platforms evolve from tools to interaction hubs

Platform vendors are infusing their industry and functional offerings with agentic AI. This shift means platforms are moving from discrete tools to dynamic interaction hubs where humans, agents and data work together in real time. The future will be hybrid, where agents interact seamlessly inside and beyond platform environments.

In our research, 66% of organizations say they rely primarily on platform-native AI capabilities while 32% are building platform-agnostic agents that span multiple systems (Figure 2).

Figure 2: Platform-native capabilities remain the dominant path for AI deployment

How do you primarily develop and deploy AI solutions?



Note: “Others” accounted for 1% referring to respondents who either did not know or chose not to respond.

Source: Accenture “Enterprise platform strategy in the age of agentic AI” survey, 2025 (N = 1,031)

The alignment gap: Fragmented strategy, missed potential

As platforms evolve, most enterprises face a deeper challenge: their strategies are not aligned. AI, platform and business initiatives too often move in parallel rather than in sync.

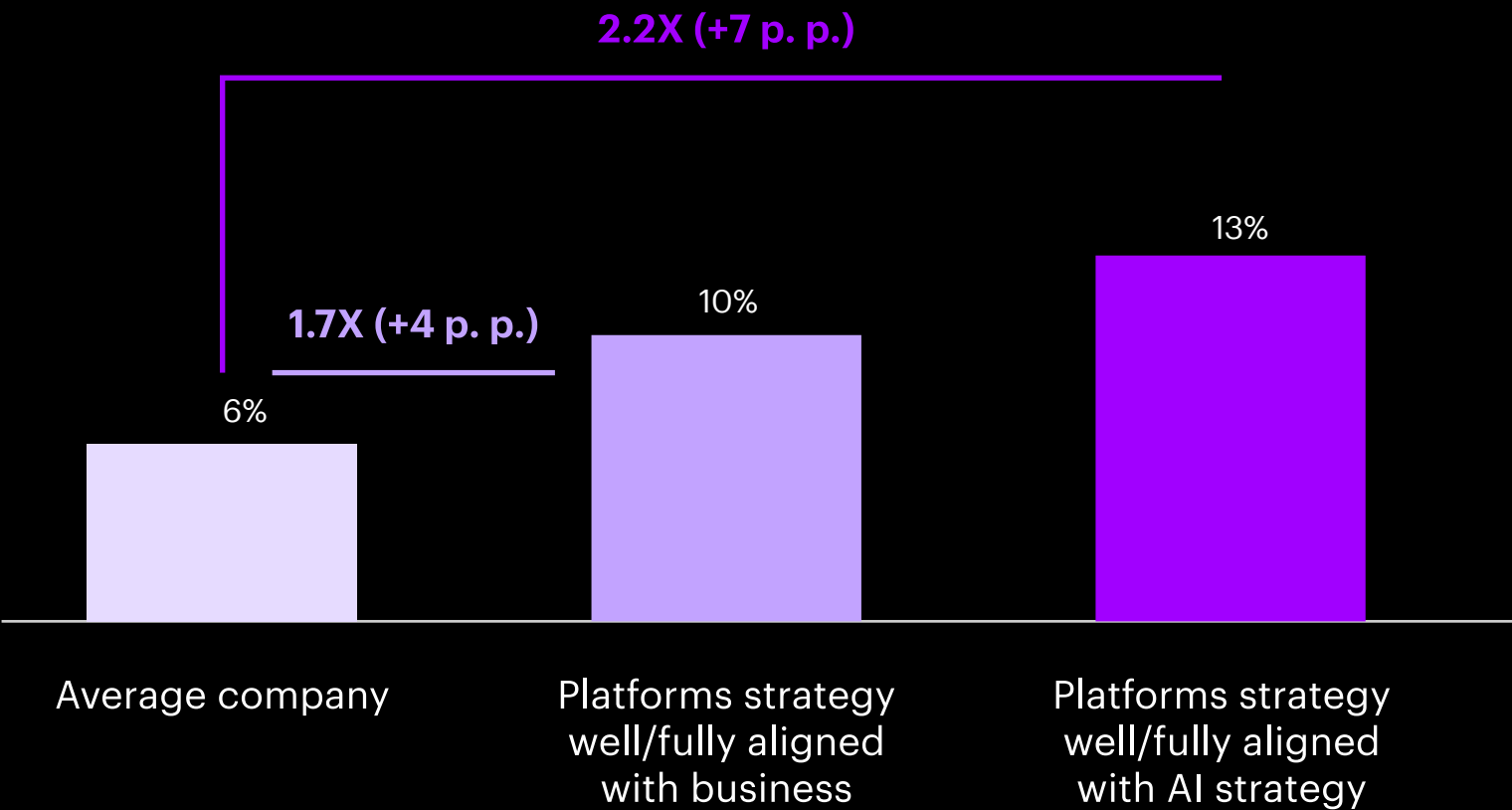
Our research reveals the scale of the problem. Only 18% of companies say their AI, platform and business strategies are fully aligned and just 17% have embedded AI deeply into core business processes. More than half remain trapped in narrow pilots or isolated use cases. This fragmentation leaves companies unable to scale AI's impact across the enterprise.

The reward for fixing alignment issues is significant. Companies that align these three dimensions—AI, business and platform—achieve on average 2.2 times higher revenue growth than peers. Alignment reduces duplication, improves innovation velocity and strengthens organizational focus (Figure 3).

Figure 3: Companies that align their platforms with their business and AI strategy grow their revenue much faster on average

How well aligned is your platform strategy with your

1) broader business strategy and 2) with your AI strategy? Only consider well/fully aligned on both



Source: Financial analysis of 602 public company statements from the Accenture “Enterprise platform strategy in the age of agentic AI” survey, 2025 (N = 1,031)

Five priorities for platform strategy in an AI-first world

The next chapter of platform strategy requires an integrated, forward-looking mindset. This isn't about abandoning platforms but evolving them.

To help leaders navigate this shift, we propose five key priorities for building an AI-ready, future-fit platform strategy.

1.

Architect for the future

2.

Design a fit-for-purpose foundation

3.

Articulate the interplay

4.

Prepare for operating model reinvention

5.

Transform culture

1. Architect for the future

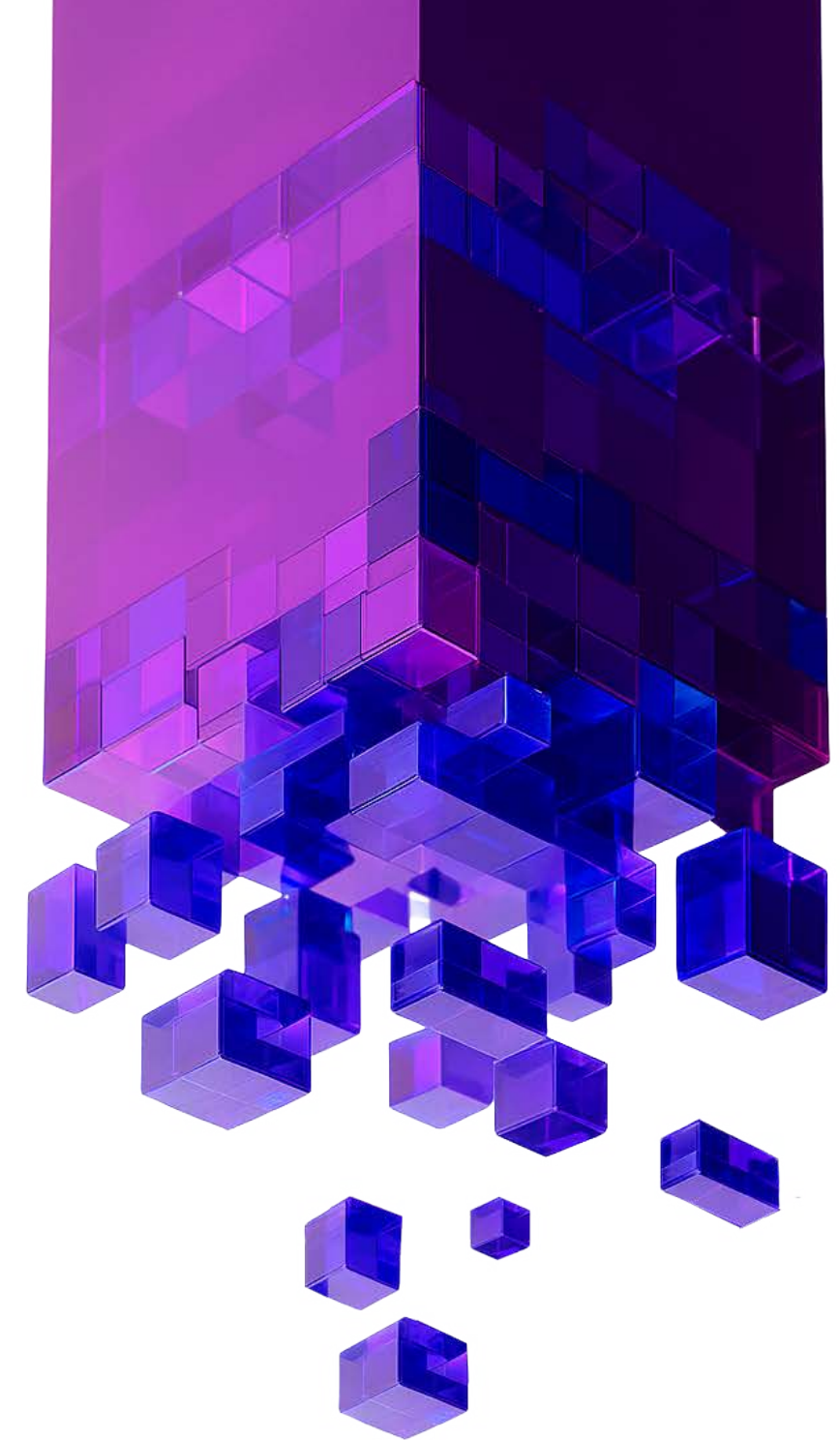
Agentic AI is advancing fast. But too often, companies add new tools to outdated systems. The outcome is AI sprawl, fragmented operations and little real impact.

Most enterprises rely on a patchwork of native tools like SAP's Joule or third-party models, such as OpenAI or Anthropic, and internally built agents.

What's missing is an architecture strategy that ties them together. No surprise, then, that **57% of leaders cite integration with existing systems as their top risk** in scaling AI.

The way forward is to treat AI as a system, not a feature. That means designing architecture that defines where AI lives, how it connects to platforms, how it accesses data and how its actions are governed.

We call this new model **agentic enterprise architecture**: a design where human expertise and machine intelligence collaborate seamlessly.



2. Design a fit-for-purpose foundation

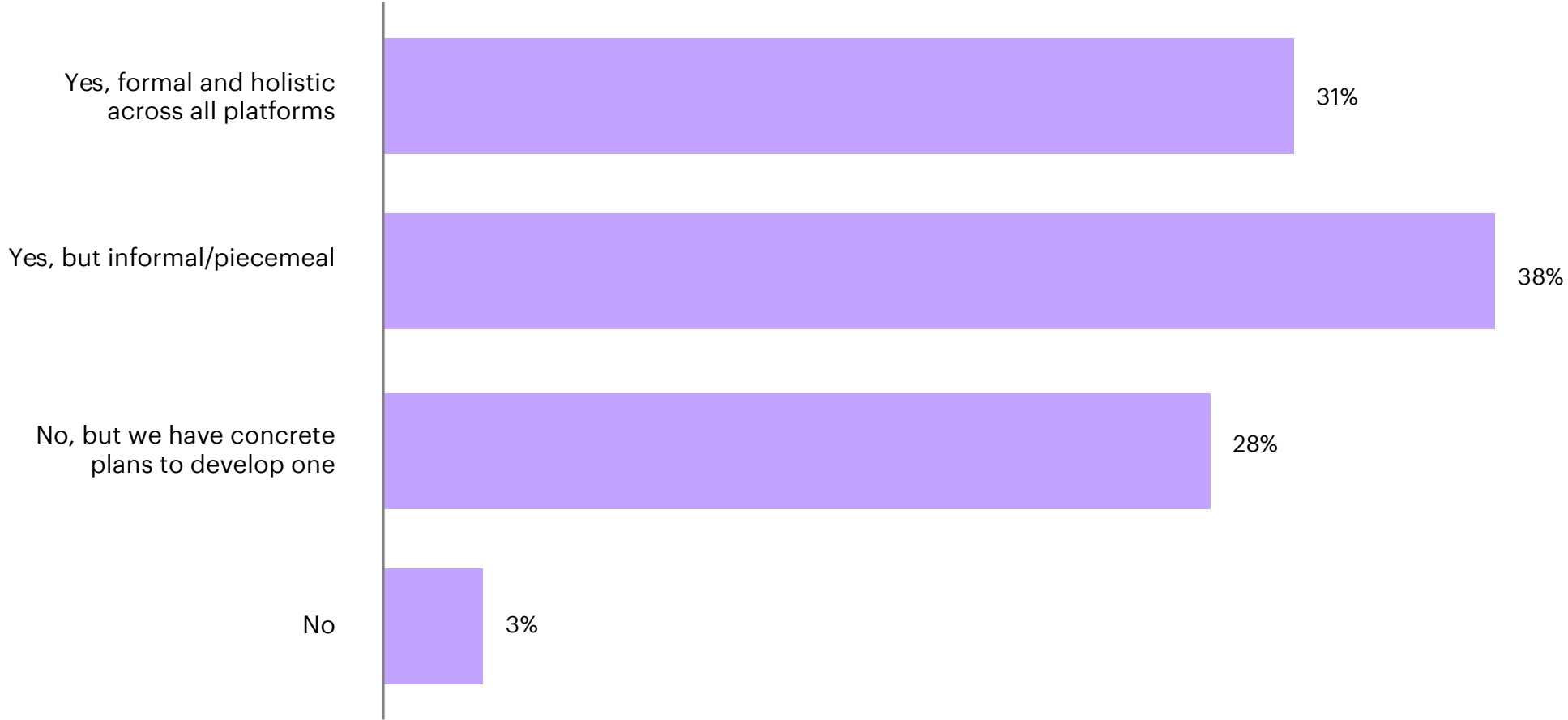
Before agents can scale, the foundations need to be ready. That means modernizing the digital core to create a fit-for-purpose foundation—one that unifies platforms, data and processes to support real-time decision making and seamless AI integration.

Our research reveals that only 31% of companies have a formal platform strategy (Figure 4). Many still operate brittle, highly customized systems that cannot support real-time data flows or modular integration.

Modernization starts with assessing readiness: which platforms are modern, which are outdated and which require consolidation. Only on a sound foundation can AI deliver sustainable scale. Start with a full inventory. Map which platforms are supporting which functions—finance, HR, supply chain, customer experience—and assess whether they are still fit for purpose.

Figure 4: Fewer than one-third of companies have a formal, comprehensive platform strategy

Do you have a distinct strategy currently in place for the deployment of platforms across your organization?



Source: Accenture enterprise platform strategy in the age of agentic AI survey, 2025 (N = 1,031)

3. Articulate the interplay

Clarify how humans, platforms and agents work together. Without clear boundaries, accountability erodes.

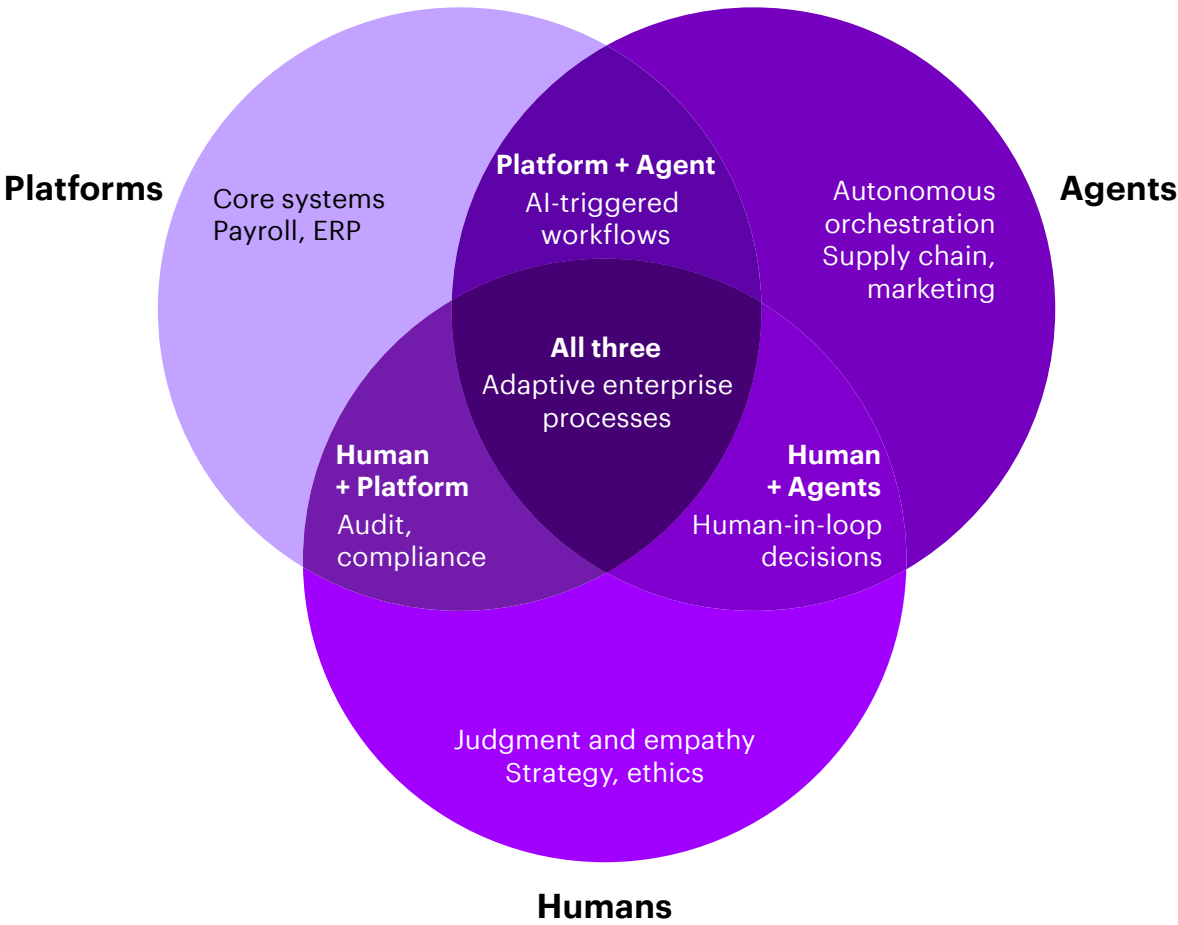
Platforms handle structured processes and compliance, agents provide adaptability and contextual reasoning across systems and humans contribute oversight and decision-making.

Figure 5 illustrates this interplay: Platforms handle and host structured data and rule-based workflows; Agents sense, decide and act dynamically across systems. Humans bring judgment, empathy, escalation and accountability.

Changes in platform architecture reshape how work is done, making it critical to treat platform, work and workforce as a unified strategy with aligned performance measures and outcomes.

Figure 5: The changing roles of platforms, humans and agents

Interplay of platforms, humans and agents



Source: Accenture analysis

The goal is not replacement but coordinated execution—clear boundaries that enable trust, security and scale.

4. Prepare for operating model reinvention

The next priority is to rethink operating models, work structures and the roles people play. Leaders must determine which functions to transform based on value potential and differentiation, then sequence them by business value, urgency and readiness. Some areas deliver quick ROI while others lay the foundation for long-term change.

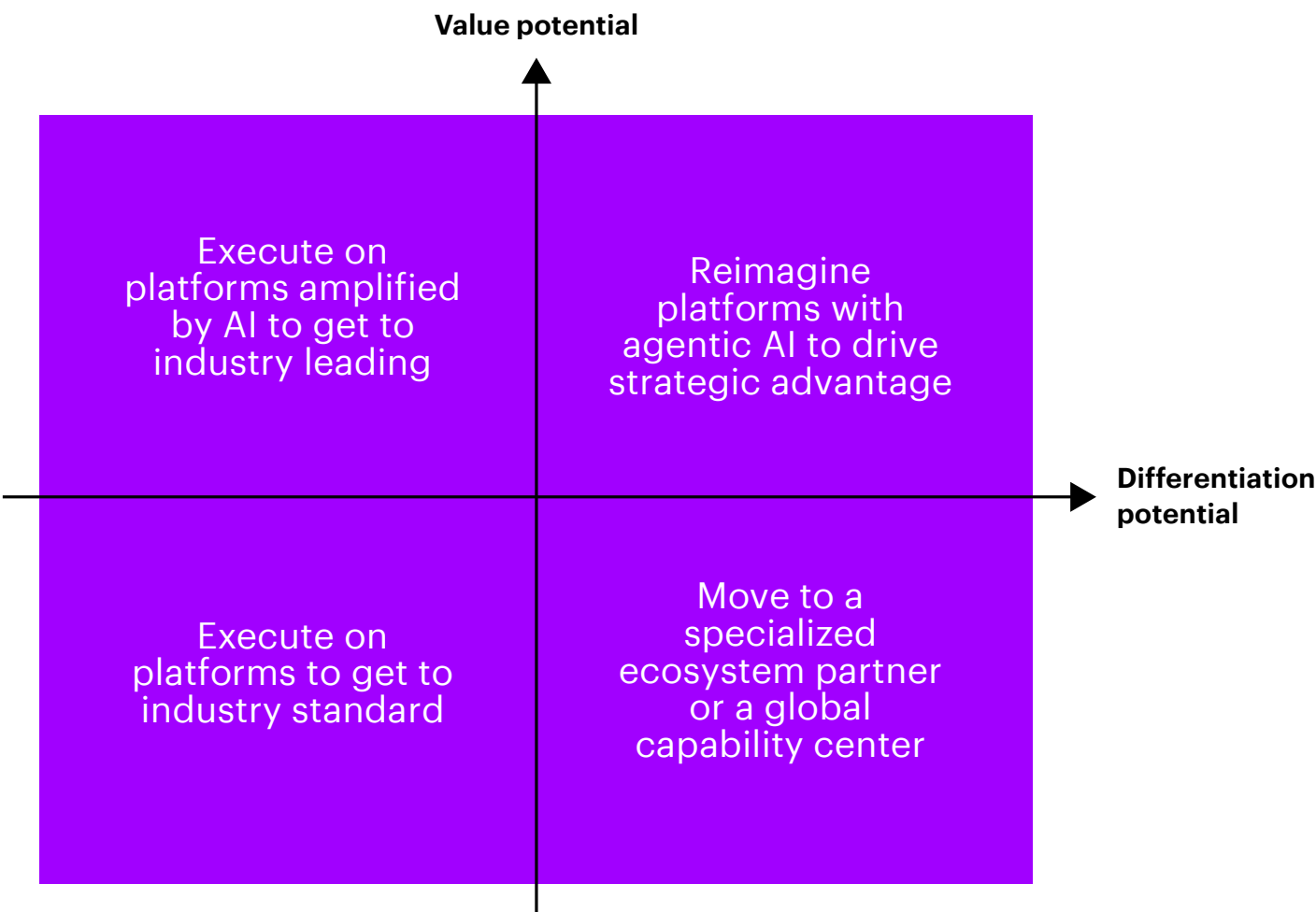
Our research shows AI’s impact isn’t uniform across functions. Sales and customer management lead in adoption, followed by product innovation and IT, while functions like compliance and finance evolve more slowly due to risk and complexity.

Reinvention also reshapes organizational design. The pyramid is flattening into a diamond, with mid-level roles—such as product owners and domain architects—becoming central as automation reduces junior execution. Yet many organizations haven’t updated job models or leadership structures to support this shift, risking stalled transformation.

The goal is not full automation but effective collaboration between humans and agents. Tools like the Platform-Agent Impact Map can help leaders decide where to transform, augment or standardize based on differentiation and value potential (Figure 6).

Figure 6: The Platform-Agent Impact Map

Business functions and processes that should be transformed, augmented or left intact



Source: Accenture analysis

5. Transform culture

AI adoption depends on trust, which requires more than overcoming resistance.

Employees need clarity, autonomy and reliable systems to embrace AI. Hesitation often reflects underinvestment rather than unwillingness.

Building trust is crucial. Leaders must communicate AI's benefits and risks and address misconceptions to support adoption. As human roles shift from operators to orchestrators, reviewers and collaborators employees will need new skills in analytics, judgment and interaction with intelligent systems. Roles such as trainers, explainers and sustainers will become critical for effective AI integration.

Active leadership and alignment from the C-suite down to middle managers are necessary. Companies must embed responsible AI practices into their culture, anticipate risks and work with partners to set standards.

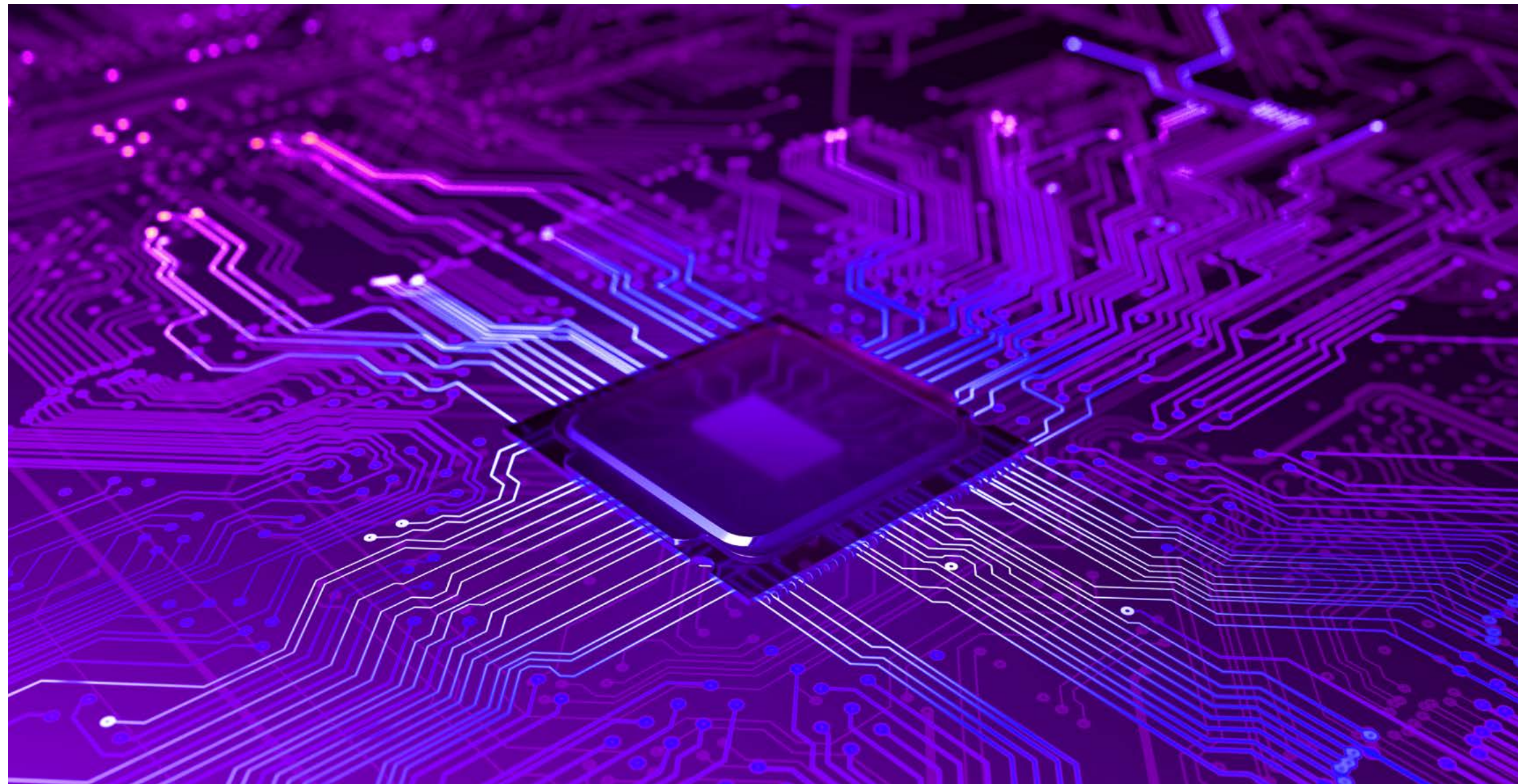
Responsible AI strengthens trust, accelerates adoption and can boost customer loyalty by 25%.¹ Ultimately, successful AI integration is a cultural change driven by leaders who model curiosity, courage and connectedness.



Final word: It's not about replacement—it's about readiness

The future of platform strategy will be defined by readiness—how effectively organizations align architecture, intelligence and talent to scale AI. Platforms will continue to anchor reliability and governance, but their purpose is evolving toward adaptability and intelligence.

Leaders who act decisively, re-architect with intent and embed AI responsibly will set the pace for enterprise reinvention.



About the research

This report draws on a multi-method research approach combining quantitative and qualitative data to assess how AI and platform strategies impact financial performance. The research included a survey of over 1,000 C-suite and senior executives across 12 countries and 10 industries and in-depth

interviews. Statistical modelling using Accenture survey data and S&P Capital IQ helped isolate the effect of enterprise AI practices on outcomes like revenue growth and shareholder return. A structured task-level analysis of the U.S. workforce also quantified the evolving balance between

human, platform and agentic work across industries and functions. Refer to the full report for a detailed description of the methodology.

References

1 Accenture and AWS, [Thrive with responsible AI: How embedding trust can unlock value](#), accessed October 1, 2025.

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