

Agentic AI in the Enterprise

The Fifth Wave

How Agentic AI is Redefining
Business Productivity

MAY 2026



The Fifth Wave: What Every Leader Needs to Know

Three Key Takeaways

We are shifting from
AI that assists
→ **AI that acts**
autonomously.

Projected impact:
\$4–12 trillion in
global productivity
gains.

The competitive gap is
opening **now** –
Companies acting in the
next **3–6 months** will
generate **5x more value**
than laggards.

Only 28% of companies have mature agentic capabilities today.

Making Science is a global digital acceleration company powered by Artificial Intelligence, with more than 800 employees and a presence in 18 countries.

Making Science's business focuses on the **high-growth markets** of digital advertising, Cloud for Marketing, Adtech, and Martech.



FT FINANCIAL TIMES
1000 EUROPE'S FASTEST GROWING COMPANIES 2023

statista

BME Growth

Ticker: MAK5

EURONEXT

Ticker: ALMKS

800+
Employees

850+
Clients

18
Countries

25
Offices

374M €
2025
Revenue

14M €
2025
Recurrent EBITDA

Agentic AI

The Fifth Wave

"Each wave has been 3–5 times larger than the previous one. Agentic AI not only continues this trend—it dramatically accelerates it by moving from 'helping' to 'executing'."

1



Mainframe

1960s–70s

\$300B

market by 1975

IBM S/360 era. Displaced manual tabulation. 10,000+ S/360 units sold in first 2 years.

2



PC & Client-Server

1980s–90s

\$1T

PC market peak (1995)

IBM PC (1981). Lotus 1-2-3, WordPerfect. 100M PCs installed globally by 1993.

3



Internet + Cloud

Late 90s–2020

\$4.5T

global e-commerce by 2021

Salesforce (1999), AWS (2006). SaaS became dominant. 4.9B internet users by 2021.

4



Predictive/ Generative AI

2022–2025

250B Investment

200M ChatGPT users in 60 days

Fastest consumer adoption in history. \$200B+ invested in GenAI in 2023 alone.

5



Agentic AI

2025–

\$4-12T

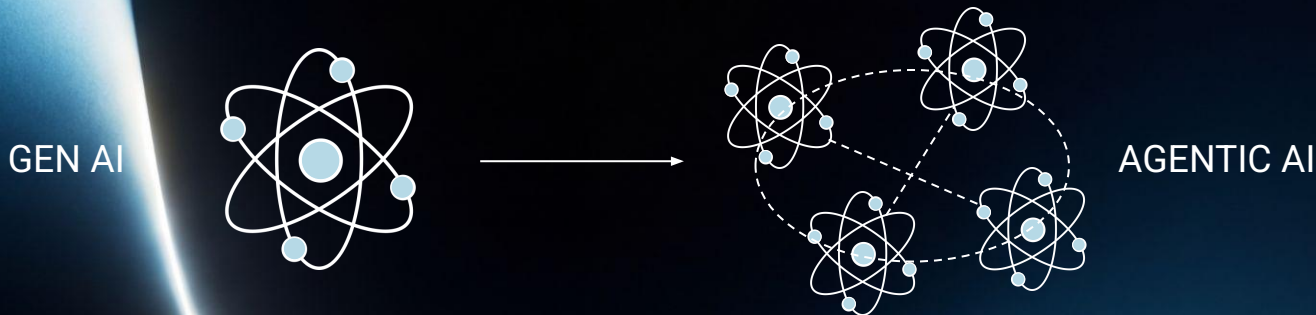
projected productivity gain

60% of IT ops with agents by 2028 (Gartner). 79% enterprises adopting (MIT Sloan/BCG).

WE ARE HERE

ECONOMIC VALUE

Agentic AI turns professionals into super-humans.



Real autonomy

From assisting to acting

up to 10× more tasks

per professional · McKinsey 2024

GenAI responds when asked. Agentic AI takes initiative: it plans subtasks, uses tools, reviews its own output, and completes objectives without step-by-step supervision.



Multi-agent orchestration

From one to many agents

1,000× improvement

in cost of intelligence/\$ · The Intelligence Advantage

A CEO agent orchestrates specialized agents (data, code, copy, legal). The result is composite intelligence: the more they interact, the more they learn and the more value they create.



Intelligence-driven

From data to intelligent assets

4A Framework

Automate · Augment · Amplify · Awaken

The challenge is no longer adopting technology – it is building assets that process knowledge and refine themselves. Companies move from being data-driven to intelligence-driven.

Agentic AI

Why now?

The perfect storm

5 enablers converged simultaneously in 2023–24, making possible what was previously only theory.



Reasoning LLMs

2022–24

GPT-4 → o3

Models capable of planning, multi-step reasoning, and self-correction. GPT-4 passed bar and medical exams. o3 exceeds the 96th human percentile in **ARC-AGI**.



Memory & Long Context

2023–24

1M+ tokens

Gemini 1.5 Pro: 1M+ token window. Vector databases (**Pinecone**, **pgvector**) enable semantic retrieval across millions of documents in < 50 ms.



GPU/TPU Infrastructure

2020–24

10× cheaper

Inference costs dropped ~10x in 3 years. **NVIDIA H100** + spot instances make agents that call the model dozens of times per task commercially viable.



Mature APIs & Tools

2023–24

10,000+ integrations

Function calling (OpenAI, 2023), **Code Interpreter**, and **MCP** (Anthropic). Agents can now execute code, browse the web, write to CRMs, and call any API.



Agent Orchestration

2024

LangGraph · AutoGen

Mature frameworks for multi-step and multi-agent workflows: **LangGraph**, **AutoGen**, **CrewAI**. Patterns such as **ReAct**, **RAG**, and **Tool-Use** are now **production-ready**.

The 4 Capabilities

The Four Capabilities of Agentic AI

01 Memory & Context

Agents maintain long-term context: decision history, user preferences, project data.

02 Iterative Reasoning

Plan → action → observation → adjustment loops. The agent evaluates its own results and corrects the course.

03 Tool Use

APIs, databases, web browser, executable code. The agent orchestrates external resources to complete tasks.

04 Autonomous Action

From suggestion to execution. Automation of complex workflows with minimal human supervision.

These 4 capabilities, combined, define the new frontier of business productivity driven by AI.

The Augmented Enterprise

The 4A Framework



AUTOMATE

Optimize and streamline workflows

Eliminate inefficiencies and unleash human creativity by automating everything that doesn't require human intervention.



AUGMENT

Augment human decision-making

Empower people with AI-driven insights, tools, and recommendations—combining AI precision with human judgment.



AMPLIFY

Scale what works and multiply the impact

Expand the reach and effectiveness of high-performance processes and teams. AI allows us to do more, with greater precision, at scale.



AWAKEN

Redefine what is possible

Unlock new business models, discover hidden insights, and generate bold innovations.

The winners will move from data-driven to **intelligence-driven** companies

The critical missing piece: how humans and agents truly collaborate.

AGENT-TO-HUMAN (A2H)

Every agent in production needs, at some point, human intervention – for approvals, decisions, and supervision.

Today it is resolved in an improvised way with Slack bots and fragile email triggers. A2H defines the standard.



Structured questions

Approvals, options, and forms; instead of messy free text.



Smart deadlines

Responses with automatic timeout management



Escalation chains

Automatic escalation if there is no response within defined deadlines.



Self-delegation

Routine requests managed automatically based on established rules.



Route by availability

Smart routing based on status: busy / disconnected / away.



H2A (Human → Agent)

Human intent expressed through a structured interface

The Gap is Widening Now

✓ WHAT LEADERS DO (28%)

- ✓ AI as a strategic priority, not an experiment. CEO and senior leadership as active sponsors.
- ✓ Unified orchestration layer: they invest 2.1× more in integration than in individual licenses.
- ✓ They train internal AI Champions and execute continuous re-skilling. The team designs workflows, doesn't just use them.
- ✓ End-to-end flows redesigned. McKinsey: workflow redesign impacts profit more than the choice of model.
- ✓ They measure AI ROI with rigor: 74% exceed expectations vs. only 20% that still report real revenue.

Leaders treat Agentic AI as a strategic priority with CEO sponsorship and full orchestration.

✗ WHAT LAGGARDS DO (72%)

- ⚠ Isolated and disconnected pilots. Gen AI at the edges, without impact on the P&L.
- ⚠ Individual tools without a coordination layer. Dispersed data, without shared context.
- ⚠ Reactive or non-existent training. The team uses AI as a search engine, not as an orchestrator.
- ⚠ Intact processes with AI on top. Automating what is broken does not transform, it only accelerates error.
- ⚠ 56% of CEOs without AI revenue (PwC 2026). The investment exists, the impact does not.

The competitive gap is opening right now.

Laggards run isolated pilots with minimal business impact.

The opportunity to lead the transformation

3–6 months

Window to define your agentic strategy.

5x

The value differential between AI leaders and laggards.

56%

Of CEOs still without AI revenue – the gap is widening.

Companies that don't act now won't just fall behind. They will be left out.

Ready to Lead the Fifth Wave?

Let's build your Agentic Transformation

info@makingscience.com

Thanks for your time.