



Delivering a guaranteed ROI with Agentic AI

How enterprises can escape the AI “pilot trap” and deliver a healthy ROI with Agentic AI



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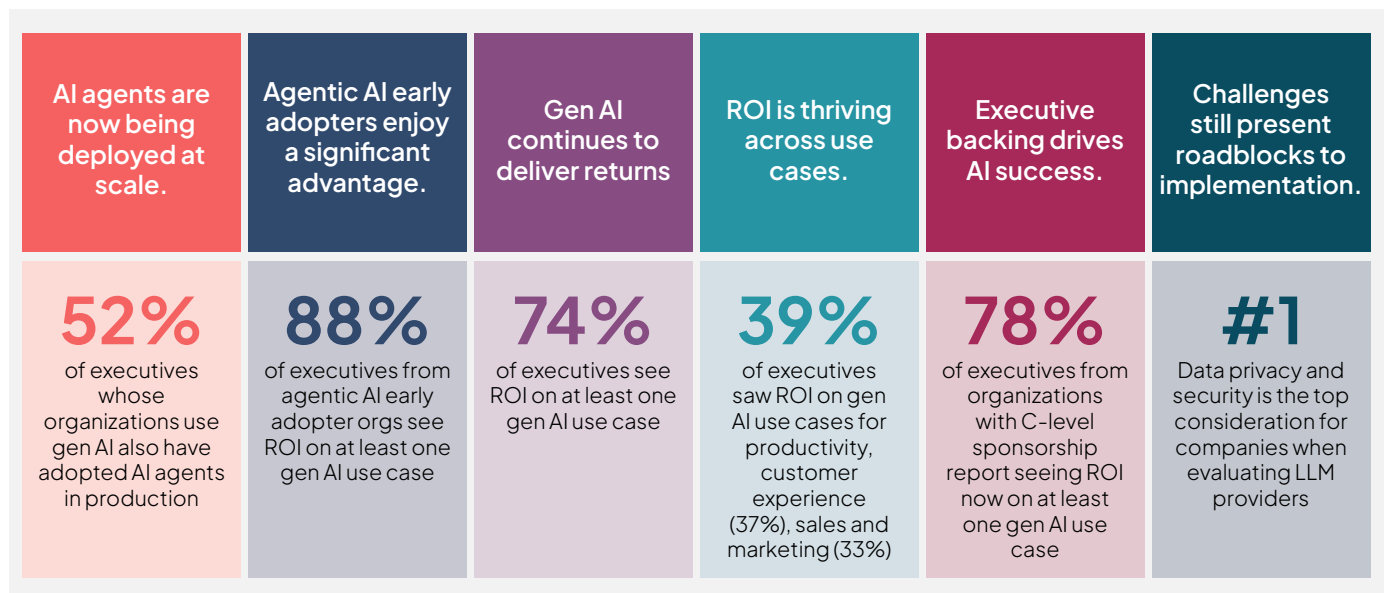


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Introduction: The AI ROI paradox

In 2025, all the industry hype and speculations about the value of AI technology are finally beginning to settle. Enterprises are realizing a measurable ROI using AI agents in a matter of months, instead of waiting years.

According to [Google Cloud](#)'s report on "The ROI of AI 2025," 88% of companies that adopted Agentic AI early are seeing a positive ROI. Even with Generative AI, 74% of business executives see a positive ROI on at least one of their use cases. Here are some key insights from the 2025 Google Cloud report.



Despite the positive ROI, traditional AI projects have often been known to be slow and costly in implementation and complex in real-world scenarios. The typical path from pilot to ROI can be long and inefficient, limiting the speed and agility required for enterprise innovation. Many companies became trapped in a cycle of pilots and stalled experiments. Adding to the challenge, conventional consulting models were often too slow and expensive to keep pace with rapidly evolving business needs.

Recent findings make the issue clear: AI projects often fail to deliver ROI when organizations attempt to build their own solutions in-house. According to the 2025 [MIT](#) State of AI in Business report, companies that partnered with external AI providers achieved a 67% deployment rate — more than double the 33% success rate of those building internally. AI initiatives are far more likely to succeed when expert partners handle discovery, development, and delivery.

This eBook serves as a strategic blueprint — an antidote to traditional, slow-moving AI projects. It's designed to help business leaders move beyond pilot purgatory and accelerate real business growth, backed by the latest market data, insights, and proven strategies.

Chapter 1: The market has shifted — welcome to the agentic era

The 2025 Google Cloud report found that 52% of business executives stated that organizations using GenAI solutions are also using Agentic AI platforms. This marks a significant shift from AI as an “assistive” technology to an “autonomous” mode. This shift means that AI models can operate independently of human intervention.

Here’s how the AI maturity model has evolved:

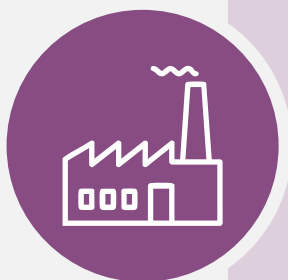
- Level 1: Simple tasks
 1. Chatbots for customer interactions
 2. Image generation
 3. Information retrieval
- Level 2: AI agents
 1. Intelligent agents in customer service
 2. Creative tasks like high-quality images and videos

- Level 3: Multi-agent workflows
 1. Autonomous workflows using AI agents
 2. Process orchestration using AI agents

Fiona Tan, CTO of Wayfair, explains how “AI agents are being applied across use cases.” She believes that AI agents can deliver “meaningful value” across business workflows – and can drive “measurable business impact” for early adopters.

This explains why 39% of business executives said their organizations have launched over 10 AI agents across business applications. As Velit Dunder of Radisson Hotel Group puts it, “We’re entering an era where humans and machines will have a truly symbiotic relationship.” AI agents can save a lot of human effort and time, thus allowing them to focus on high-value tasks that require strategic thinking.

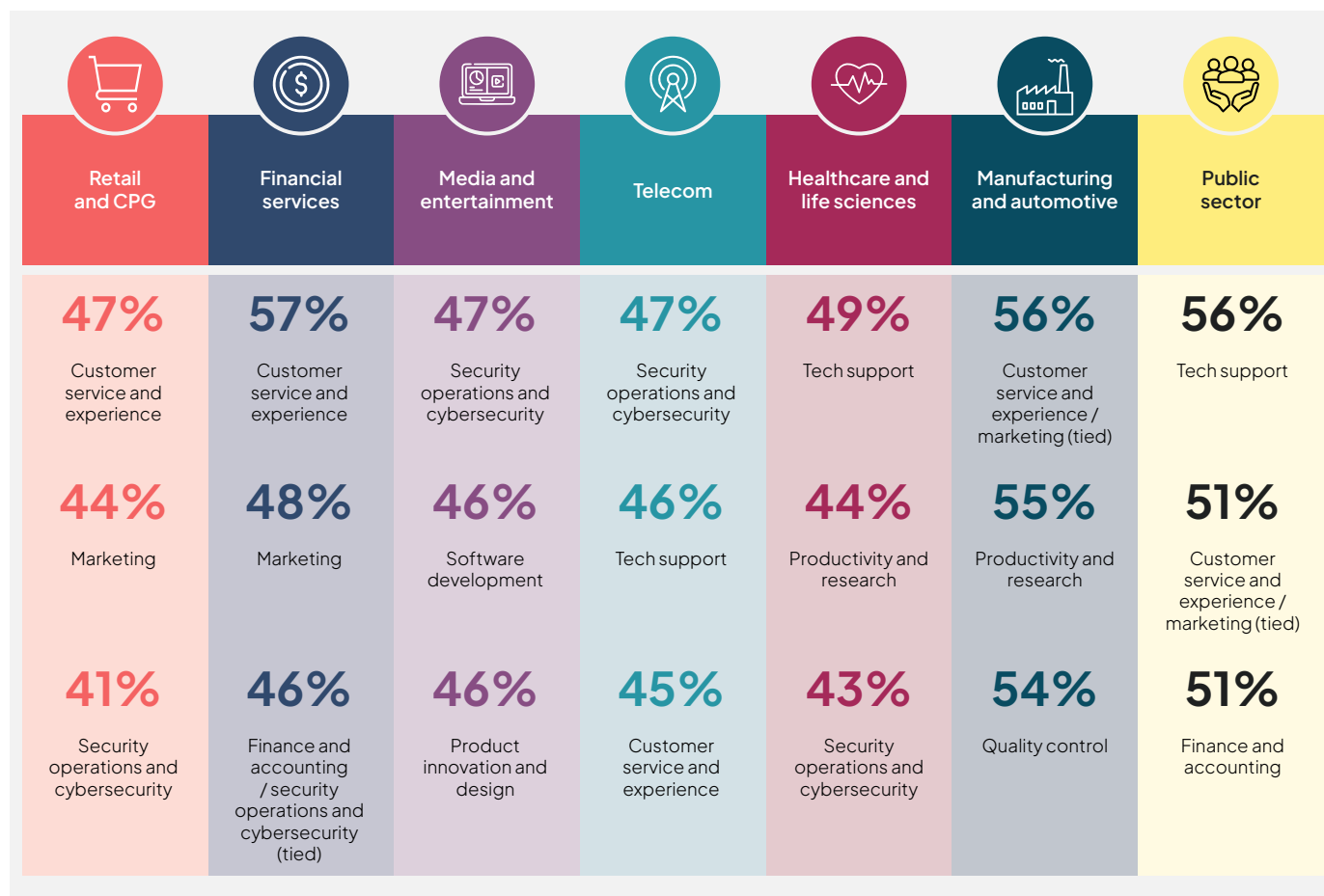
Here’s the latest snapshot of how various industries are adopting AI agents.



By industry

Retail and CPG	51%
Financial services	53%
Media and entertainment	54%
Telecom	56%
Healthcare and life sciences	44%
Manufacturing and automotive	56%
Public sector	55%

Here's a snapshot of the top 3 industry-specific use cases for AI adoption:



These numbers indicate that AI-powered agents are not a “technology for the future,” but a current reality. How do early AI adopters have a distinct advantage over laggards? Let's explore that next.

Why do enterprises need to adopt Agentic AI now?

Here are some revealing findings about early AI adopters from the 2025 Google Cloud report:


- 82% of early AI adopters have, on average, deployed over 10 AI-powered agents, as compared to 39% across all enterprises.
- 78% of early AI adopters have deployed GenAI in production for over one year, as compared to 52% across all organizations.
- 88% of early AI adopters see ROI on at least one GenAI use case, as compared to 74% across all organizations.
- Early adopters have assigned 50% of their future AI budget to build AI agents – or already have embedded agents across their operations.

Cristina Nitulescu of Bayer Consumer Health believes that ROI should “not just be the size of investment return but also about the speed of return.” To accelerate the ROI, she talks about why organizations must “invest now to scale up and create more efficiencies down the road.”

Early AI adoption is not simply a statistical probability, but a result of building technical expertise and commitment within the organization. With early adoption in Agentic AI, organizations are more likely to gain business value from key areas, including customer experience, business growth, and marketing.



Chapter 2: The IP-driven blueprint: how to guarantee ROI in months, not years



Be it for building a business case or scaling existing processes, it's clear that early AI adoption is a “blueprint” for operational success. By deploying multiple agents across business operations, enterprises can maximize their ROI more consistently.

At Onix, we believe that AI technology must deliver positive results for any organization in a few months, and not in years. We understand that any extended delay in AI implementation can render the solution irrelevant, due to the shift in market conditions, changing technologies, and the importance of the business case.

This is why Onix is shifting its core methodology from the “traditional” service-based engagement to an IP-driven blueprint, which leverages AI-enabled tools to deliver ROI in a few months. With this approach, Onix avoids the pitfalls of requirement creep (associated with the traditional delivery model), thus delivering faster automation to customers.

As its proprietary AI agent platform, **Onix's Wingspan** is the engine that is powering this acceleration. With its built-in accelerators and intelligent automation, here's how Wingspan can guarantee ROI for AI deployment quickly:

1. Accelerated time-to-market

While traditional AI projects follow a custom software development cycle, Onix's accelerators can help deploy AI projects in 50% less time. With this benefit, enterprises can also realize their ROI from AI projects significantly sooner.



2. Minimum risk factor

With Onix's Agentic AI platform, companies can

leverage the best industry practices and robust data frameworks, thus minimizing the risk factors associated with traditional AI deployment models. Our AI and ML solutions focus on proven, scalable processes across multiple industries.

3. Cost efficiency

Traditional AI projects require advanced skills and human intervention, thus resulting in cost escalation. With its autonomous agents, Wingspan can reduce deployment costs by 20-35% while reducing its dependence on human resources. This level of automation enables AI adopters to achieve their ROI in as little as 3 to 6 months.

4. Guaranteed outcomes

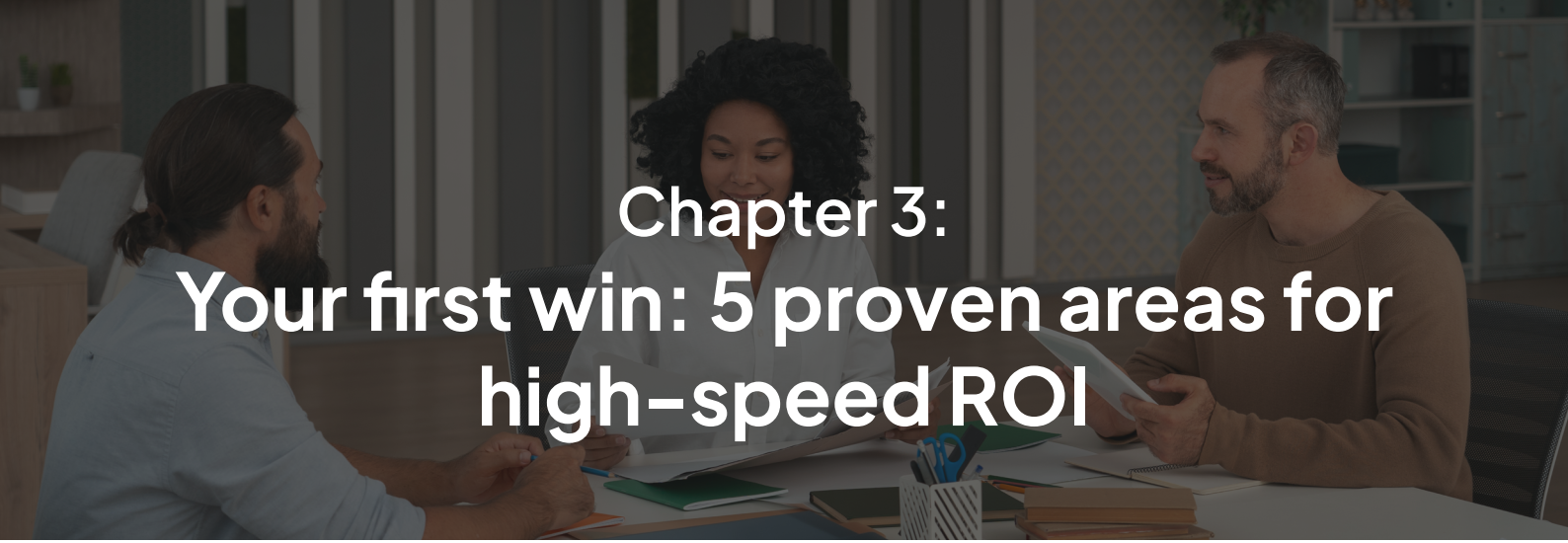
Through standardization, Wingspan can deliver guaranteed outcomes with measurable results. Rather than focusing on billable services, Onix emphasizes positive business outcomes like enhanced customer experience, new revenue streams, or operational excellence. Standardization also cuts out the inevitable “wastes” that happen when enterprises change their approach strategy.



727%

ROI achieved over
three years on average
by businesses with
Google Cloud AI

IDC Whitepaper, sponsored by Google Cloud. The Business Value of
Google Cloud Generative AI



Chapter 3:

Your first win: 5 proven areas for high-speed ROI

A recent Google Cloud survey revealed the following statistics:

- 74% of companies that adopted AI have reported a healthy ROI within the first year.
- 53% of these companies estimate revenue gains between 6-10% in 2025.
- 51% of companies noted the average time of their use case – moving from ideation to production – is between 3 and 6 months.

Here are 5 proven business areas where AI is delivering high-speed ROI for modern enterprises:

1. Productivity

70% of business executives have reported improved productivity from Generative AI in 2025. 39% of organizations have indicated that their employee productivity has doubled as a result of GenAI use cases in 2025. Overall, employee productivity has seen the highest jump from GenAI, with the following improvements:

- 70% improvement in IT processes and staff productivity
- 61% faster time to relevant insights
- 58% improvement in non-IT processes and staff productivity
- 48% faster time-to-market
- 58% improved accuracy

That said, organizations cannot unlock the true potential of Generative AI without trust. GenAI-powered systems can deliver trust with a foundational data framework that ensures:

- Data quality checks to ensure accuracy, consistency, and completeness of data being used to train GenAI models.
- Data lineage tracking to monitor how data was

sourced and transformed across its lifecycle.

- Data validation that includes scrutinizing data sources used to train GenAI models.

2. Customer experience (CX)

63% of enterprises have reported an improvement in CX from GenAI in 2025, as compared to 60% in 2024. 51% of these executives report a 6-10% improvement in CX in 2025. Nick Manning of the Golden State Warriors says that enterprises have a “significant advantage with GenAI” as they can meet their customers “through various channels such as email, text, and chat.” This means customer-centric companies must meet customers at their preferred touchpoint to deliver an exceptional CX.

For instance, in customer service, GenAI-powered assistants can address customers’ queries and provide solutions without them having to wait to speak to a human representative. With its recent **acquisition** of UJET’s professional services team, Onix’s AI solutions help streamline contact center operations and elevate customer satisfaction.

3. Business growth

56% of enterprises have reported a healthy business growth due to GenAI in 2025. Overall, revenue growth is significantly higher in companies with GenAI in the production phase. In 2025, GenAI is driving the next wave of revenue growth as part of the overall business growth. To this effect, 53% of companies have increased their revenues by 6-10%, while 31% have achieved over 10% revenue growth.

Organizations adopting Google Cloud’s **AI solutions** are quickly seeing a significant ROI along with improved productivity across business functions. On average, customers have a 727% ROI in Google Cloud AI in just 3 years. Besides improving



productivity, AI is also improving the revenue per employee to around \$205,000 on averageWW.

4. Marketing

55% of companies adopting GenAI in marketing have seen a meaningful impact on their campaigns, lead generation, and conversion. 33% of these companies witnessed a positive ROI in sales and marketing use cases, such as:

- Field sales activities
- Content generation
- Marketing activities

Among the most-impacted industries, retail and media & entertainment companies are reporting the highest improvement in marketing (59%), followed by financial services (56%) and telecom (49%).

By using GenAI, Onix is helping its clients generate tailored content and drive personalized marketing campaigns for a tangible ROI.

5. Security

49% of enterprises implementing Generative AI have reported a meaningful improvement in their security posture. With GenAI, enterprises are adopting a more “proactive” approach against security threats. 77% of organizations have improved their ability to detect threats, while 61% have reduced their time to resolve a security issue.

With its **Google AI-enabled** access control technology, Onix has effectively minimized the risk of human errors through automation. GenAI models can identify suspicious activities or threats using their natural language capabilities.



Chapter 4:

Your action plan: the AI agent ROI checklist

To maximize their ROI from AI investment, enterprises need an effective “AI agent ROI checklist.” Here's what this AI checklist must include:



1. Find your AI champions

Organizational readiness is an essential ingredient for any successful AI initiative. C-level executives are key to building an effective AI strategy and measuring its success. Further, every enterprise needs its AI champions to clear any roadblocks and align the AI use cases with business goals.

Our Take

Our team of AI specialists can help identify and implement business cases with a guaranteed ROI – and not merely speculative outcomes.



2. Demonstrate business value

AI champions must also demonstrate the need for enterprises to allocate a separate AI budget and resources. Highlight how organizations are leveraging Google Cloud AI to improve productivity across business functions, along with a reduced payback period.

Our Take

Along with identifying use cases, the Onix team can help you quantify the potential ROI from AI investments and prepare a clear roadmap to achieve business transformation. By identifying real-world deliverables, Onix can also prevent AI scope creep, which keeps AI projects in the development phase.



3. Create your own AI rulebook

With growing AI adoption, organizations also face related risks such as a lack of alignment with their core values, security, and governance. With an AI rulebook, they can clearly define the “dos and don’ts” to secure data and maintain compliance. This rulebook can also promote the usage of AI agents in accordance with organizational values and commitments.

Our Take

With its expertise in Agentic AI, Onix can deliver a customized playbook or approach to AI adoption. This is designed to drive business innovation, improve efficiency, and outpace market competition.



4. Start with the most impactful AI wins

In the initial phase of implementation, enterprises must focus on building AI agents with a clear ROI and outcome. Explore customer success stories of companies from the same industry sector leveraging Agentic AI for a particular use case.

Our Take

Our proprietary Wingspan of AI-powered tools can help identify the AI use cases with the fastest route to production.



5. Build AI trust

Effective data governance and security are necessary to build organizational trust in AI technology. This Google Cloud report identifies the core pillars of AI trust as data security, privacy, compliance, and governance. A robust data governance and security framework is required for building a strong data foundation.

Our Take

As a core component of our AI methodology, the Onix team can deliver a strong strategy for data governance to suit your AI requirements.



6. Streamline AI access

AI agents need seamless access to third-party systems to maximize their outcomes. This includes secure access to enterprise-level systems like CRM and ERP. With Google Cloud's Identity and Access Management (IAM), enterprises can control API permissions for AI resources.

Our Take

With its third-party integration capabilities, Onix can support this initiative with secure, governed access.

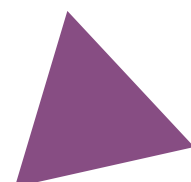


7. Invest in AI talent and employee training

Companies that build successful AI models invest in and build their AI expertise, instead of simply buying AI tools. A skilled workforce is essential for enterprises to deploy AI agents and achieve their business goals.

Our Take

Onix's in-house team of AI specialists can help fill the AI skills gap. Through effective change management, we can assist you in this transition phase and provide hands-on support for your users.






Conclusion

As outlined in this eBook, enterprises can transition from the current AI “paradox” to a successful “blueprint” with the right tools and strategies. Onix is enabling them to escape the “pilot” trap and make a smoother transition to faster ROI and business outcomes.

For its AI-powered solutions like Eagle and Raven, Onix has been rated as a leader by the QKS Group in 2025. Our innovative **AI and ML solutions** are helping our customers address their data gaps, build their business cases, and bring them to production.

Ready to build your ROI roadmap? **Schedule** a complimentary AI Accelerator Session with our experts, and we'll help you identify how our proprietary IP can deliver tangible business value in the next 90 days.



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