



PegaWorld

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AI Decisioning in an Agentic World: What it Really Takes for AI to Act at Enterprise Scale

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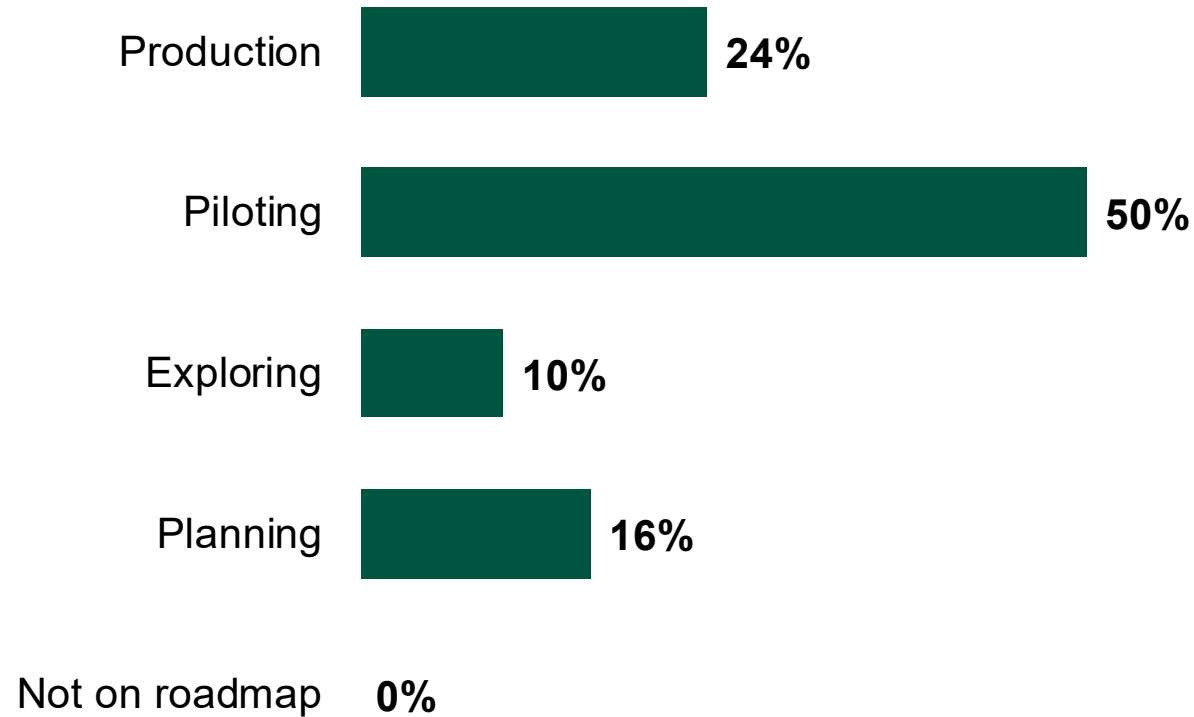
BOLD

AT

WORK

Forrester surveyed AI decision-makers that have Agentic AI initiatives.

“What stage is your organization currently at with agentic AI?”



Base: 100 Generative AI decision-makers

Source: Forrester's Q4 2025 AI Pulse Survey

Productivity and automation will lead to cost advantage, market flexibility, and customer experience.

“Which of the following do you perceive to be benefits of your organization using agentic AI?”



Base: 100 Generative AI decision-makers

Source: Forrester’s Q4 2025 AI Pulse Survey

1,000s of decisions

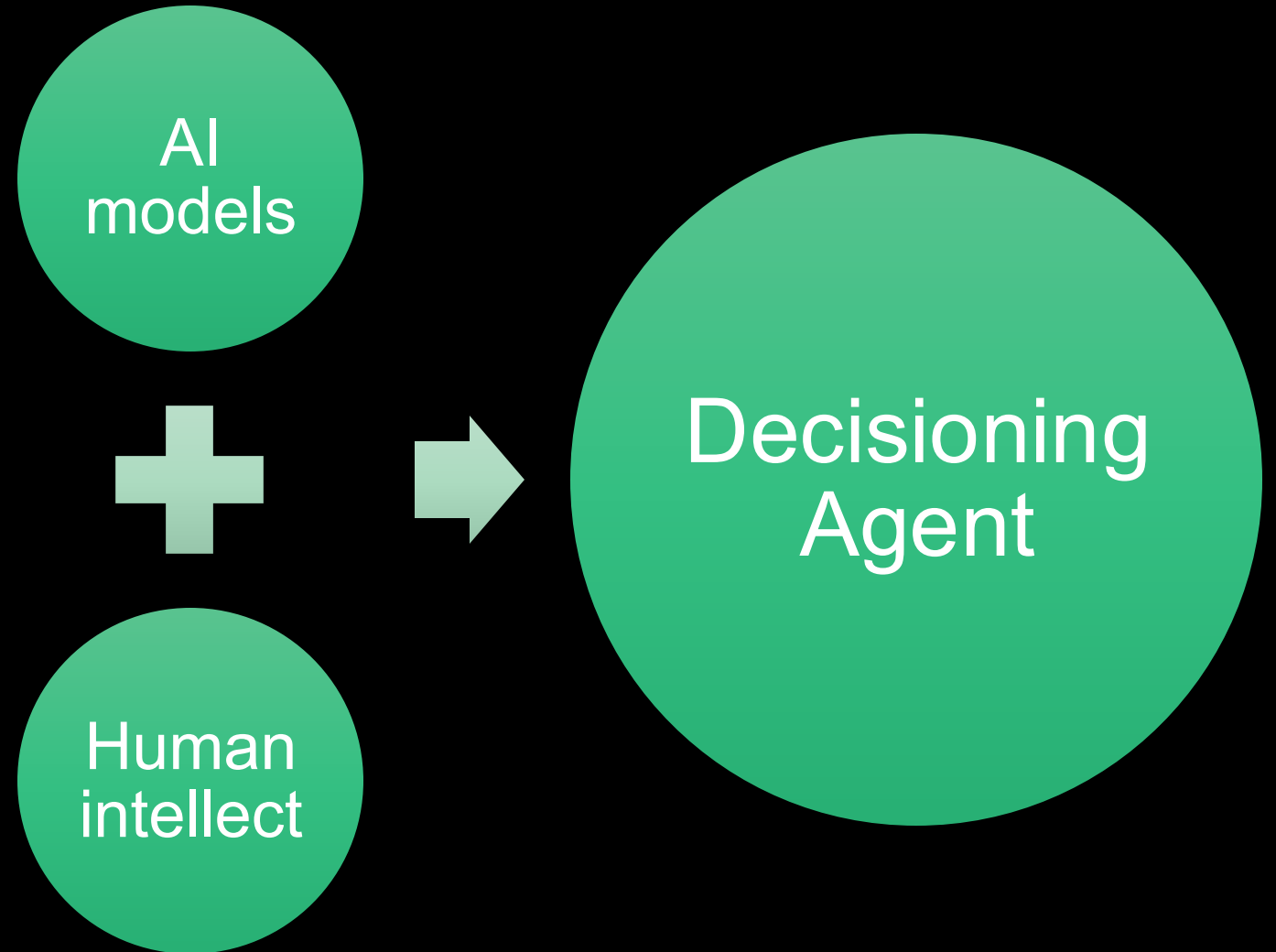
- Marketing Campaign Decisions
- Dynamic Pricing Decisions
- Supply Chain & Logistics Decisions
- Inventory & Demand Planning Decisions
- Workforce Management Decisions
- Talent Acquisition Decisions
- Product Recommendation Decisions
- Billing Decisions
- Cybersecurity Response Decisions
- Quality Control Decisions
- Procurement & Supplier Decisions
- Legal & Contract Decisions

Forrester definition DECISION INTELLIGENCE:

The practical discipline in which organizations design and continuously optimize business decisions by combining different types of decision logic — data, analytics, rules, AI models, optimization, and human expertise — to deliver better, faster, and more trusted business outcomes while keeping business experts firmly in the driver's seat.

BLENDED INTELLIGENCE

Blended Intelligence combines human decision logic from business experts with AI decision logic.



DECISIONING AGENTS

Decisioning agents use any techniques and technologies that are appropriate for the decision at hand.

- Data
- Analytics
- Mathematical programming
- Scores
- Machine learning models
- Business rules
- Compliance rules
- Human business expert decision logic
- LLMs
- Other decisioning agents

Forrester definition AI DECISIONING PLATFORMS:

Software that provides enterprise business and technology teams with tools to develop, automate, and optimize decisioning agents for a wide variety of use cases by using any combination of decision intelligence technologies such as business rules, machine learning models, mathematical optimizations, and more.

Non-negotiable capabilities for an AI Decisioning Platform.

- Usability by business experts.
- Composable decisioning to power AI decisioning agents.
- Governance embedded by design.
- Business outcome optimization.
- Vendor vision for enterprise AI

The AI Decisioning Platforms Landscape, Q1 2025

Forrester's Overview Of 20 Vendors

Mike Gaultieri and four contributors

The Forrester Wave™: AI Decisioning Platforms, Q2 2025

The 15 Providers That Matter Most And How They Stack Up

Mike Gaultieri and three contributors

Jun 10, 2025

The Forrester Wave: AI Decisioning Platforms, Q2 2025

THE FORRESTER WAVE™

AI Decisioning Platforms

Q2 2025



Lifecycle capabilities

Lifecycle capabilities:

- Data modelling
- Data integration
- Decision authoring
- Decision testing
- Optimization
- Cohesive experience
- Intuitive experience
- Lifecycle
- Transparency
- Observability
- Extensibility
- Autoscaling

A first-person perspective from the driver's seat of a car on a multi-lane highway. The driver's hands are on a dark leather steering wheel. The dashboard features a tachometer and a digital display showing 'Fuel Economy 5.9 mpg'. The center console has buttons for 'CANCEL', 'RES+', and 'SET/-' along with a power button. The right side of the dashboard includes 'RADIO', 'DISP', and 'VOL' controls. Through the windshield, several cars are visible on the road under a cloudy sky.

BUSINESS EXPERTS must always be in control.

Thank you

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