

TREND RESEARCH

AGENTIC AI WORKFLOWS

2026-05-10 | 12 sources analysed

Executive Assistant Command Centre — MT AI Agents

KEY TAKEAWAY

Agentic AI workflows are transitioning from pilot experiments to production systems in 2026, with the market projected to grow from \$7.06B today to \$93.2B by 2032 at a 44.6% CAGR — but only 11% of organizations currently run agents in production, creating a massive deployment gap that consultancies who specialize in end-to-end implementation can directly monetize. For SME-focused workflow agencies in MENA, the window is now: SMBs adopting agentic workflows report a 25% productivity increase, and the region's data-fragmented landscape makes externally-built, governed solutions far more likely to succeed than internal builds.

TOP FINDINGS (5)

1

FINDING

The 79-11 Gap Is the SME Opportunity of 2026

Despite 79% of enterprises claiming AI agent adoption, only 11% run agents in production — a chasm driven by governance failures, legacy integration challenges, and unclear ROI. Gartner projects that over 40% of agentic AI projects will fail by 2027 due to these same factors. For a MENA-focused agentic workflow consultancy, this gap is the core business case: SMEs lack the internal capability to cross from pilot to production, and externally-built solutions reach deployment twice as often as internal builds. Positioning as the implementation bridge — not just the ideation partner — is the highest-value niche available right now.

<https://www.deloitte.com/us/en/insights/topics/technology-management/tech-trends/2026/agentic-ai-strategy.html>

<https://svitla.com/blog/agentic-ai-market-trends-2026/>

<https://market.us/report/agentic-ai-workflows-market/>

2

FINDING

SMBs Record 25% Productivity Gains From Agentic Workflows

Small and medium-sized businesses that have adopted agentic workflows report a 25% increase in productivity, enabling growth without proportional resource strain — a critical advantage for capital-constrained businesses common in MENA. Large enterprises currently dominate adoption at 74.6% of the market, leaving the SME segment significantly underserved and therefore open to specialist providers. Real-world deployments show dramatic results: Danfoss automated 80% of transactional decisions and reduced customer response times from 42 hours to near-real-time, while Telus employees save 40 minutes per AI interaction across 57,000 staff. These metrics are directly transferable as proof points when selling agentic workflow systems to MENA SMEs.

<https://market.us/report/agentic-ai-workflows-market/>

<https://blog.google/products/google-cloud/ai-business-trends-report-2026/>

3

FINDING

Outcome-Based Pricing Is Killing the SaaS Seat Model

By 2028, IDC predicts pure seat-based SaaS pricing will be obsolete, with 70% of software vendors restructuring around consumption and outcome-based models — clients pay for work completed, not access granted. This structural shift in how AI software is priced creates a direct opening for consultancies to position their own services on outcome-based terms, aligning commercial incentives with client results. For MENA SMEs accustomed to fixed-cost vendor contracts, outcome-based pricing lowers the perceived risk of adopting new automation systems. Agencies that build their own outcome-linked pricing before the market standardizes it will hold a first-mover advantage in the region.

<https://www.cio.com/article/4157474/6-ways-agentic-ai-will-reshape-the-enterprise-software-market.html>

<https://www.nextgov.com/artificial-intelligence/2025/12/2026-set-be-year-agentic-ai-industry-predicts/410324/>

4

FINDING

Process Redesign Beats Automation Layering Every Time

The single most consistent finding across Deloitte, Bain, and Acuvate research: organizations that layer agents onto existing broken processes fail, while those that redesign workflows from first principles achieve 10-25% EBITDA gains and 20-40% operating cost reductions. Gartner identifies this as the root cause behind the high project failure rate — a phenomenon they call agent washing, where simple automation is misrepresented as true agentic capability. For a MENA consultancy, this is both a diagnostic tool and a sales argument: clients who have tried off-the-shelf automation and failed are the highest-intent prospects, and the remedy is workflow redesign before agent deployment. The recommended architecture is approximately 90% deterministic logic with only 10% genuine agentic capability — a far more sellable and governable proposition than full autonomy.

<https://www.deloitte.com/us/en/insights/topics/technology-management/tech-trends/2026/agentic-ai-strategy.html>

<https://www.bain.com/insights/state-of-the-art-of-agentic-ai-transformation-technology-report-2025/>

<https://acuvate.com/blog/2026-agentic-ai-expert-predictions/>

5

FINDING

Multi-Agent Protocols Are Standardizing the Tech Stack

The emergence of open interoperability standards — Model Context Protocol (MCP), Agent2Agent (A2A), and Agent Communication Protocol (ACP) — is standardizing how agents share context, delegate tasks, and coordinate across platforms, eliminating vendor lock-in risk. Gartner recorded a 1,445% surge in multi-agent system inquiries from Q1 2024 to Q2 2025, signaling that buyers now evaluate architecture, not just point solutions. For agentic workflow builders in MENA, adopting MCP and A2A standards now means future-proofing client implementations and enabling cross-system orchestration without custom glue code. This also makes the case for a modular, composable service offering rather than monolithic workflow builds.

<https://svitla.com/blog/agentic-ai-market-trends-2026/>

<https://blog.google/products/google-cloud/ai-business-trends-report-2026/>

<https://www.deloitte.com/us/en/insights/topics/technology-management/tech-trends/2026/agentic-ai-strategy.html>

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10. <https://www.bain.com/insights/state-of-the-art-of-agentic-ai-transformation-technology-report-2025/>

11. <https://www.gartner.com/en/newsroom/press-releases/2025-08-26-gartner-predicts-40-percent-of-enterprise-apps-will-feature-task-specific-ai-agents-by-2026-up-from-less-than-5-percent-in-2025>
12. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/reinventing-marketing-workflows-with-agentic-ai>