



Summer 2025 AI Shortlist

3 Agentic AI Trends Shaping H2 Plans

The big picture

We're halfway through 2025, and a new chapter of enterprise AI is unfolding. Over the past two years, organizations have raced to experiment with generative AI—testing its limits, piloting use cases, and laying the foundation for broader adoption. Now, just as those early experiments are beginning to pay off, the conversation is shifting again. Agentic AI has entered the spotlight, and leaders once again must quickly pivot to formalize agentic AI strategies.

Agentic AI promises systems that don't just respond but plan, decide, and act. And while the idea may feel new, the reality is more familiar than it seems: AI agents are already here. They're summarizing meetings, assisting in writing, routing customer requests, and surfacing insights—all in the background, often without us realizing it. What defines them isn't their novelty but their structure: Agents are built around what they know, what they can do, and what they've been told to do. That framework unlocks a more practical, more scalable way forward.

And that practicality is the point. Progress will come from giving agents focused jobs and the right context to succeed. This means designing smarter handoffs: giving an agent access to who's in a meeting, what the agenda is, and what outcomes matter. It means telling your writing assistant not just to fix grammar but to match tone, adjust for audience, and reflect intent. It means defining what "done well" looks like before the agent begins.

As this shift unfolds, AI is becoming less visible, not less important. The term AI may fade into the background, but its impact will only grow. Over time, agents won't just be embedded in tools—they'll be the tools. The line between product and teammate will blur. What feels extraordinary today will soon feel obvious. Eventually, we'll stop calling it AI and start calling it work.

Most teams are still early in this transition. The challenge now is scale: activating agentic AI across platforms, coordinating systems, and turning experimentation into sustained advantage.

The trends that follow are designed to help you do exactly that—by showing what's changing, what's coming, and how to act now to stay ahead.

Shishir Mehrotra
CEO at Grammarly

Meet the experts behind the insights

These trends were shaped by conversations with leaders at the forefront of agentic AI—from visionaries building the technology to experts guiding how it's adopted responsibly.

Each brought a unique perspective on where the field is headed, what's changing beneath the surface, and how you can prepare for what's next.



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Trend 1

The **shift** from systems of record to systems of action

Status check

For years, enterprise systems of record—CRMs, project trackers, knowledge bases—have been vital to how organizations store and structure data. These platforms serve as the single source of truth for the business, enabling teams to capture knowledge, track progress, and preserve data at scale. They've been essential to creating consistency, accountability, and alignment across organizations.

But while systems of record are great at storing information, they rely on people to extract value from that information—manually searching, switching tools, interpreting data, and taking the next step.

Today's teams face unprecedented volumes of data and too few tools to use it effectively. In Grammarly's [2025 Productivity Shift report](#), 77% of professionals reported feeling overwhelmed by the information available to them, and 83% said they lacked the tools or resources to use that information effectively. Productivity isn't suffering because we lack data—it's suffering because we lack the ability to turn that data into action.





Forecast

Agentic AI offers a way forward. It will not replace systems of record—it will activate them. By pulling context across systems and proactively executing tasks, agents bridge the gap between data and action. This shift turns passive platforms into dynamic engines of productivity.

Imagine a future where sales reps don't open the CRM to update pipeline stages or gather information to draft follow-ups. Instead, an AI agent embedded in their email and workspaces automatically pulls customer context, logs activity, updates records, and suggests next steps. All of this happens automatically in the background, without a single tab switch.

This is the shift from systems of record to systems of action. Systems of record capture and store information. Systems of action put it to work with intelligent agents that turn those records into action.

This is already beginning. But most current implementations are limited, siloed to single tools and focused on isolated tasks. Over time, we'll see more systems of record reposition themselves as sources of truth that agents can access and act upon. The real differentiation won't be in how many dashboards you can log in to—it'll be in how well your systems work together through intelligent agents that operate across them.

Action items

For business and IT leaders, the takeaway is clear: The future of work won't be defined by how much data sits in systems of record, but by how quickly we can extract direction and context from it. You'll need agents that help your people find what they need, understand what to do next, and take action—securely and seamlessly—across every corner of your organization.

To transform your systems from passive repositories to dynamic drivers of value, start here:

☐ Audit your current systems of record

Identify where your teams are spending excessive time searching, updating, or interpreting data.

☐ Prioritize tools with open APIs and agent-ready architectures

Seamless access to data across systems is key to enabling agentic action.

☐ Embed agents into high-friction workflows

Look for repeatable, multistep tasks where intelligent execution could make the biggest impact.

☐ Deploy with security and privacy in mind

Like teammates, agents need the right permissions and guardrails. Ensure agents access only essential, nonsensitive data and operate within clearly defined boundaries.

☐ Rethink how you measure ROI

Go beyond time saved. Track how agents improve decisions, reduce friction, and elevate the employee experience.

Trend 2

Agent **collaboration** will unlock enterprise impact

Status check

Most of what we call AI today operates in isolation—individual chatbots or copilots that support a specific task within a single tool. They activate when you prompt them, complete the task, and then wait for what's next. Some live in familiar apps but don't connect across them. Others live in separate tabs entirely, requiring new workflows and constant context switching.

Part of the challenge is structural. Most workplaces still operate within some form of walled garden—Microsoft, Google, or a collection of point solutions. These ecosystems are valuable, but they trap context within their boundaries. And while newer AI tools offer advanced capabilities, they can inadvertently introduce new silos of their own, asking teams to change how they work just to access the value.

The result? Most teams are stuck in the messy middle—learning new tools while still operating in old systems. Innovation happens, but momentum stalls.

The next, more transformative phase of AI isn't about switching tools—it's about orchestrating them.



Forecast

The future isn't one mega-agent that does everything. It's a system of specialized agents that talk to each other, share context, and carry out workflows together. One agent might surface customer insights, another might summarize research, and a third might draft messaging—each building on the output of the last.

This isn't about replacing existing tech—it's about unlocking more value from it. For years, we've accepted certain limitations: tools that don't talk to each other, users hopping between tabs and learning new tools, and workflows held together with manual glue. But agentic AI gives us the chance to expand what's possible—not by starting over but by connecting what's already there.

We'll also see a shift in how the apps we use at work are designed. Today, every app is an island with its own logic, UI, and unique friction points. In the agentic future, the most-used apps will be modular, interoperable, and agent ready. That means exposing APIs, sharing context, and making it easy for agents to trigger actions at the moment professionals need them and on the screen in which they are working.

Agentic collaboration in action

Task: Orchestrating a product launch

Help me generate campaign messaging in English and Spanish based on our goals, customer feedback, and current market positioning.

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Agent 1

Pulls details from the campaign brief in Coda

Agent 2

Analyzes recent customer feedback from Slack and Zendesk

Agent 3

Surfaces key customer data from Salesforce

Agent 4

Pulls differentiators from the internal wiki

Agent 5

Creates copy variations for each audience segment

Agent 6

Ensures alignment with brand voice and tone

Agent 7

Translates the final messaging into Spanish

This is what agentic orchestration looks like: agents and apps working together, in the background, and users staying in flow. Whether you're planning a campaign, resolving a support issue, or analyzing performance, your tech stack becomes a seamless system of execution—not just a collection of tools.

Action items

To prepare for this shift, leaders and teams need to move beyond thinking about one isolated task agent and start thinking about how their systems and AI agents work together. Here are a few starting points:



Map your workflows, not just your tools

Look at the steps, people, and platforms involved in your team's most common work. Pinpoint where context gets lost or handoffs slow things down.



Layer agents—don't replace them

Chatbots and copilots will continue to play important roles. The opportunity lies in combining them—orchestrating agents to produce more complex, high-impact outcomes. Think of agents as building blocks, not a rip-and-replace solution.



Invest in platforms that are agent and app ready.

Whether it's your knowledge base, CRM, or internal comms platform, your tools should allow agents to access context, trigger actions, and move seamlessly across surfaces. The future isn't fixed—it's fluid.

Trend 3

Utilization will define agentic ROI

Status check

Agentic AI is maturing fast, but adoption isn't keeping pace with innovation. As more platforms race to release agents, assistants, and copilots, many organizations are finding that actual usage lags behind. The tools exist, but if they're not used by the workforce, they quickly turn into expensive shelfware.

The issue isn't capability—it's usability. Employees gravitate toward tools that are simple, intuitive, and embedded in their existing flow of work. Even the most sophisticated agents will fail to deliver ROI if users find them difficult to access, learn, or trust.

We've seen this before. The World Wide Web didn't explode until Netscape made it accessible with a simple interface to surf the web. AI existed long before 2023, but it was ChatGPT's interface that allowed people to test it out using natural language, which brought it into the mainstream. Simplicity is the ultimate growth driver. Ease is adoption fuel. And when agentic AI is actually adopted and then trusted, it becomes a competitive advantage.



Forecast

In the second half of 2025, employee utilization will be a core leading indicator of downstream business impact. Agents that live where work happens—within docs, messages, dashboards—and that trigger intelligently based on user goals will see faster adoption and greater business impact.

The most effective systems won't ask users to change behavior. They'll reduce friction, adapt to individual workflows, and provide visible value. Just like the best employees, high-performing agents will recognize what needs to be done and take action—without being told every time. Agents possess decision intelligence, which separates them from previous AIs. And crucially, they do it in the background—inside the tools and apps you already use.

That's what will set high-impact agents apart in the months ahead:

- **They'll appear where work is happening—not in separate dashboards or standalone apps.**
- **They'll adapt to individual workflows and roles, rather than forcing every user into the same experience.**
- **They'll trigger intelligently, based on stated goals and context, not just when asked.**



Action items

If your agents aren't being used, they aren't delivering value. The most effective leaders won't just invest in agentic tools—they'll pay close attention to how those tools are used, where they're driving traction, and what's needed to scale adoption.

Here's how to turn usage into impact:

☐ Use the tools yourself

You can't delegate understanding. The most forward-thinking leaders develop their own intuition by experimenting firsthand. Try agents in your day-to-day work. Notice where they help, where they stall, and what use cases you can scale.

☐ Level up AI literacy

Agentic AI isn't just plug and play. Help your workforce build the skills to get the most out of these systems—from crafting strong prompts to defining clear goals to giving smart feedback. Encourage experimentation, reflection, and shared learning as part of your AI enablement strategy.

☐ Monitor employee adoption

Track how and where agents are being used across your organization. Spikes in usage signal where the value is already being felt—and where to double down.

☐ Spot opportunities to scale

Don't stop at isolated wins. When one team finds traction with an agent, investigate whether it can be adapted across roles, use cases, or departments.

The bottom line? Trusted agents that adapt will accelerate in their adoption. Agents that demand too much from users to create results will fade. Utilization won't just measure success—it will define it. And the leaders who develop real intuition through education and experience will be the ones who know what's worth scaling—and win because of it.

How Grammarly can help

As you prepare for the agentic future, Grammarly is here to help—supporting your team with proactive, context-aware AI that fits naturally into the way you work. As your trusted AI assistant for communication and productivity, Grammarly integrates directly into where work happens, helping professionals and teams ideate, write, refine, and act faster across more than 500,000 apps and websites.

Grammarly is ready to be your trusted AI partner, with:



Agent-ready infrastructure

With Grammarly embedded across your tools, you can stay in flow instead of tab and context switching. Our platform already integrates seamlessly into the apps needed for work and is evolving further to support agentic workflows, enabling agents to draw from enterprise systems, understand user goals, and take action intuitively and securely.



Embedded, context-rich intelligence

Grammarly's AI draws on your goals, brand voice and tone, audience, and organizational knowledge without requiring detailed prompts every time. We provide embedded, context-rich support tailored to each user's role and organization, so you save time while getting smarter outputs.



Enterprise-grade security and orchestration

Real work spans tools and systems, so effective agents can't operate in silos. Grammarly collaborates across tools and systems to support end-to-end workflows—like a team, not just a tool. With robust data security, privacy, and admin controls, Grammarly ensures AI orchestration is scalable, governable, and aligned with enterprise standards.



Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work. Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites.

Learn more at grammarly.com/business/enterprise.