

## Value Driver(s)

- Modernization/ Platform Consolidation
- Agility
- Total Cost of Operations (OrCA)
- Differentiated Experience

## Target personas

- IT decision makers
- Chief AI officer
- Transformation leaders

## Availability GA

## Pricing

- ✗ Standard
- ✗ Business
- ✓ Enterprise

### Current State + Negative Effects

- **Most AI initiatives never escape pilot phase** with 88%<sup>1</sup> who struggle with integration/governance debt blocking adoption and 70%<sup>2</sup> who can't move POCs to production
- **Tool sprawl drains IT resources and blocks innovation** creating maintenance overhead, governance gaps, and force IT into "lights on" mode vs. strategic work
- **Enterprise search creates a productivity paradox** where employees can find information but still have to manually execute workflows across disconnected systems
- **Legacy architectures can't support modern demands** while 82%<sup>3</sup> plan to deploy agents within three years

### Solution Requirements

- **A unified platform that connects everything with native execution** to eliminate vendor dependencies while providing full enterprise context
- **Single developer experience** across your stack that spans iPaaS, APIM, AI, and Agents on cloud-native architecture requiring zero infrastructure maintenance
- **Production reliability that scales with enterprise demands** across all integration patterns, proven with 750 billion tasks orchestrated and enterprise-grade governance
- **Security and compliance built for regulated enterprises** with patented authentication, granular controls, and unified policy enforcement meets GDPR/HIPAA/SOX requirements

### Good Fit

- **Organizations ready for comprehensive AI transformation** beyond basic automation or search functionality
- **Current Workato customers expanding their footprint** to add AI and advanced automation to their orchestration capabilities
- **Enterprises needing orchestration and AI agents** in one platform
- **Companies building custom AI workflows** to orchestrate multiple specialized agents across complex business processes
- **IT leaders consolidating their integration stack** with a single orchestration solution

### Desired State + Business Outcomes

- **AI finally delivers on its promise** with production-ready agents that complete actual work, with unified governance enabling 40%+ agentic workflows like industry leaders (Samsara)
- **Platform chaos becomes orchestrated simplicity** with a single cloud-native platform that reduces vendor sprawl and maintenance overhead while supporting evolving business needs with 99.99% reliability
- **Search transforms into seamless execution with Deep Action™** that enables employees to discover and complete workflows instantly
- **Enterprise governance that meets AI innovation** with visibility and control over AI operations from day one, with auditable workflows that accelerate time-to-market and competitive advantage

### Key Differentiators

- **We make AI actually work with Deep Action™** that completes workflows
- **Proven at enterprise scale** with 750 billion tasks orchestrated, 50% of Fortune 500, 7x Gartner Leader
- **One platform replaces everything** iPaaS/APIM/AI/Agents, 10,000+ connectors, 100% customer recommendation
- **Enterprise-ready immediately** with 99.99% uptime, patented authentication, complete governance, and zero infrastructure maintenance

### Roadmap

- **Agent Hub and Agent Acumen** coming Q4
- **2025, EMEA/APJ data centers** coming soon

### Poor Fit

- **Organizations with basic needs or tight budgets** seeking simple integrations or point solutions
- **Businesses lacking strategic AI vision** or Executive commitment
- **Teams stuck in pilot mentality** and resistant to change management

### Limitations + Caveats

- **Designed for CBP customers** – TBP customers can buy but require separate workspace and contractual restrictions
- **Platform commitment required** – Not a point solution, needs full orchestration foundation

## Discovery Questions

### Current State

- What percentage of your AI initiatives have made it from pilot to production?
- How many different integration platforms and tools is your team currently managing?
- When employees search for information in your enterprise systems, what happens next in their workflow?
- What's the biggest barrier preventing you from scaling AI across your organization?

### Strategic Direction

- Are you looking to consolidate platforms or add new point solutions to your stack?
- How important is it that your AI can actually execute work vs. just provide recommendations?
- What's your timeline for moving beyond AI pilots to production deployment?
- How critical is unified governance across all your AI and automation initiatives?

## Trap-setting Questions

- **AI Production Deployment:** What's your experience moving AI initiatives from pilot to production at enterprise scale? → How does that impact time-to-value and resource allocation? → How would that improve with a platform where 750 billion tasks are already orchestrated in production?
- **Platform Integration Complexity:** What happens when business-critical workflows span multiple integration platforms and vendors? → What are the costs when finger-pointing occurs during outages? → How would that improve with unified orchestration, governance, and support?
- **Search-to-Action Gap:** How do employees currently execute workflows after finding information in your enterprise search? → What's the productivity impact of switching between search and business applications? → How would that improve with Deep Action™ that completes workflows from search results?
- **Legacy Architecture Limitations:** How does your current integration platform handle real-time AI agent orchestration and governance? → What's the opportunity cost when infrastructure can't support modern AI patterns? → How would that improve with cloud-native architecture designed for AI?
- **Multi-Vendor AI Strategy:** What's your governance model when AI capabilities span different vendors and platforms? → How does that complexity affect your compliance and audit requirements? → How would that improve with unified security, authentication, and policy enforcement across all AI operations?

## Competitive Insights

Mulesoft	Boomi	Glean
<p>👉 Strong APIM and enterprise presence - Robust API management capabilities with proven Fortune 500 deployments and deep Salesforce ecosystem relationships</p> <p>👉 Hybrid deployment flexibility - True on-premise, cloud, and hybrid runtime options appealing to enterprise architects with API-led methodology</p> <p>❌ High operational costs and complexity due to infrastructure management, specialized Java developers, and maintenance overhead</p> <p>❌ Legacy architecture limitations - Cloud-optimized (not cloud-native) with significant upgrade complexity</p>	<p>👉 Established enterprise presence - 20-year market history with strong brand recognition, proven deployments, and aggressive first-year pricing to capture deals</p> <p>👉 Comprehensive platform coverage - Built-in EDI capabilities, multiple deployment options, and broad feature set across integration needs</p> <p>❌ Private equity ownership impact - 4 price increases in 18 months, significant layoffs, customer retention drop from 97% to 87%, and short-term profit focus</p> <p>❌ Fragmented platform experience - Acquisition-driven growth creates disjointed UX, performance issues, and only 11 releases per year vs. Workato's 1,000+</p>	<p>👉 Superior enterprise search brand - Market-leading reputation with polished UI, knowledge synthesis capabilities, and recent \$150M Series F funding momentum</p> <p>👉 Quick deployment and adoption - Easy proof-of-value with consumer-grade interface, out-of-box agent templates, and immediate search improvements</p> <p>❌ Requires external partners (SnapLogic) for workflow execution vs. native automation</p> <p>❌ Surface-level search: Limited to documents/knowledge bases, lacks deep business application data access</p>