

Messaging Decision Guide: Lead with Agentic AI vs. PO&A



BOTH SKEPTICISM AND EXCITEMENT ARE OPENINGS - IF YOU KNOW WHICH STORY TO LEAD WITH.



CONSIDER CUSTOMER'S MATURITY & PRIORITIES

- **If customer is still wrestling with basics** (e.g. process discovery, automation ROI, silos between systems/teams): Lead with PO&A messaging - reliable orchestration, proven business outcomes, familiar value language.
- **If customer is already leaning into AI/GenAI pilots or AI-first transformation initiatives:** Lead with Agentic AI messaging - how to go beyond "task agents" to enterprise-grade, orchestrated AI agents.
- **Regardless of which you lead with, always tell the full story**
 - PO&A => Enterprise Agentic Automation
 - Enterprise Agentic Automation => PO&A



USE AGENTIC AI TO OPEN DOORS, PO&A TO LAND AND EXPAND

- **Agentic AI is a door-opener.** It sparks interest with execs because it's tied to innovation, market buzz, and Gartner's narrative.
- **PO&A is the anchor.** It makes the story tangible, safe, and executable ("here's how we operationalize the promise").
 - **Guidance: Start with Agentic to grab attention → pivot to PO&A when the conversation shifts to "Okay, but how do we actually do this?"**

DISCOVERY QUESTIONS

1. "Have you started piloting GenAI or AI agents? What's worked and what hasn't?"
2. "How are your executives talking about AI - as an innovation driver, or still something to prove out?"



LEAD WITH AGENTIC WHEN...

- **Talking to C-level / Strategy leaders focused on competitiveness, innovation, AI adoption.**
- The customer is **frustrated with AI pilots that didn't scale or leaders skeptical of AI hype.**
- In industries **where AI-driven change is urgent** (e.g., banking onboarding, insurance claims, healthcare compliance).

DISCOVERY QUESTIONS

1. "Are you looking at AI as a way to differentiate and compete, or primarily to optimize what's already in place?"
2. "Which areas of the business are under the most pressure to innovate with AI?"



LEAD WITH PO&A WHEN...

- **Talking to IT Ops, Process Excellence, or Automation teams who need stability, compliance, and scale.**
- The customer is **still trying to standardize workflows, integrate systems, or reduce manual work.**
- In sales cycles where buyers are already familiar with Camunda or competitors in the orchestration space.
- **When procurement asks “How is this different from RPA / workflow automation?”**

DISCOVERY QUESTIONS

1. “Where do processes break down most today – fragmented systems, handoffs, or scaling automation?”
2. “How do you measure success: efficiency & compliance, or differentiation & innovation?”



BRIDGE THE TWO BY MAKING SURE YOU ALWAYS TELL A FULL STORY

- **Position Agentic AI as the future, and PO&A as the foundation.**
- “Agentic AI is where enterprises want to go — but it only creates value when it’s orchestrated.”
- **“PO&A is the trusted backbone. Agentic builds on top of it, not instead of it.”**
- “We can help you win today with PO&A, while building the path to tomorrow with Agentic AI.”
- AI agents don’t fail because they’re dumb — they fail because they’re unstructured

DISCOVERY QUESTIONS

1. When you think about the future, do you see AI agents replacing manual work outright — or needing orchestration across people, systems, and AI to succeed?”