



eBook

From hype to impact

Turning AI into enterprise value



Recovering lost value from enterprise systems

For decades, organisations have used systems that bring order to work. ERPs, CRMs, workflow platforms, and apps have strengthened controls and made performance easier to track.

These systems do a lot of heavy lifting. They process transactions, record decisions, and give leaders insight into what's happening.

But anyone inside a large organisation knows the real world is rarely tidy.

These systems can be rigid, and customisation is costly. Work can get inefficient over time, and value is lost as tasks move between different systems and teams.

Things slow down or go wrong because:



Skilled people spend time coordinating instead of doing high-value work.



Others need manual review



People have to chase others to move work along



Mistakes happen when information is incomplete



Some situations don't fit standard processes

This is the gap agentic AI is built for. It can augment existing systems, follow agreed rules, carry out tasks, and involve people when human judgement is required.

For leaders across finance, technology, HR, procurement, and operations, this is where business cases get compelling. Agentic AI can reduce hidden operating costs, accelerate workflows, improve control, and free teams from avoidable effort.

However, most organisations still don't have a reliable delivery model. They need a way to make AI useful, safe, and measurable.



“Many of the businesses we speak to have AI ambitions but lack a clear framework. An end-to-end agent factory fills that gap. It starts with the business problem, then moves through use-case selection, design, build, controlled deployment, oversight, measurement, and continuous improvement.”

Sean Morris
Chief Technology Officer at Nasstar





The enterprise systems gap

Agentic AI is most useful where work is too variable for standard enterprise software and too costly to customise.

ERP and CRM systems provide organisations with a backbone - a source of truth, as well as common processes and control over transactions. However, when inputs are incomplete, rules require interpretation, or another team must give context, work often moves outside the platform. Teams start to rely on trackers, inboxes, calls, and personal preference.

The spaces around the ERP and CRM - inboxes, tracker documents, and handoffs where work actually moves - that's where leaders should start their search for agentic AI use-cases.

“Focus on workflows with repeated exceptions, high manual effort, fragmented ownership, or customisation costs that outweigh the benefit. These are the areas where agents can add value without changing the role of established enterprise systems.”

Sean Morris

Chief Technology Officer at Nasstar



The agentic window has opened

Earlier enterprise AI use-cases focused heavily on answering questions, generating content, and supporting analysis. Agentic AI can go further. It can interpret goals, gather the right context, use tools, take bounded action, and verify progress across systems.

Meanwhile, businesses are expected to get more done without drastically increasing headcount. But the market shows a gap between interest and impact.

Organisations that scale AI across core workflows can see EBITDA gains of

10% to 25%¹

Nearly two-thirds of enterprises have experimented with agents, yet fewer than 10% have scaled them enough to deliver tangible value³.

AI agents accounted for about **17%** of total AI value in 2025 and are projected to rise to **29%** by

2028²

Most organisations are still in the early stages of AI use, especially in day-to-day operations. It's one thing to have the technology, but another to turn it into something reliable and useful.

To make that work, they need:



Better access to the right data



Clear rules on how AI should be used (governance)



Strong ways of building and rolling out solutions



Use-cases that actually solve real business problems

When it's deployed and adopted properly, AI can make a noticeable difference across an entire organisation.

1. Bain: [State of the Art of Agentic AI Transformation](#)

2. BCG: [The Widening AI Value Gap](#)

3. McKinsey: [Building the foundations for agentic AI at scale](#)



“If a team processes 500,000 invoices a year and agentic AI saves just 3 minutes per invoice, that equates to 1.5 million minutes, or 25,000 hours of effort that can be redeployed or eliminated. If IT support reduces MTTR by 30-50%, the impact extends beyond labour efficiency to less downtime and faster employee recovery.”

Jack Fisher
Solution Architect at Nasstar

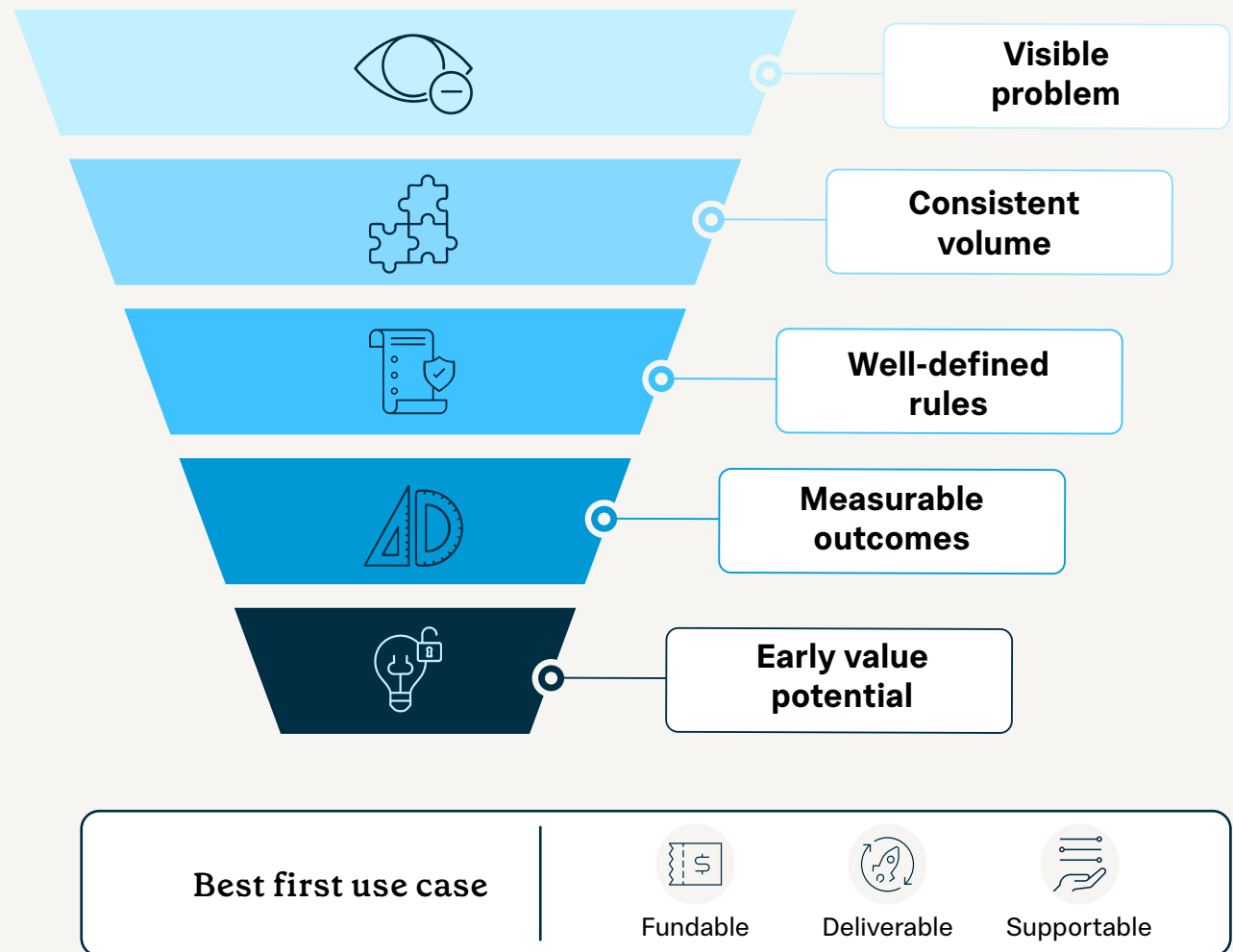


Where to begin

Start with a valuable use-case

Your first agentic use-case should prioritise proof over visibility. The most effective starting point is where value can be demonstrated clearly and early.

Look for workflows where the problem is visible, volumes are consistent, rules are well-defined, and outcomes can be measured. Filter using these characteristics to identify high-value use-cases that are prime modernisation candidates to deliver and move to production.

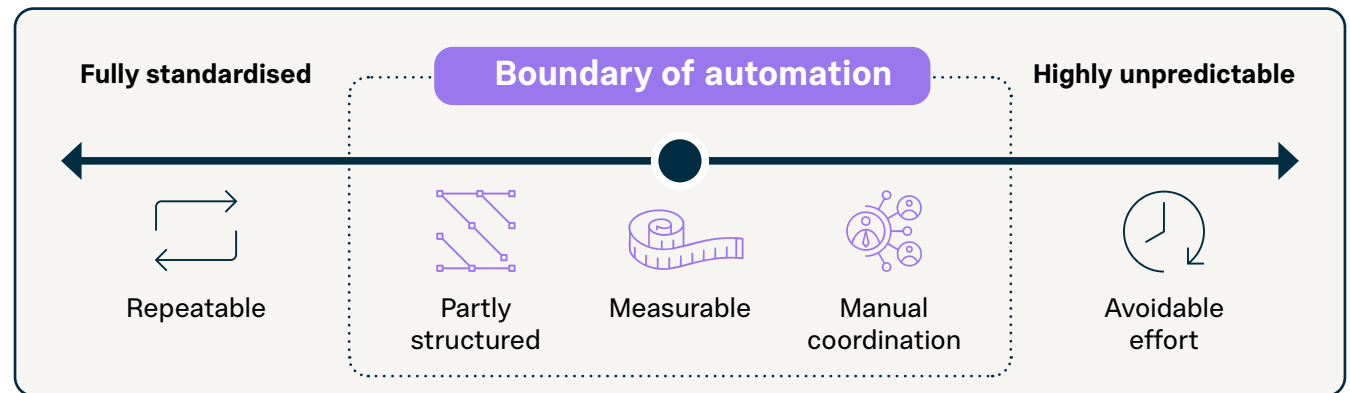




Target work at the boundary of automation

The most suitable candidates sit between standardised processes and human judgement.

These tasks happen often enough to be worth improving, and follow a general structure, but they still need some human coordination or follow-up.





“As a rule of thumb, if a workflow is highly unpredictable, it may be too early. If it is already fully standardised, existing automation is likely sufficient. The best opportunities sit in the middle. They are repeatable, bounded, and carry avoidable effort.”

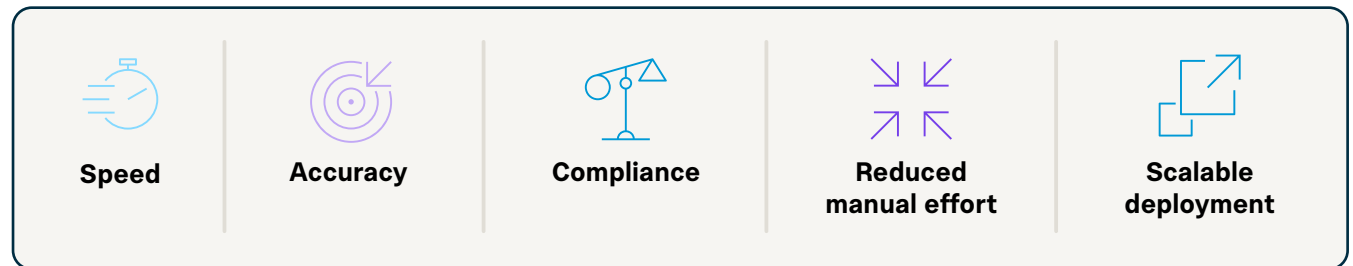
Jack Fisher
Solution Architect at Nasstar





Focus on value and outcomes

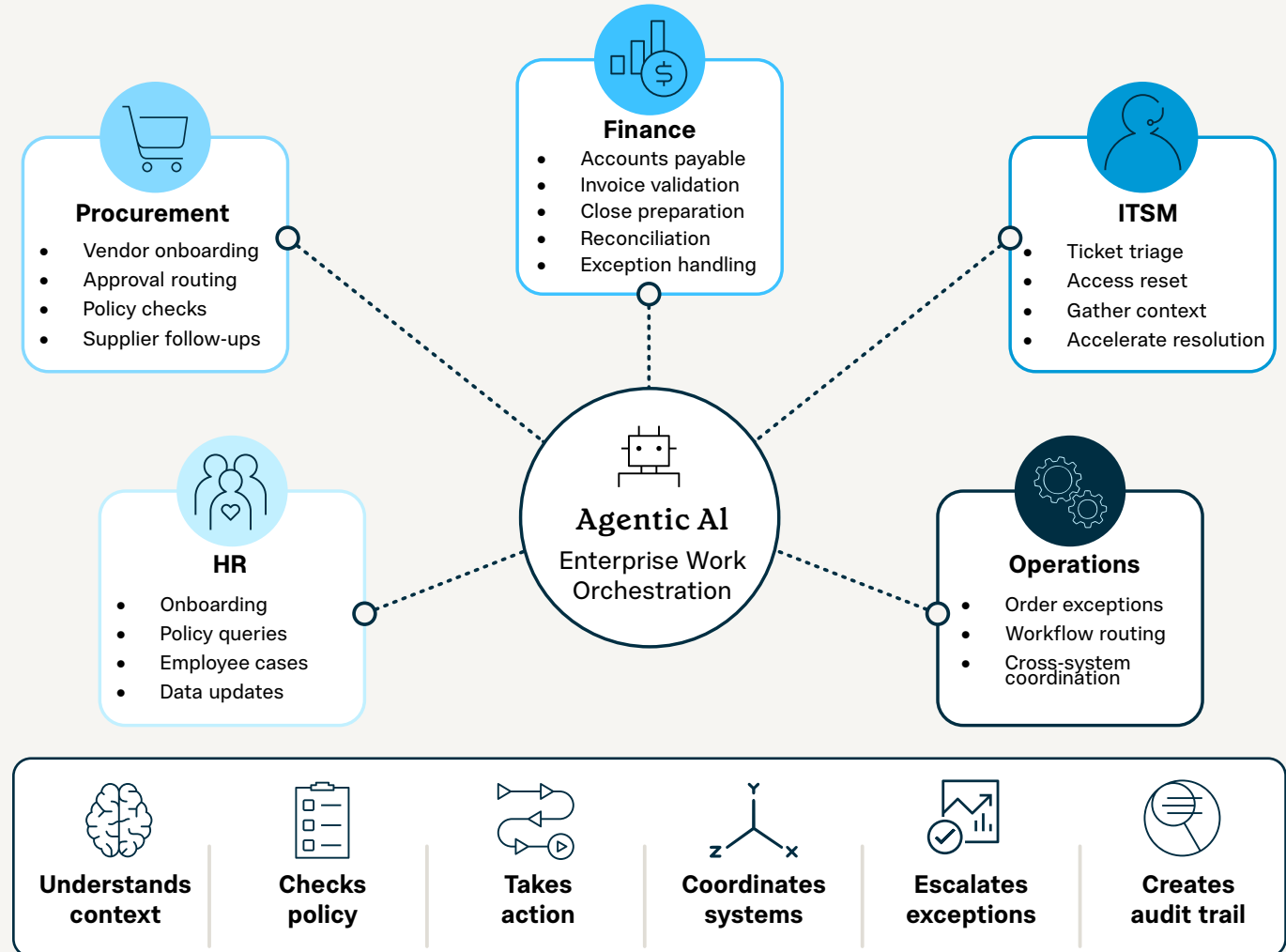
The value case should be explicit from the start. Agentic AI is most useful where it can improve speed, scale, accuracy, compliance, service experience, or manual effort without requiring a redesign of the core process.



These outcomes provide the basis for prioritising use-cases and separating scalable opportunities from isolated experiments.

Apply the same logic across functions

- ✦ **Finance teams** handle validation, reconciliation, approvals, and exception follow-up.
- ✦ **Procurement teams** manage purchase order approvals, supplier checks, and onboarding.
- ✦ **IT service teams** triage requests, enable self-service, and resolve routine access issues.
- ✦ **HR teams support** onboarding, employee queries, and data updates.
- ✦ **Operations teams** coordinate workflows and manage exceptions across systems.



The strongest potential use-cases are repeatable, partly structured, measurable, and still dependent on manual coordination.



Utilise CRM and ERP-adjacent workflows

CRM and ERP-adjacent processes provide an entry point because gaps are visible and outcomes are measurable.

Typical examples include:

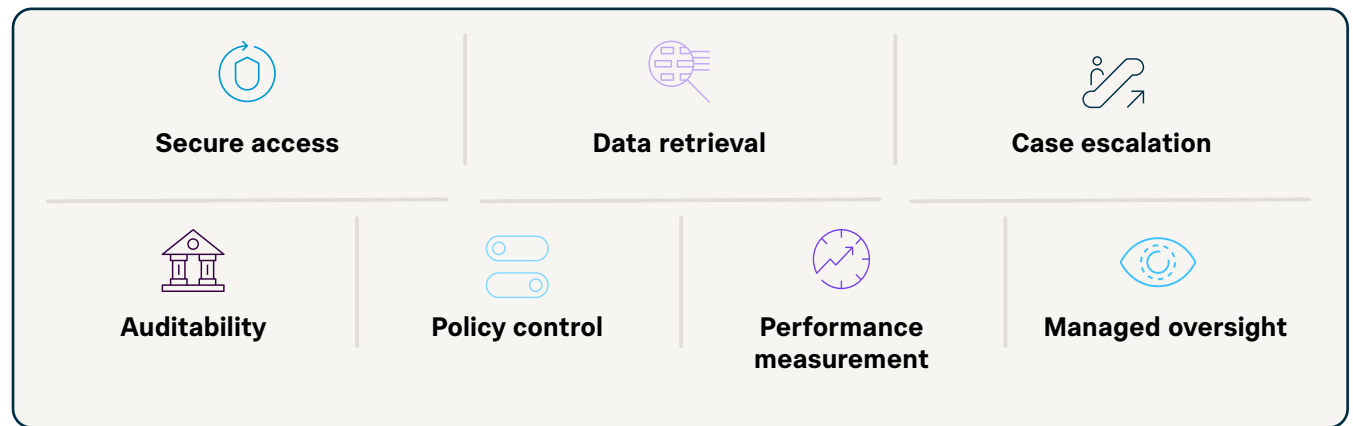
 Proposal creation	 Contract reviews	 Invoice exceptions
 Procurement approvals	 Vendor onboarding	 Master data corrections
 Order exceptions	 Finance close activities	 Cross-system reconciliation

These processes sit close to core operations but often rely on manual intervention when standard workflows don't fully apply. That makes them suitable for early deployment.

They are tied to business value but don't require a fundamental redesign of core systems.

Build for reuse

Your first deployment should establish a foundation for scale. Select a use-case that allows you to build the basics properly, **including:**



If designed correctly, the first project becomes a template you can reuse. Future projects become faster, less risky, and more likely to deliver tangible results.



Agentic AI in action

UWE: 80% reduction in pressure on IT support

The customer

The University of the West of England Bristol wanted to improve IT support for students and staff while reducing pressure on its service desk.

The challenge

Demand was rising, resources were limited, and too many repetitive queries were reaching a team that needed more time for higher-value work.

The solution

We partnered with UWE to deliver an AI-powered Support Agent built with Microsoft Copilot Studio. The agent works within existing channels, including Microsoft Teams and the university website, and connects to the wider support environment through Ivanti, Power Automate, StatusHub, Enghouse, and Microsoft Dynamics Contact Centre.

The outcome

- ✦ Handles 80% of routine queries
- ✦ Provides instant support across multiple channels
- ✦ Escalates complex issues to human agents
- ✦ Reduces pressure on IT support staff
- ✦ Improves the experience for students and colleagues

“The team delivered a smart, scalable solution that immediately relieved pressure on our IT service desk and improved the experience for students and staff alike. Their collaboration, technical insight, and responsiveness are impressive. We’re excited to keep building together.”

**University of the West
of England Bristol**



Automotive technology provider: building a multi-agent support foundation

The customer

A fast-moving automotive technology provider wanted to improve internal support for employees across the business.

The challenge

Employees needed fast, consistent answers, while HR and support teams were handling high volumes of repeat queries across fragmented knowledge sources.

The solution

We deployed a Microsoft Copilot Studio multi-agent framework. Employees use a single interface, while the platform routes questions to specialist sub-agents trained on specific business areas.

The work started with HR, but the design creates a foundation that can extend into IT and other functions over time.

The outcome

- ✦ Gives employees one place to ask for support
- ✦ Routes queries to specialist sub-agents
- ✦ Reduces repeat queries for HR and support teams
- ✦ Creates a reusable model for other functions
- ✦ Establishes a foundation for broader agentic AI adoption



Case study

UK charity: using AI to support better assessments

The customer

A UK charity wanted to improve a sensitive assessment process that is central to how it supports people and delivers services.

The challenge

Disability assessments are typically manual. They're time-intensive, involve multiple staff, and often produce inconsistent results. The process is slow and inconsistent - slow assessments mean delayed care.

The solution

We are helping the charity use Microsoft Copilot Studio, Power Platform, and Azure AI to support assessment automation. Our goal is to create a scalable foundation for future AI and automation use-cases.

The outcome

- ✦ Increases assessment capacity by 50%
- ✦ Reduces manual effort
- ✦ Improves reporting consistency
- ✦ Supports accuracy and compliance





From first agent to repeatable AI capability

Our Agentic Core framework is helping organisations move from AI ambition to production-ready AI services that are useful, controlled, and continuously improved.



Start with the right use-case

Potential use-cases are assessed against operational pain, value potential, data readiness, feasibility, risk, and reuse.



Design for controlled deployment

Once selected, your use case moves through design, development, and controlled deployment.



Manage, measure, and improve

Agentic Core brings governance decisions, reusable patterns, integration learning, and a growing library of agent foundations into the delivery model.



Build once, reuse often

The first agent proves value. The second is cheaper. The third is faster. Over time, the organisation builds a repeatable AI capability, rather than a collection of isolated experiments.

Questions for business leaders

01

Which workflows still depend on email, spreadsheets, or manual coordination?

02

Where are teams making repeated judgement calls that agents could safely support?

03

Which processes have high exception costs, slow cycle times, or fragmented ownership?

04

Which first use-case could create a reusable foundation for future deployments?

05

What would you stop doing if a reliable agent could handle it tomorrow?

The fifth question is the one most leaders pause on. It's also the one that usually points at the right place to start.

Agentic Core brings together structured ideation, business-case discipline, solution design, controlled deployment, managed oversight, and continuous optimisation – the delivery model behind every agent we help organisations put into production.

We're helping organisations start small, prove value, and turn their first agent into a repeatable capability.

If you're ready to explore
how AI can transform
your organisation,

book a call with one of our AI experts
today and start your journey toward
smarter business solutions.

Get in touch →



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Navigate complexity, with confidence

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