OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Industry AI agent platforms: a production-evidence plan for enterprise buying groups

QUESTION

How should enterprise-AI and IT-services marketers explain an industry agent platform without turning scale, governance and partner claims into assumed production readiness?

GUIDE TAKEAWAY

Evaluate one bounded workflow across authority, context, controls, observability, recovery and ownership. A large agent catalogue and broad technology stack are starting inputs, not evidence that a buyer workflow is ready for production.

START HERE

Choose one workflow, consequence and owner.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Choose one workflow, consequence and owner

Evidence or input

Output or decision

Owner and review point

2. Classify reusable assets and required adaptation

Evidence or input

Output or decision

Owner and review point

3. Build authority, context, action, quality, observability and recovery evidence

Evidence or input

Output or decision

Owner and review point

4. Gate release with every buyer role

Evidence or input

Output or decision

Owner and review point

5. Expand, redesign or stop using dated results

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Catalogue-led selection

Useful when: A bounded task closely matches an asset

Limitation: Hidden assumptions may travel with reuse

Suggested action: Inspect version, data, tools and limits

Why this fits our situation

Evidence needed before acting

Custom agent build

Useful when: Workflow is differentiated or high consequence

Limitation: Longer design and validation path

Suggested action: Start with the smallest authorised task

Why this fits our situation

Evidence needed before acting

Partner-operated platform

Useful when: Buyer needs implementation capacity

Limitation: Ownership can become unclear

Suggested action: Publish a responsibility and incident model

Why this fits our situation

Evidence needed before acting

Self-managed deployment

Useful when: Buyer has mature engineering and governance

Limitation: Operational burden remains internal

Suggested action: Fund evaluation, monitoring and recovery

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/industry-agent-platform-evidence-plan/

Publisher and evidence policy: https://outselll.com/editorial-policy/