

3 factors that contribute to the successful deployment of AI agents in the real world.

Why are AI agents difficult to implement in practice? 3 factors that help businesses bring AI agents into operation.

Bringing AI agents from demo to real-world environments is proving far more challenging than businesses anticipate. Fragmented data, unclear processes, and high error rates are causing many AI projects to be delayed.

According to Sanchit Vir Gogia, chief analyst at Greyhound Research, AI agent technology often performs well in demonstrations, but problems begin to emerge when the system has to operate in a highly complex real-world business environment.

Faced with this reality, Burley Kawasaki and his team at Creatio developed an AI agent deployment methodology based on three key elements: data virtualization, an agent management dashboard system, and deployment in limited use case loops. According to Kawasaki, in simple cases, AI agents can handle 80–90% of the work themselves. After refinement, this figure can reach at least 50% even in more complex environments.

He stated that the period around 2026 marks a shift from experimentation to the deployment of AI in critical processes aimed at improving performance and generating revenue.

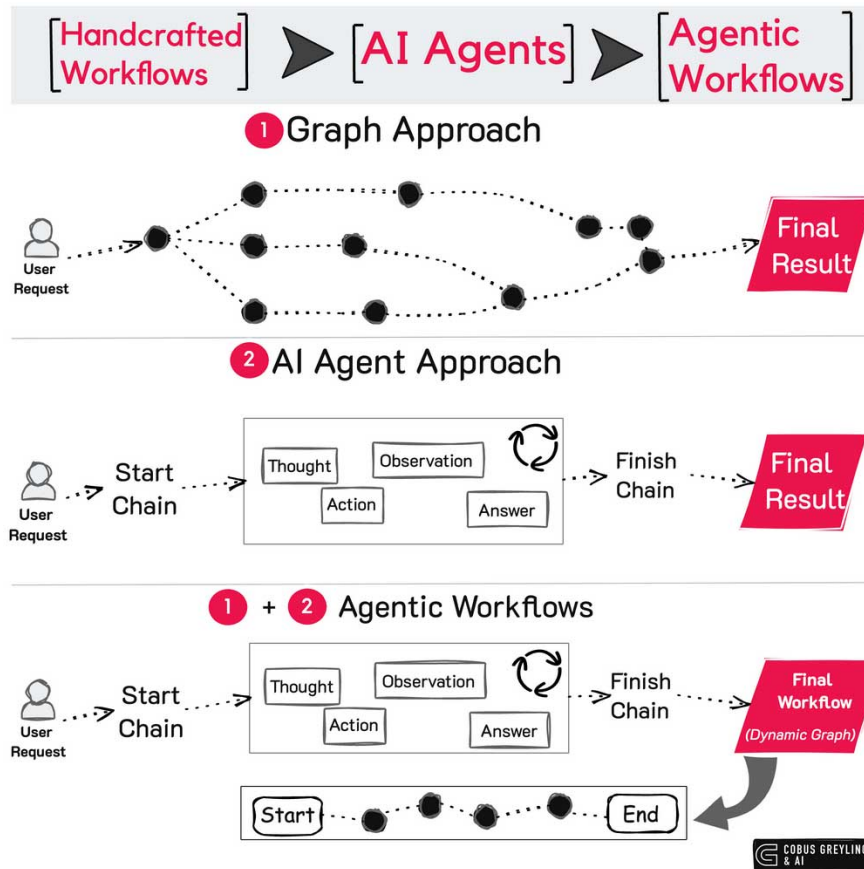
Why do AI agents often fail in real-world deployment?

Many businesses want to adopt AI agents for fear of falling behind, but they face a host of hurdles related to data, system integration, and process design.

The first challenge almost always relates to data. In businesses, data is often scattered across multiple systems such as SaaS, internal applications, and private databases. Some data is structured, others are not, making processing complex.

Even with data access, system integration remains a major challenge. Many enterprise systems were built before AI agents emerged, resulting in incomplete or unstable APIs. This makes it difficult for agents to interact reliably.

Furthermore, many business processes are not standardized. Employees often handle situations based on personal experience, making automation difficult when translating it to machine logic.



AI agent refinement loop

Creatio deploys AI agents using a tightly controlled and limited model, followed by continuous refinement. This process begins with system design, then tests and improves until the desired accuracy is achieved.

In the initial phase, the development team will optimize performance by refining prompts, designing workflows, defining roles, and linking enterprise data. Once the system is operational, humans will monitor and intervene as needed.

After deployment, the team continued to monitor and optimize the system to gradually increase the level of automation.

The AI agent is also connected to internal data such as CRM or enterprise databases to ensure accuracy. The dashboard system then monitors agent performance, much like managing digital employees.

This dashboard displays:

1. Agent performance
2. Task completion rate
3. Errors occurred
4. Processing procedure

Users can view the details of each task to check and adjust it.

Common problems encountered after deployment

After AI agents become operational, businesses typically encounter three main problems.

Firstly, there is a high number of exceptions. In the initial stages, the system often encounters many undefined situations, causing the error rate to increase.

Secondly, there's the issue of data quality. Insufficient or inconsistent data will cause AI to produce incorrect results or require human intervention.

Thirdly, there's the issue of control and compliance. Businesses, especially in the financial or healthcare sectors, require comprehensive logging and clear access controls.

According to Creatio CEO Katherine Kostereva, AI agents need time to learn and reduce errors, just like new employees.

One common question when deploying AI agents is whether the data is ready. However, data standardization doesn't necessarily have to be a large-scale project. Instead, businesses can use data virtualization to connect directly to existing systems. This allows the AI to access data without needing to replicate or re-store it.

This method is particularly useful in the banking industry, where the volume of transaction data is enormous. AI can analyze data without storing it all in a CRM.

Choose the right job for an AI agent.

AI agents work most effectively in high-volume processes with clear structures and controllable risks.

For example:

1. Check the documents
2. Onboarding customers
3. Contract renewal
4. Send automated emails

In the financial industry, AI agents can also analyze data across different departments to identify new business opportunities. Some banks have seen millions of dollars in additional revenue thanks to the adoption of AI agents.

However, in industries with strict regulations, AI agents require longer processing times. Some tasks may take hours or even days to complete.

This requires a multi-agent system instead of a single prompt. The sub-agents will break down the work and process it step by step.

AI agents require system-wide enterprise coordination.

According to experts, deploying AI agents is not just about installing tools; it also requires changes to the enterprise system architecture.

Businesses need to clearly define:

1. Which systems does the agent have access to?
2. What actions can an agent take?
3. When is human approval needed?
4. How to record and check activity

Companies that underestimate this complexity often get stuck in the demo phase and are unable to implement it in practice.

AI agents have enormous potential, but to operate effectively, businesses need thorough preparation in terms of data, processes, and system management.

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