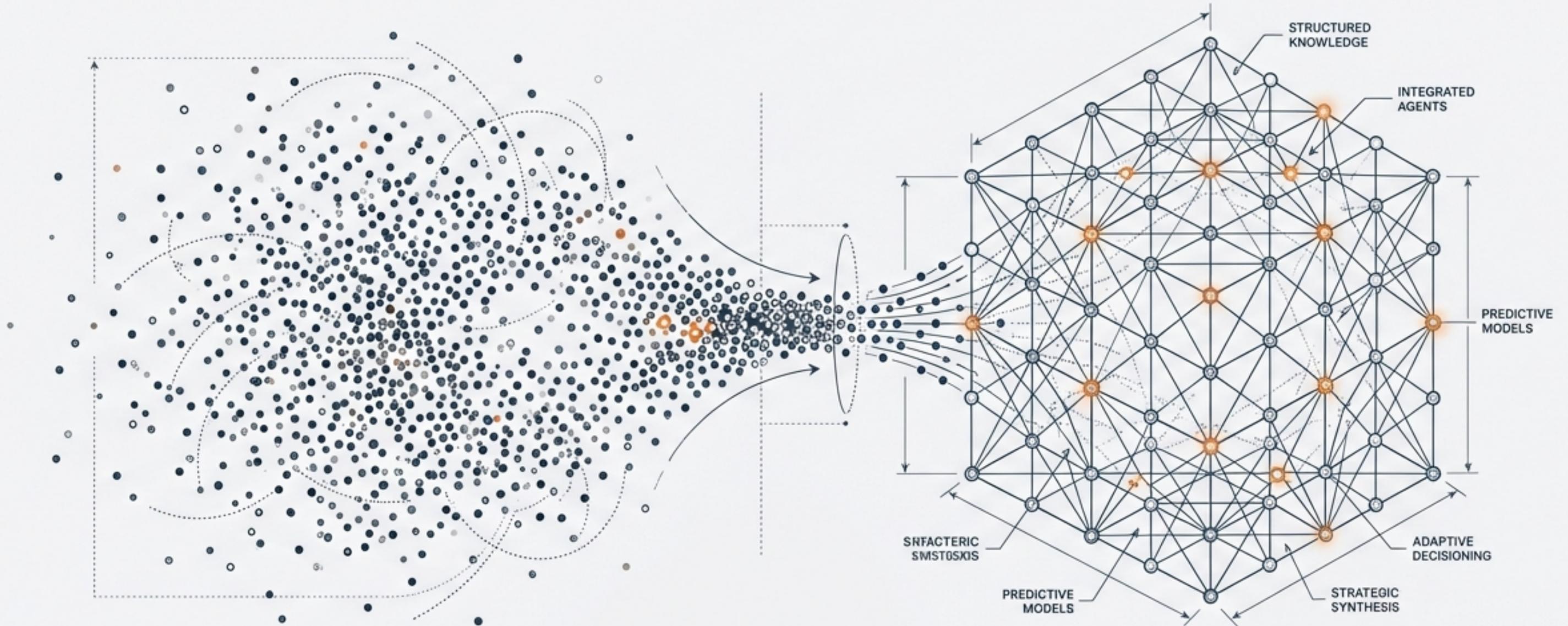


# The Enterprise Agentic Landscape

*From Pilot Traps to Production: Why Knowledge Transfer is the Key to AI Adoption.*



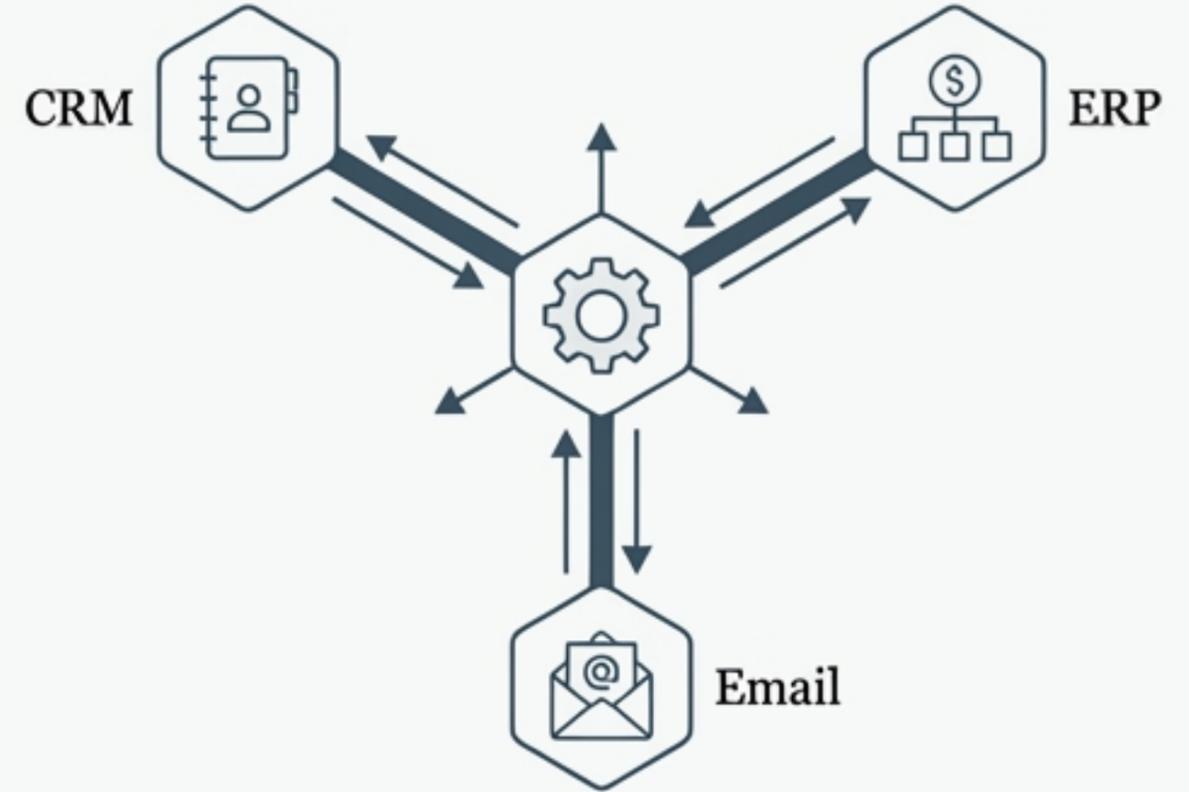
# The Year That Did Not Deliver (2024-2025)



● Status: Stalled

## The Wrapper

Human triggered. Limited context. Single task.  
“Useful like a better keyboard.”



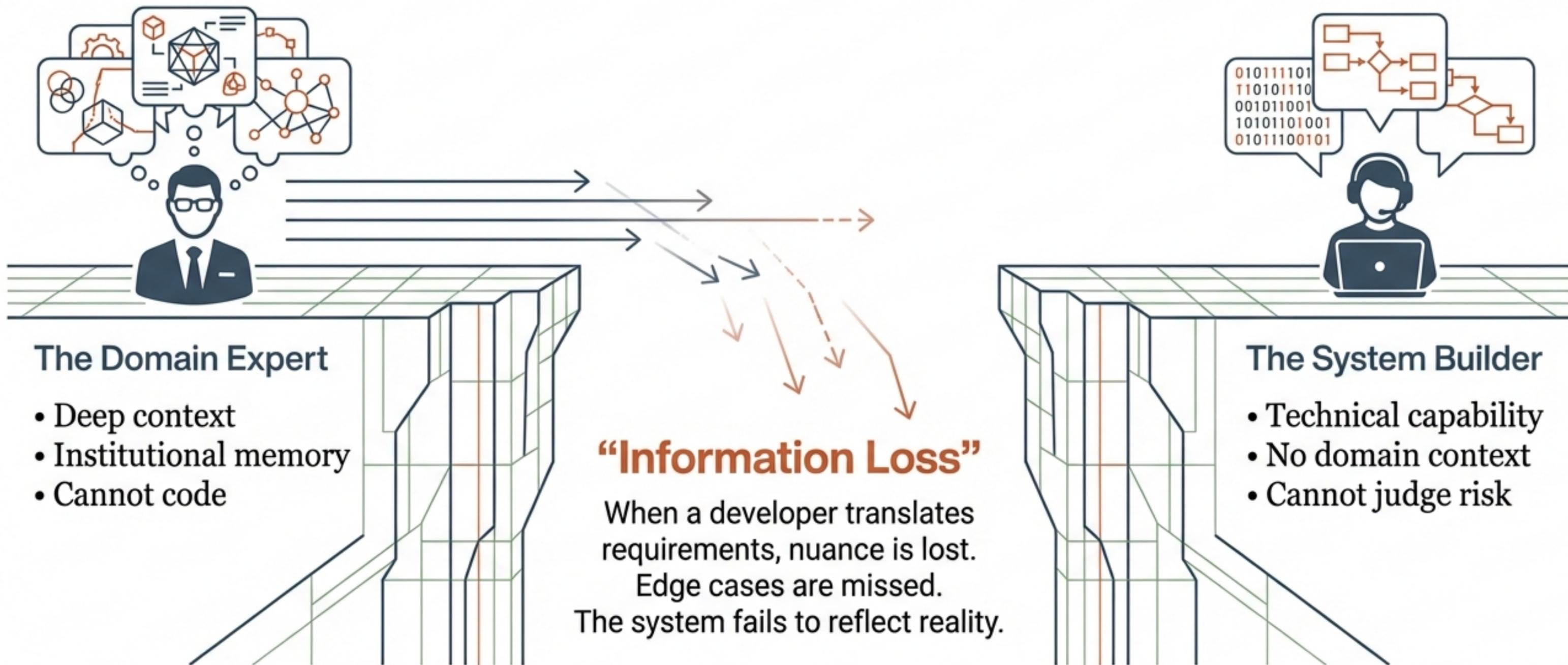
● Status: Operational

## The Agent

Autonomous. Decision-making. Multi-step workflows.  
“Transformative operational labor.”

**The Pilot Trap:** A condition where investment produces slides, not systems. Enthusiasm without adoption; capability without change.

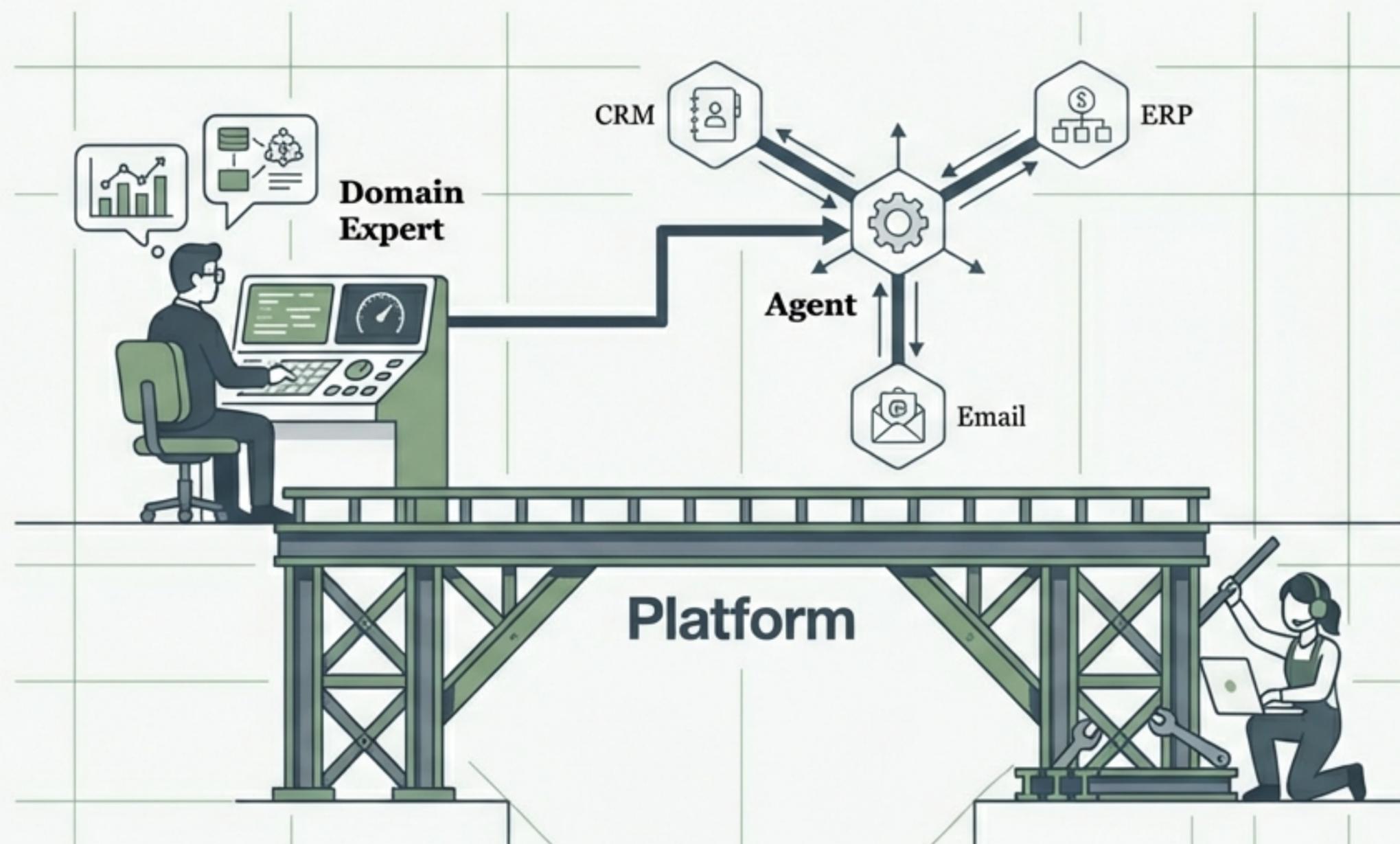
# The Root Cause: The Knowledge Transfer Gap



Insight: No amount of model improvement closes this gap. Only encoding the expert's knowledge directly can solve it.

# The 2026 Platform Shift

The arrival of platforms that removed the developer bottleneck.



The limiting factor is institutional knowledge. The only people who possess it in deployable form are the domain experts themselves.

2024 Model:	2026 Model:
Developer builds, Expert advises.	Expert designs, Platform deploys.

\*Evidence: February 2026 Demonstrations — Real-time agent operation on live systems caused market repricing of enterprise software.

# The New Hero: The Knowledge Worker

# SKILL.md

## Persona

You are a Senior Compliance Officer with 15 years of experience in EU Data Privacy.

## Constraints

- Never approve a contract under UK jurisdiction without Clause 4B.
- Flag any indemnity greater than \$1M for manual review.

## Judgment

If the counter-party is a Tier 1 Bank, accept standard risk terms.  
If the counter-party is a startup, require escrow.

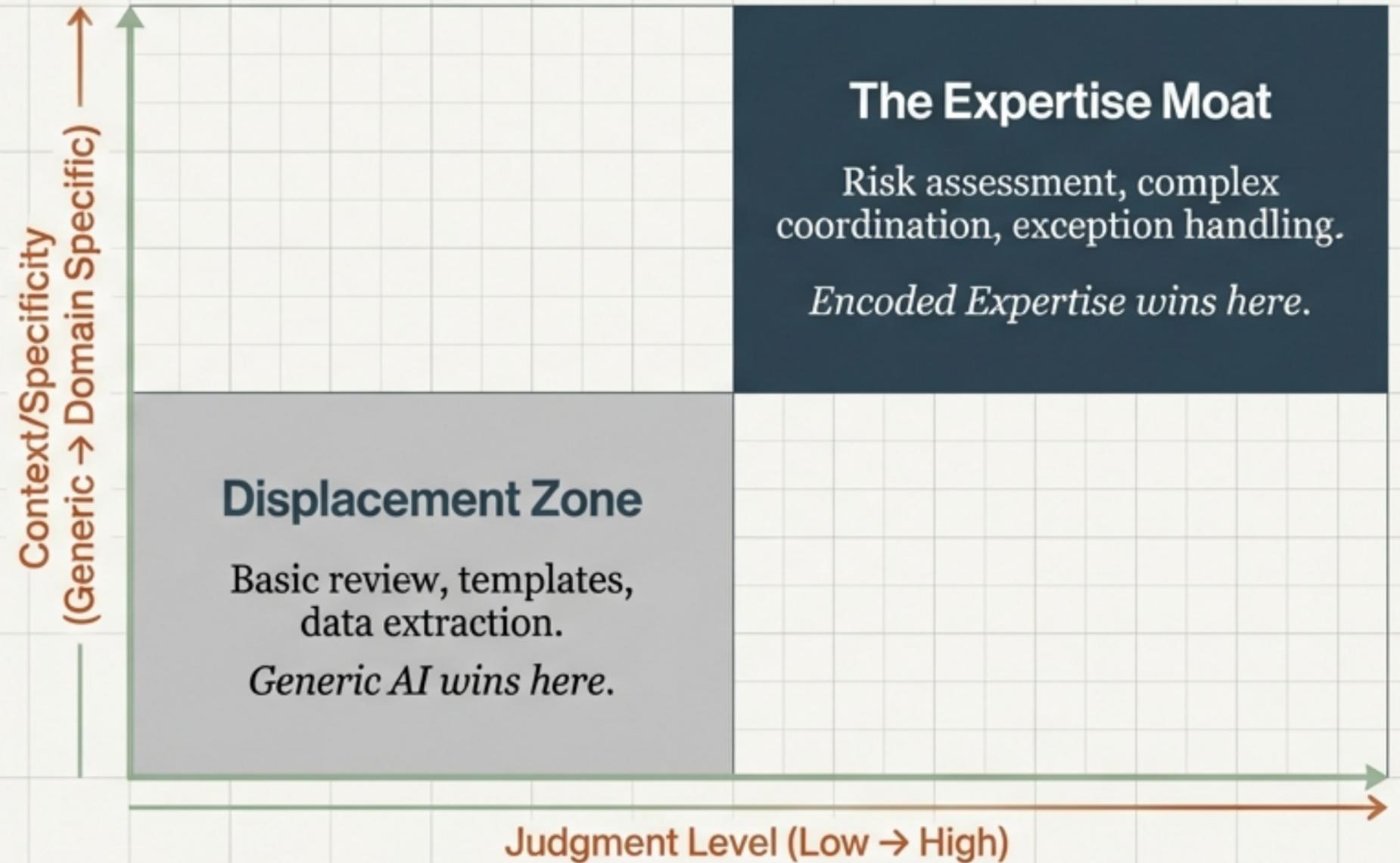


Displacing the 'Developer as Translator' model.

**Expertise is now Code.**  
This is not technical configuration. It is a natural-language instruction document authored by the domain expert. It defines who the agent is, what it knows, and what it must never do.

# Impact: Displacement vs. Amplification

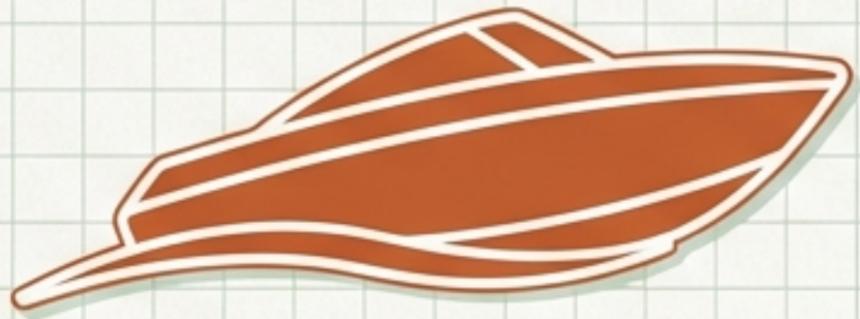
*“A general-purpose AI can summarize a contract. It cannot assess if an indemnification clause creates unacceptable risk in a specific jurisdiction.”*



Deep domain expertise is the only defensible moat against generic AI.

# The Platform Landscape: Cowork vs. Frontier

Two platforms, one paradigm, different buyers.



## Anthropic Cowork

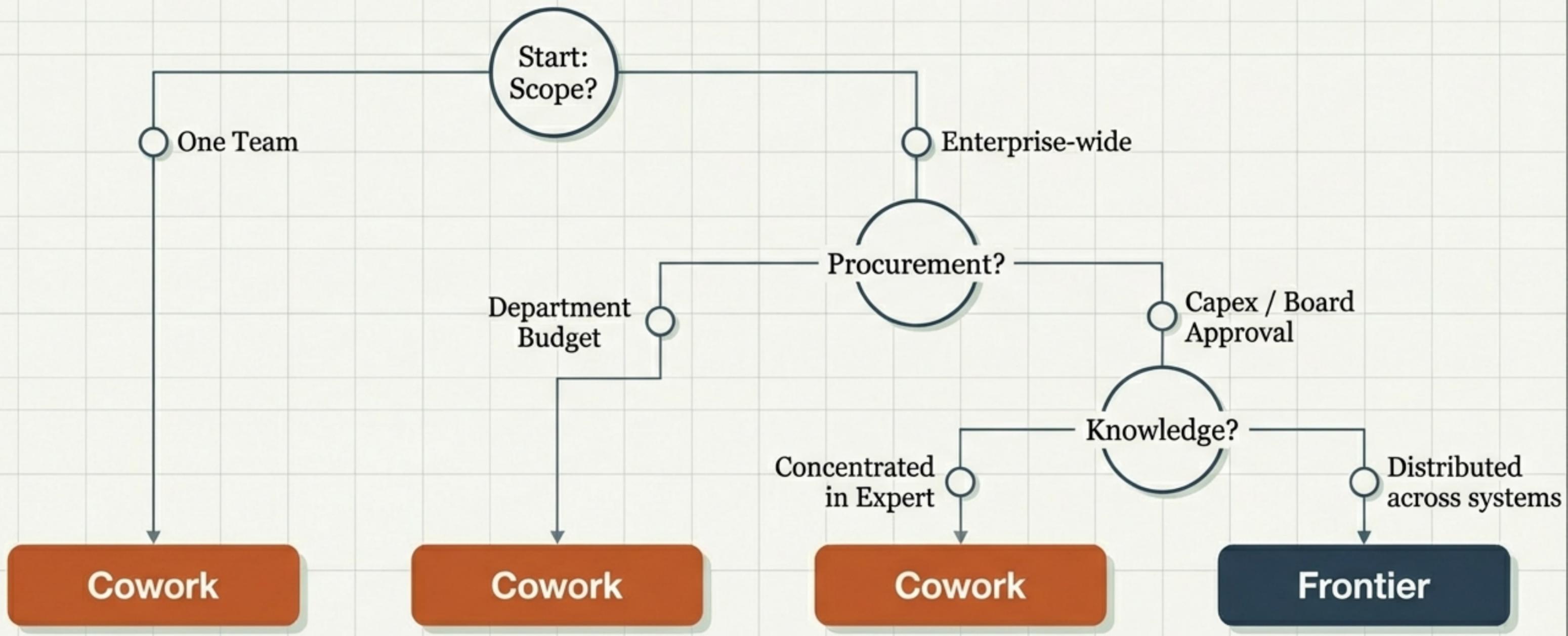
- ↗ **Motion:** Bottom-up (Product-led)
- 👤 **Buyer:** Team Lead
- 🔗 **Architecture:** Plugins (SKILL.md + Connectors)
- 🧭 **Metaphor:** The Agile Specialist



## OpenAI Frontier

- ↘ **Motion:** Top-down (Enterprise Sales)
- 👤 **Buyer:** CIO / CTO
- 🏗️ **Architecture:** Unified Semantic Layer
- 🏢 **Metaphor:** The Enterprise Infrastructure

# Decision Framework: Which Platform?



\*Note: For most readers, Cowork is the starting point: Team budget, results in weeks, concentrated expertise.\*

# The Economics: Four Monetisation Models

Technology without a value model is a cost center.

## Success Fee

- Concept: Capture % of outcome.
- Best for: Sales (\$3-8/lead), Finance (1.5% savings).
- Requirement: Clean attribution.

## Subscription

- Concept: Recurring fee.
- Best for: HR, Tech Docs.
- Risk: Does not self-justify; requires active measurement.

## License

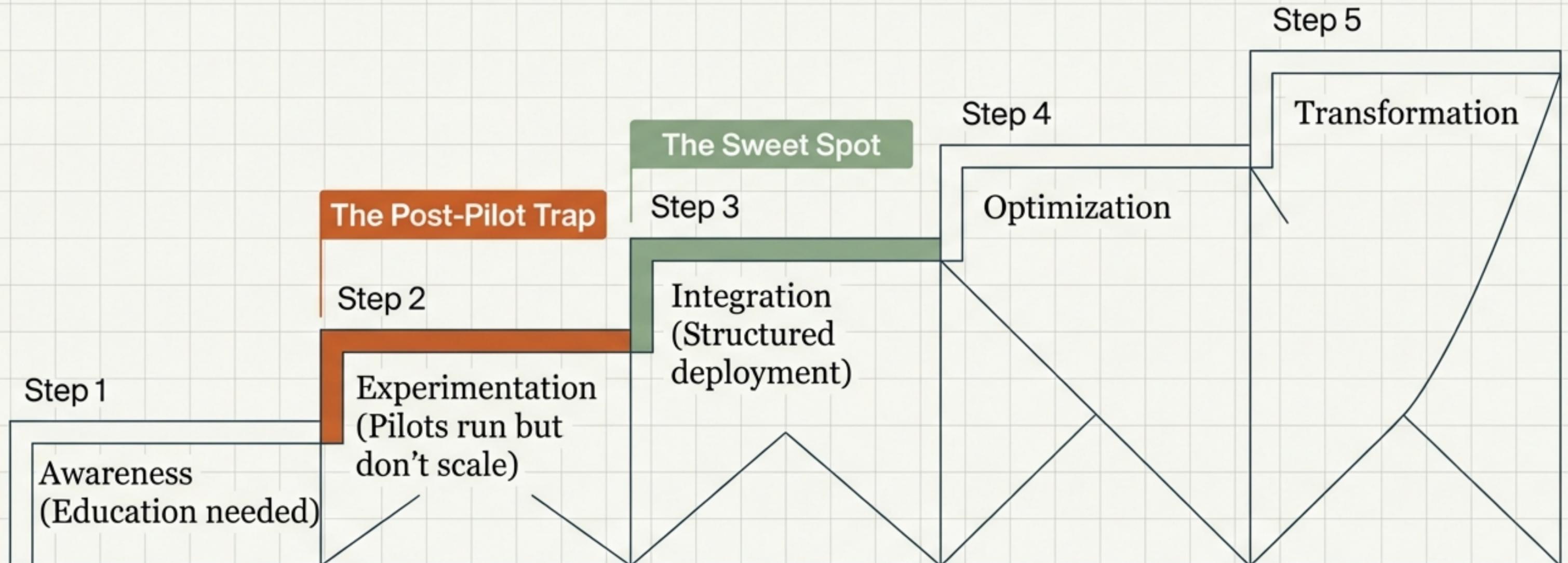
- Concept: High stakes / Risk.
- Best for: Legal, Healthcare (\$40k-\$180k/yr).
- Requirement: Security/Legal review.

## Marketplace

- Concept: Publishing SKILL.md.
- Best for: General industry best practices (never proprietary data).

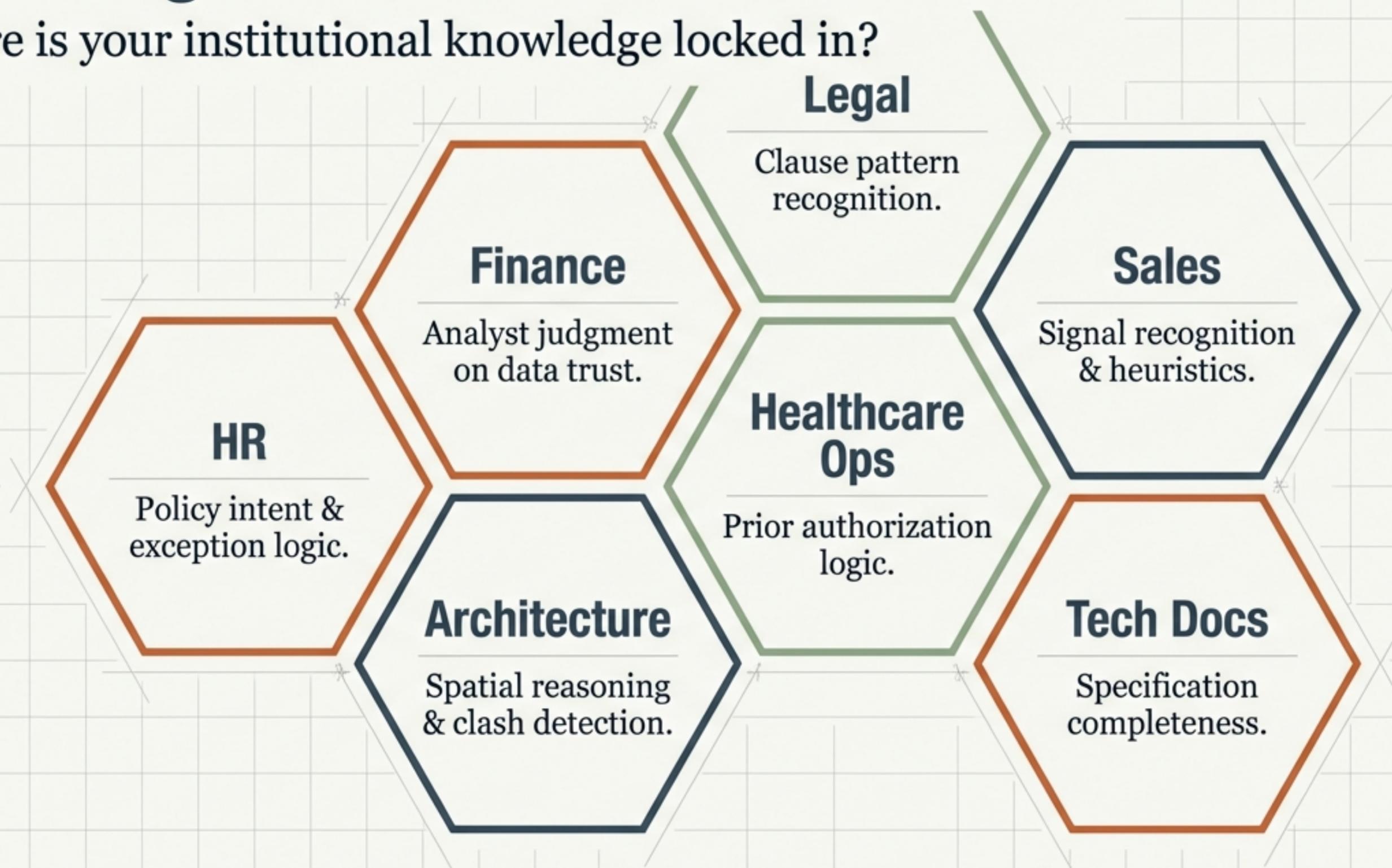
# Assessment: Organisational AI Maturity Model

Readiness is not binary. Deploying a Level 3 agent in a Level 1 organization ensures failure.



# The Targets: The Seven Domains

Where is your institutional knowledge locked in?



# Deep Dive: Domain Knowledge in Practice

Concrete examples of “Invisible Knowledge.”

## The Compliance Officer

Knows that “Standard Clause A” is safe in the UK but dangerous in Germany.

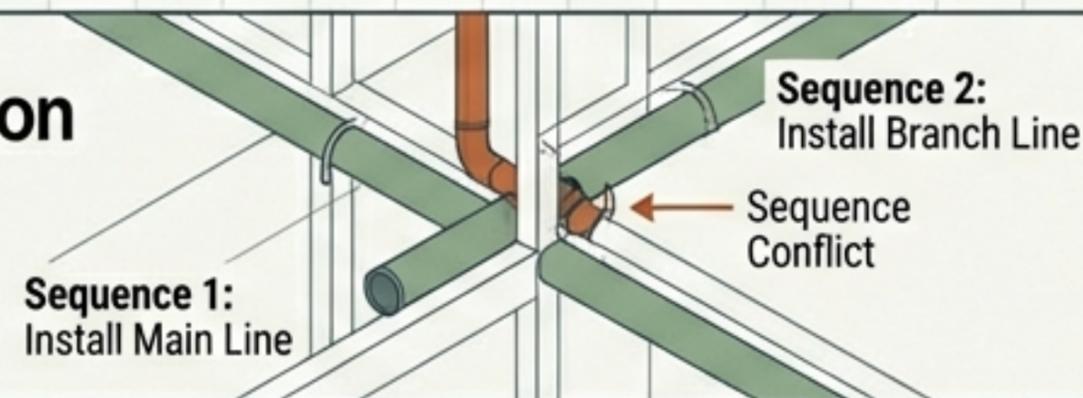
## Jurisdictional Risk Map



## The Architect

Sees a pipe clash not just as geometry, but as a construction sequence problem.

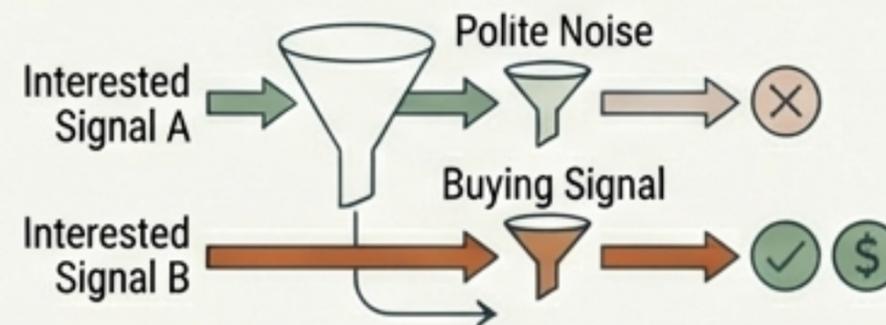
## Construction Logic



## The Sales Lead

Knows which “Interested” signal is polite noise and which is a buying signal.

## Qualification Heuristics



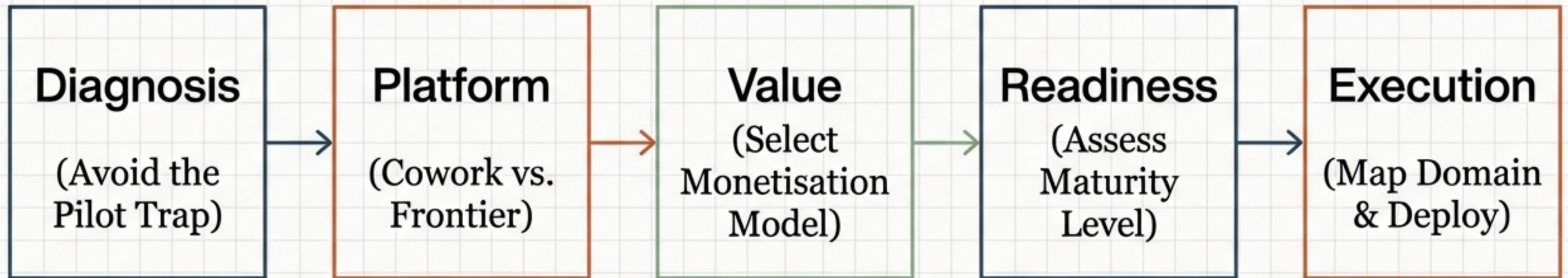
# Execution: The “Knowledge Question”

Before you choose a platform, answer this:



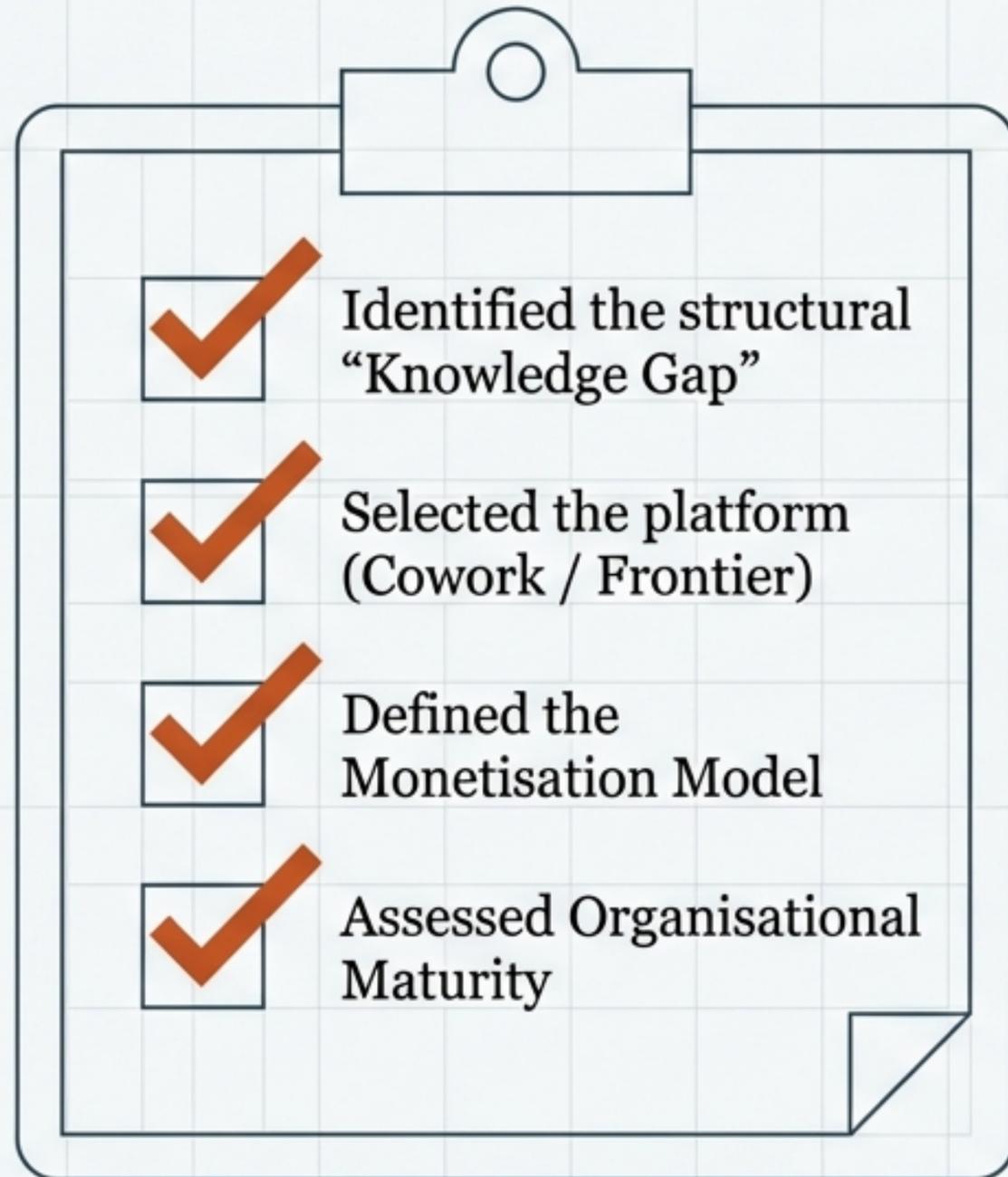
Qualification before Proposal. If you can't answer this, you aren't ready to build.

# Synthesis: The Decision Chain



**The frameworks form a system.** Each step qualifies the next.

# The Chapter Contract & Next Steps



You stop waiting for IT.  
You qualify before you build.  
You frame value correctly.

**NEXT: Opening the  
Blueprint (Chapter 15)**

The Technical Architecture of a Cowork Plugin.