

A Quick Introduction to Agentic Engine

From  **ThinkingAI**



Contents

03	Preface
05	What's Stopping Your Enterprise From Being Agentic?
06	How ThinkingAI Sets Enterprises Up for Success
07	Meet Your New Agent Team
10	Sense, Know, Act: The Philosophy of Agentic Engine
11	Total Contextual Intelligence: How Agentic Engine Understands Your Business
12	How ThinkingAI's AI Agents Solve The Problem of Unstructured Data
14	Automate Your Data Pipeline to Instantly Turn Insight Into Action
15	How an Autonomous Campaign Works
17	Self-Hosted for Data Security
19	On-Prem Private Deployment Advantages
20	An Open Platform - MCP Ready
21	BYOM - Bring Your Own Model
22	How to Launch an AI Team With ThinkingAI
23	Conclusion
24	About ThinkingAI

Preface

Why agentic AI is changing everything.

Preface

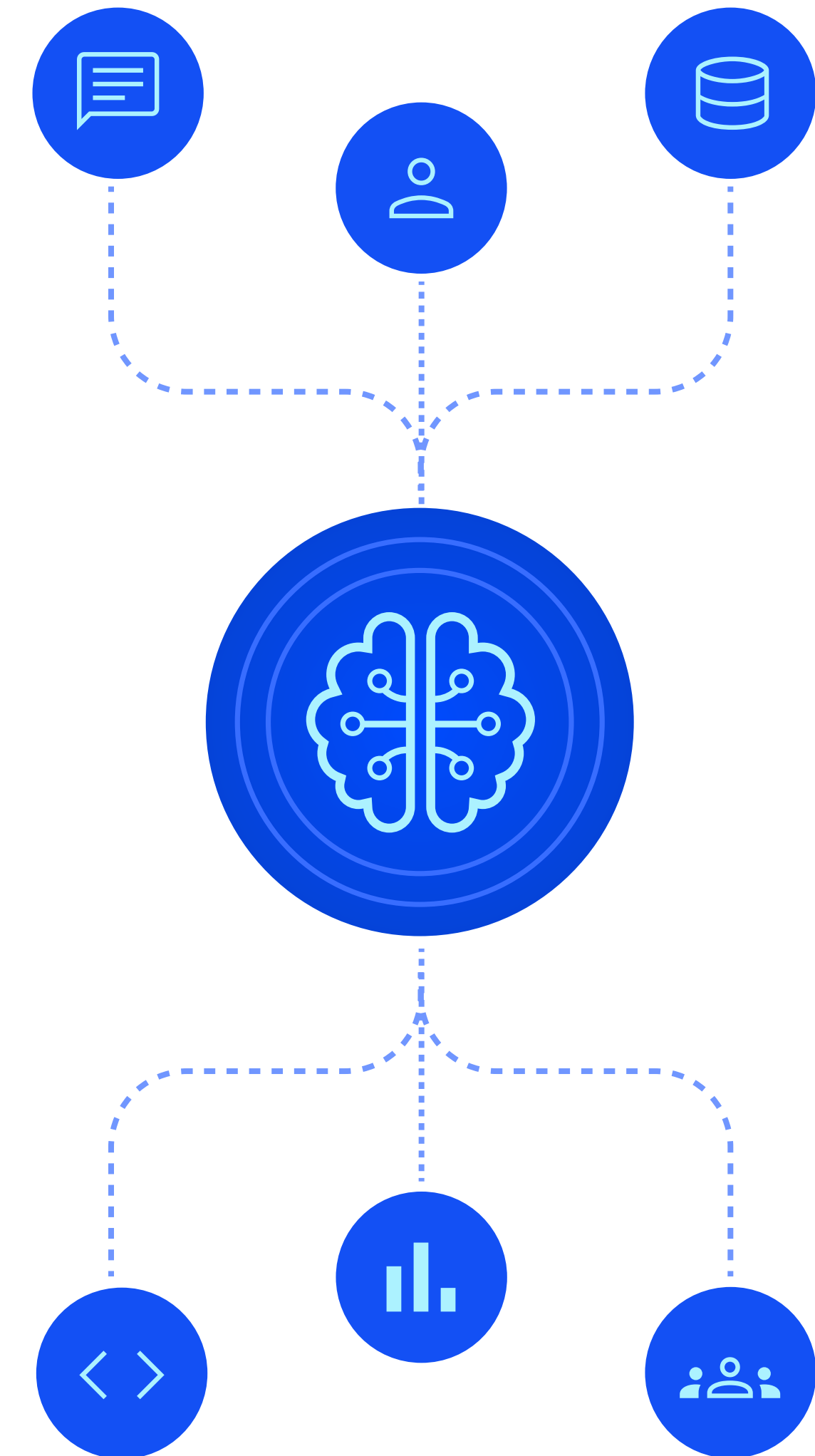
The AI revolution is here, marking the most transformative technological age since the Industrial Revolution.

AI's effect on the world didn't happen overnight. As LLMs gave way to generative AI, it was still only a preview of what was to come.

The initial wave of user-generated content soon gave way to enterprise-focused uses, such as coding, and helpful chatbots were just a prelude to **autonomous AI agents**, capable of doing meaningful work within your enterprise organization.

“These aren't just call-and-response helpers, but specialized operators who can grow revenue, lead workflows, and serve as key operational members of your team.”

How far away is your enterprise from actually executing on this AI vision? With ThinkingAI's Agentic Engine, it can be as soon as today.



The Agentic Enterprise

Overcoming modern infrastructure barriers to build your automated workforce.



What's Stopping Your Enterprise From Being Agentic?

According to [MIT Technology Review](#), 85% of organizations have stated their intentions to be agentic within the next three years. However, 76% also say that their current operations and infrastructure can't support the change.

Here's why:

- **Agents are Siloed From Accessing Important Business Context.** We find that Agents need more than just structured behavioral data. They need context. Community comments, support tickets, internal conversations, images, and videos. All of these are data points that are scattered across different systems, siloed, and invisible to Agents and therefore useless. Give Agents access to this data, however, and suddenly you change the game.
- **The Insight-to-Action Gap.** Collecting data is the easy part. How well does your enterprise BI pipeline turn those insights into successful actions? How many opportunities are you missing? An Agent team will run your successful playbook, improve them, deploy them at a scale and level of effectiveness you didn't know were possible before.
- **Security.** When Agents begin acting autonomously the question of "who can see what data" and "who can take what action" become the most important ones to ask. Permissions, compliance, and auditing remain top of mind until these problems are solved.



How ThinkingAI Sets Enterprises Up for Success



Visit Our Website to Learn More

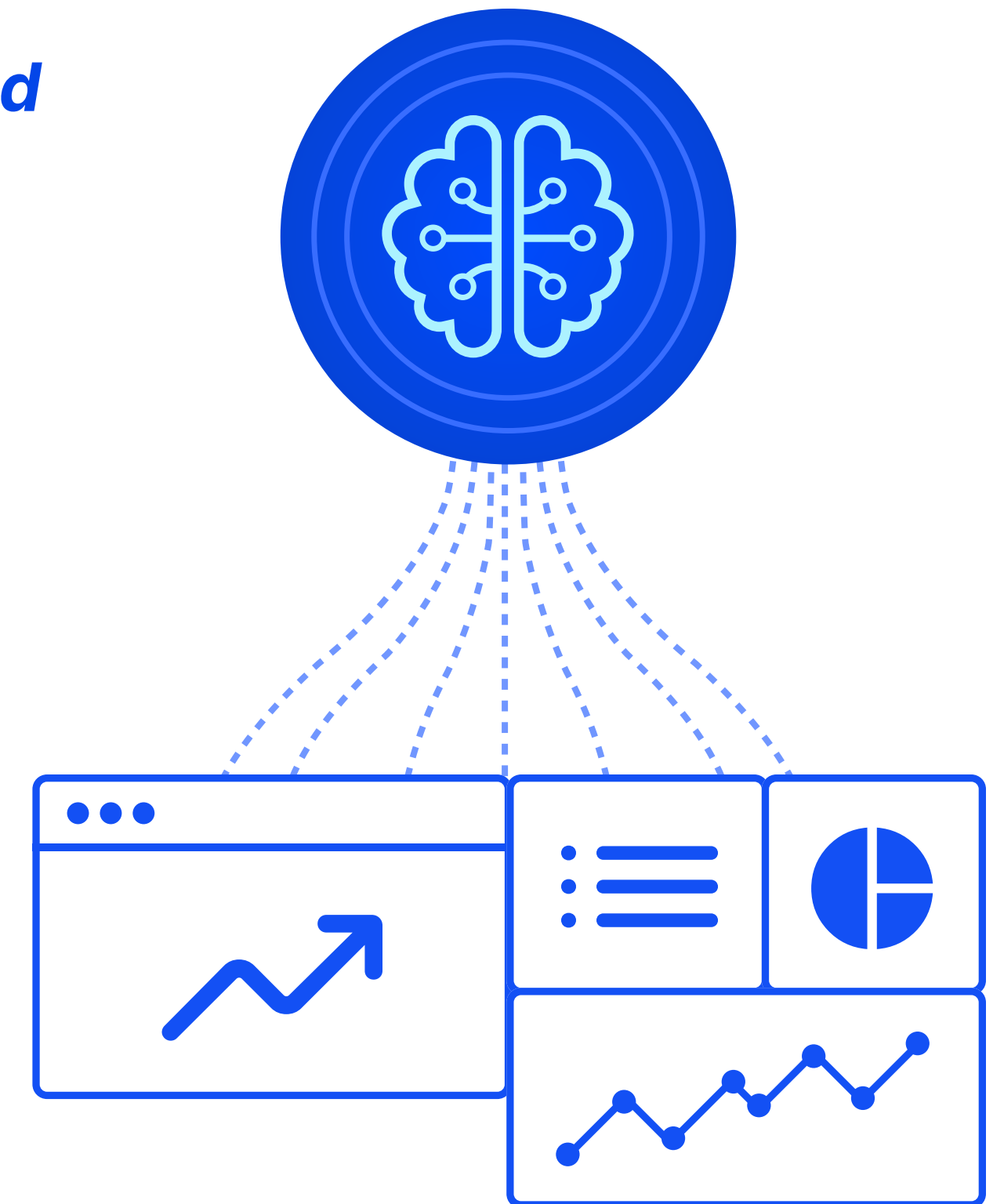
Flagship Product: Agentic Engine

ThinkingAI's flagship product is Agentic Engine, an Agentic AI layer that sits on top of your existing data stack. For 10 years, ThinkingAI has worked with over 1,500 companies to implement best-in-class data analytics and LiveOps solutions for over 8,000 products and we have a demonstrated history of enabling teams to turn insights into actions.

“We understand how to turn raw data into insights, and then insights into actions that generate revenue and decrease user churn.”

Insight to Action: Turn Your Data Into Growth

In the past decade, we launched products that turned every member of your enterprise team into a world-class data scientist. We're now taking the methodologies that powered our analytics and using them to provide AI Agents with the Skill to automatically detect and act on growth signals hidden in your data.



THE AGENTIC ENTERPRISE

Meet Your New Agent Team

In the past, ThinkingAI provided smarter dashboards that gave data intelligence teams the metrics they needed to make the right decisions to launch campaigns that boost ROI. But as the amount of data grows and methodologies become more complex, having the right tools doesn't cut it anymore.

ThinkingAI spent the last 10 years creating the foundations for our AI agents to analyze, create, and launch effective feature adoption campaigns, revenue growth campaigns, and user retention campaigns. We've backed our AI agents with the Skills to generate proven results and ROI.

Analytics Agent: This is your AI data analyst. It tracks your key metrics in real-time and will alert you to any anomalies it might find in the data. With automatic root cause analysis, it can drill down to find the precise cause for your app's issue.

Engagement Agent: Automatically identifies target user groups, generates bespoke copy that will be used in push notifications or emails, and can deliver optimized messages across different channels at the right time.



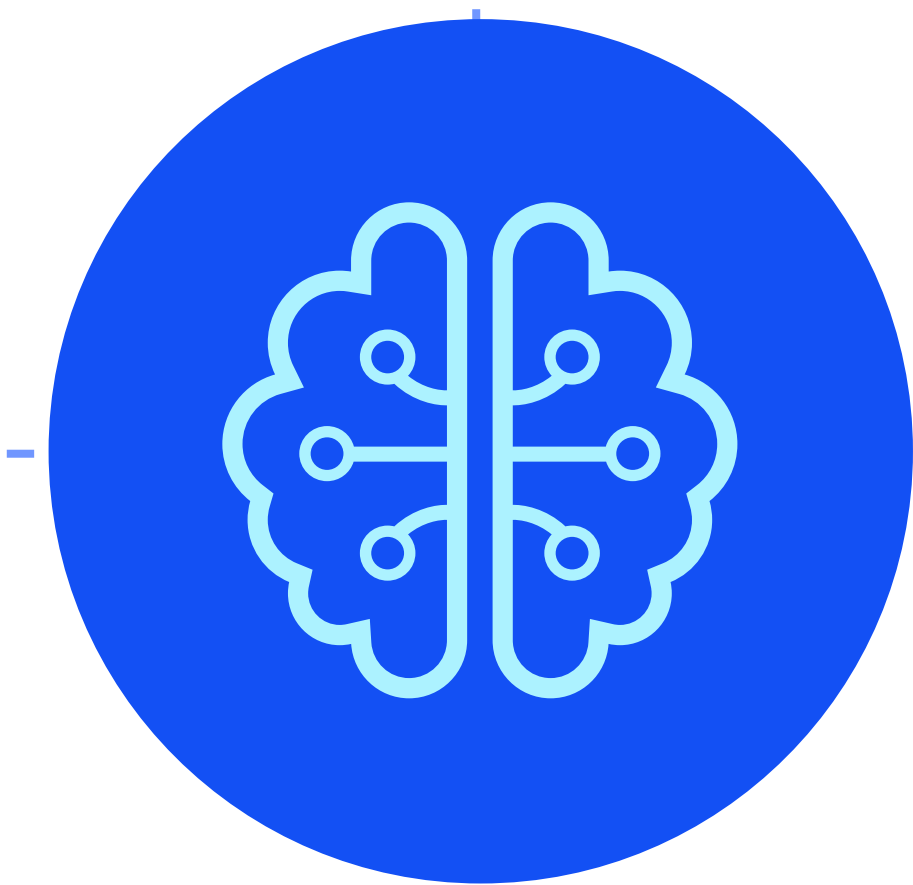
THE AGENTIC ENTERPRISE

Meet Your New Agent Team

Data Collection Agent: Define your tracking needs and the Data Collection Agent will design, code, and verify a tracking plan in a single click.

A/B Test Agent: Generates automated A/B testing plans and sample size calculations, and launch your A/B test either autonomously or with a single click depending on your permission level. Then, once the test is launched, monitors results in real-time to track results.

Build Your Own Agent: Agentic Engine comes with a no-code agent builder so you can create an agent that works specifically for your business needs.



Core Philosophy & Intelligence

Unlocking unstructured data to bridge the gap
between insight and autonomous action.

Sense, Know, Act: The Philosophy of Agentic Engine

ThinkingAI has turned 10 years of data methodology into the Skills that power Agentic Engine's AI team.

The goal is to allow enterprises to quickly and effortlessly deploy AI agents pre-installed with core abilities tuned to detect and act on insights so you can grow revenue, users, and find hidden opportunities for success.

“Deploy AI agents pre-installed with the abilities to Sense, Know, and Act.”



Sense

Detect opportunities for apps to grow, whether you're focusing on revenue, user acquisition, or both.



Know

Understand the ins-and-outs of your business with total contextual intelligence. Not only do Agentic Engine's AI Agents understand your internal business context, but data is pulled from both structured and unstructured sources.



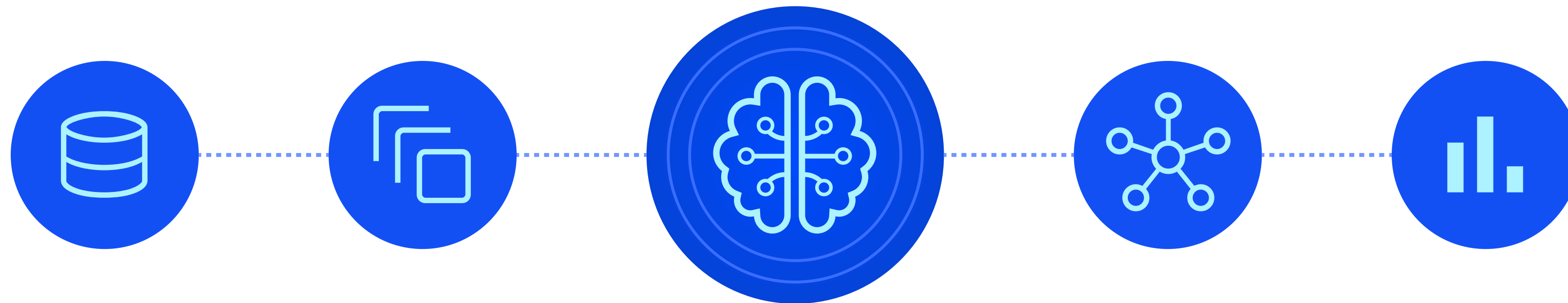
Act

Take autonomous actions to immediately jump on real-time insights. The 2-4 week window to discover, strategize, design, test, and deploy a plan shrinks to just days with AI Agents leading the manual effort.

Total Contextual Intelligence: How Agentic Engine Understands Your Business

It is a long-known data analytics industry fact that up to 80-90% of all new enterprise data is unstructured. But what does it mean when data is unstructured, and how can enterprises go about finally tackling one of data's biggest unanswered questions?

Thankfully, with the AI era, we're finally making headway in bridging the gap between structured and unstructured data, and thereby unlocking that previously unreachable treasure trove. The ability to analyze both structured and unstructured data simultaneously for enterprises could be transformational, with benefits ranging from improved retention to personalization at scale.



How ThinkingAI's AI Agents Solve The Problem of Unstructured Data

ThinkingAI's Agentic Engine is backed by a three-layer knowledge system that understands the total context of your business naturally.

Our three-layer knowledge system comprises:



Agent Memory

A semantic layer and knowledge graph that turns implicit business definitions like DAU and Revenue into structured knowledge.



100+ Pre-Built Skills

Across 8 industry-specific domains such as Payment, User, Sentiment, and more.



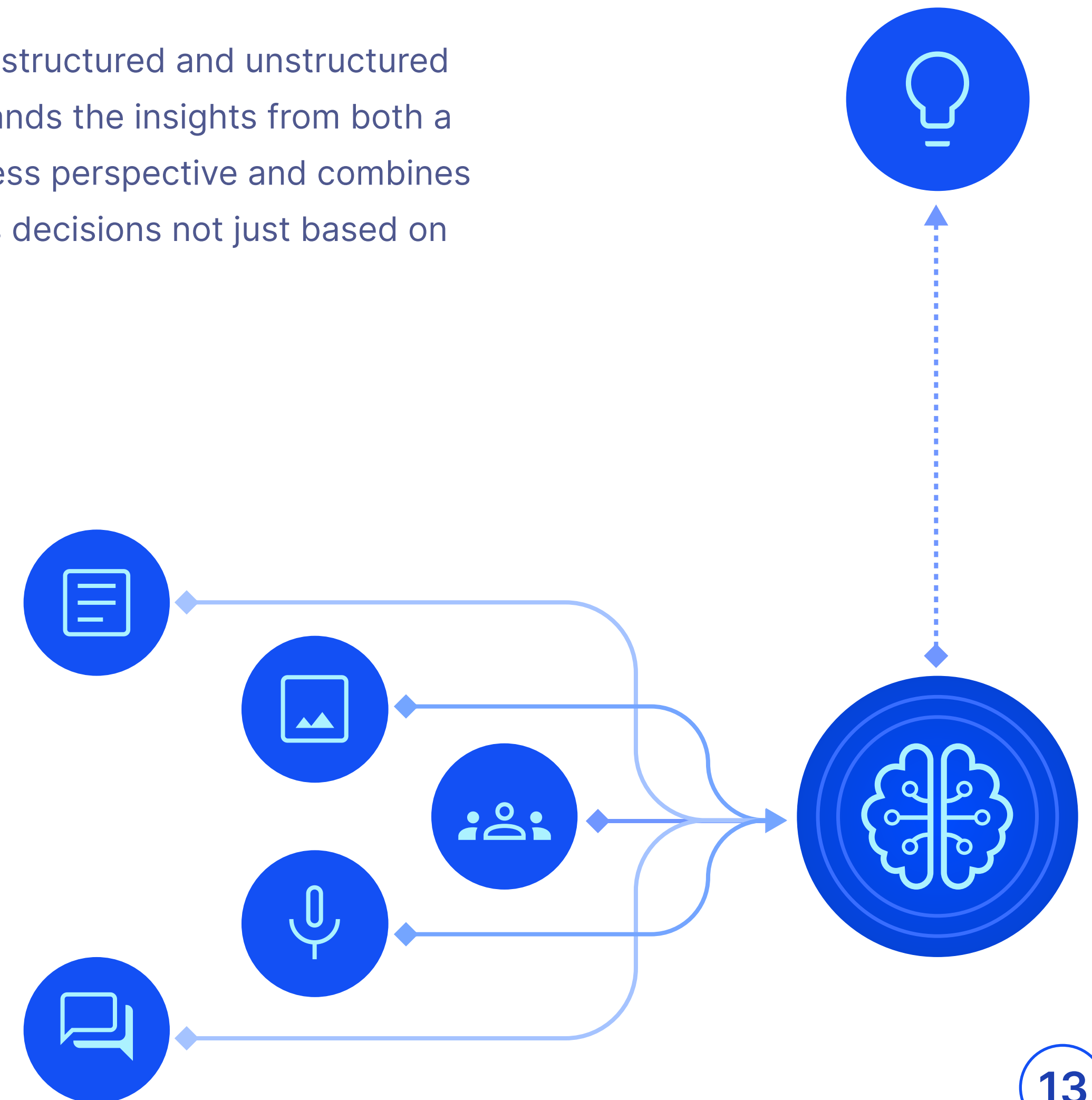
Continuous Learning

Ensures that Agents evolve and adapt alongside your business growth.

How ThinkingAI's AI Agents Solve The Problem of Unstructured Data

Agentic Engine is able to seamlessly connect SDK behavior data, support feedback, community opinions, and internal documentation. Semantic standards can be unified for heterogeneous data, which turns unstructured text into context for Agentic Engine's AI agents.

The result is an analytics agent that acts on both structured and unstructured data. Or in other words, an AI agent that understands the insights from both a data intelligence perspective and customer success perspective and combines the two into total [360-degree context](#) that makes decisions not just based on what happened, but why something happened.



Automate Your Data Pipeline to Instantly Turn Insight Into Action

Here's a scenario: You launch a new feature, but adoption rates aren't rising as your team projected they would.

So what do you do? Launch a feature adoption campaign, of course.

While launching a targeted campaign is a trusted arrow in any app developer's arsenal, it's a time-intensive process in an environment that requires action in days, not weeks, or even months.

Which is where [Agentic Engine's AI agents can help](#).



How an Autonomous Campaign Works

A typical campaign strategy usually involves the following steps: Identify your goal, target your audience, design your campaign strategy and user flow, build out your tooling, choose a control group, launch the test, and analyze the results. All-in-all, this process can take anywhere from three weeks to three months.

Instead of the old way of developing a feature adoption campaign, let AI agents handle the campaign strategy. Agentic Engine's AI team will analyze metric anomalies and produce an ops plan. The analysis agent locates source of the anomaly, produces an experiment and stop-loss conditions, and presents your human team with actions to deploy.

A closed loop process that used to take two to three weeks can be finished in a day, no need to pull data manually. And when it comes to actually building this campaign, Agentic Engine's specialized AI agents can have huge near-term impact.



Security, Architecture & Launch

Maintaining total data control with self-hosted,
protocol-ready flexibility.



Self-Hosted for Data Security

Compliant With Key Global Safety Standards

Agentic Engine complies with international standards and privacy regulations:

GDPR European Union's General Data Protection Regulation

PIPL China's Personal Information Protection Law

APPI Japan's Act on the Protection of Personal Information

PIPA Republic of Korea's Personal Information Protection Act

PDPA Singapore's Personal Data Protection Act



Self-Hosted for Data Security

What These Certifications Mean for Your Enterprise

Agentic Engine meets the highest-level security management international certifications, including **ISO 27001**, **SOC 2 Type II**, and **CIS Benchmark**.

ISO 27001: The internationally recognized standard for information security management, and achieving certification requires a rigorous third-party audit of an organization's security controls, processes, and risk management practices.

SOC 2 Type II: Goes a step further by verifying that these controls have been operating effectively over an extended period of time, not just at a single point in time.

CIS Benchmark: Developed by the Center for Internet Security, provides a set of globally recognized best practices for securing IT systems and data.

Together, these three certifications represent some of the highest standards of data security available, and earning all three reflects ThinkingAI's deep and ongoing commitment to protecting our customers' data.

We understand data security is one of, if not the, top concerns for many developers, which is why we ensure Agentic Engine complies with all major global safety standards and certifications. However, beyond these measures, ThinkingAI's self-hosted solution means we don't handle any of your data either.



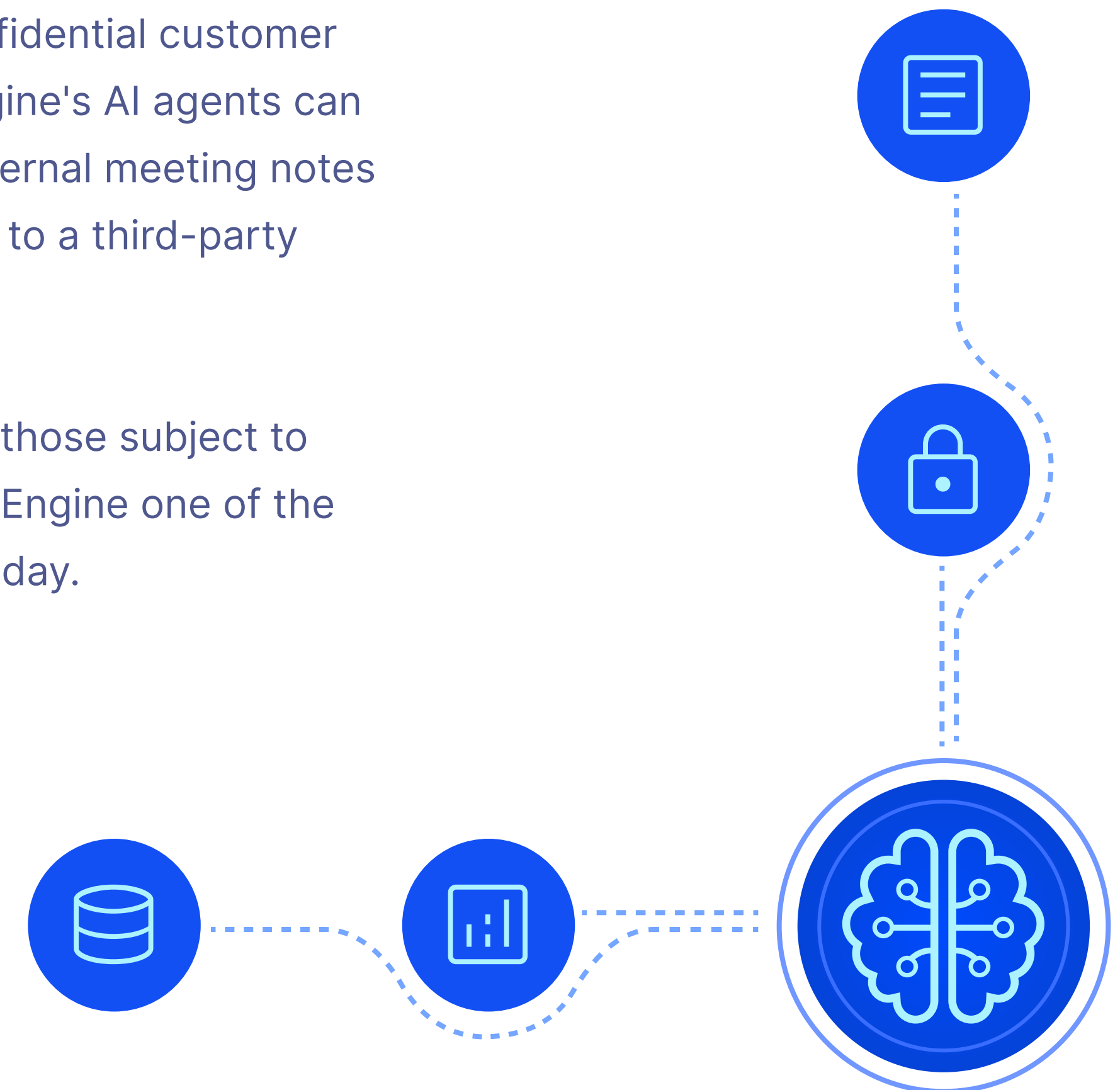
SECURITY, ARCHITECTURE
& LAUNCH

On-Prem Private Deployment Advantages

As an on-premise, self-hosted solution, Agentic Engine is deployed directly onto your tech stack, and your data remains firmly within your environment. ThinkingAI's Agentic Engine is an AI layer that is deployed on top of your enterprise tech stack, and once deployed, remains firmly within your walls. Data is never sent back to ThinkingAI.

This has several practical advantages for your enterprise beyond data security alone. Because your data never leaves your environment, your team can work with sensitive datasets, proprietary business logic, and confidential customer information without concern. It also means that Agentic Engine's AI agents can access a wider range of your internal data sources, from internal meeting notes to CRM records, without those sources ever being exposed to a third-party system.

For enterprises operating in heavily regulated industries, or those subject to strict internal data governance policies, this makes Agentic Engine one of the most [compliant and flexible agentic AI solutions](#) available today.



An Open Platform - MCP Ready

Built on Anthropic's MCP protocol, ThinkingAI's Agentic Engine can integrate seamlessly with major AI platforms. Integrate our powerful analysis capabilities and expert Skills directly into any AI environment without switching tools.

- **Standard Protocol:** Compatible with Anthropic MCP specification.
- **Two-way Integration:** Can work with external services, on their platform or ours.
- **Zero-code Access:** Connect through configuration.
- **Enterprise-grade Security:** Comprehensive permissions and auditing.

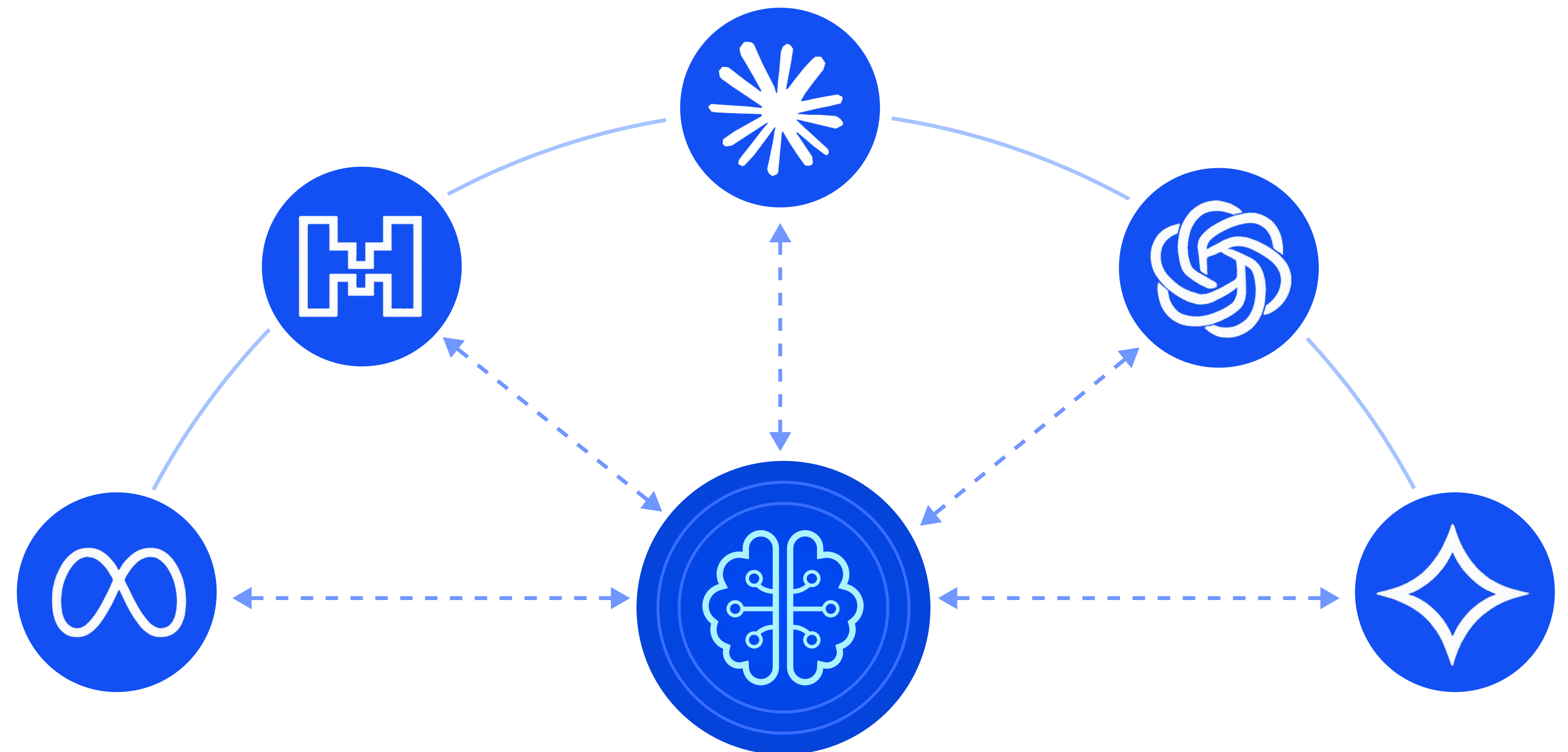


SECURITY, ARCHITECTURE
& LAUNCH

BYOM - Bring Your Own Model

And because we're built on Model Context Protocol (MCP), Agentic Engine can connect to whichever LLM your enterprise is using, along with any other systems you use to help your enterprise run.

Agentic Engine Supports All LLMs, Including Claude, ChatGPT, Gemini, and more without any loss of features.

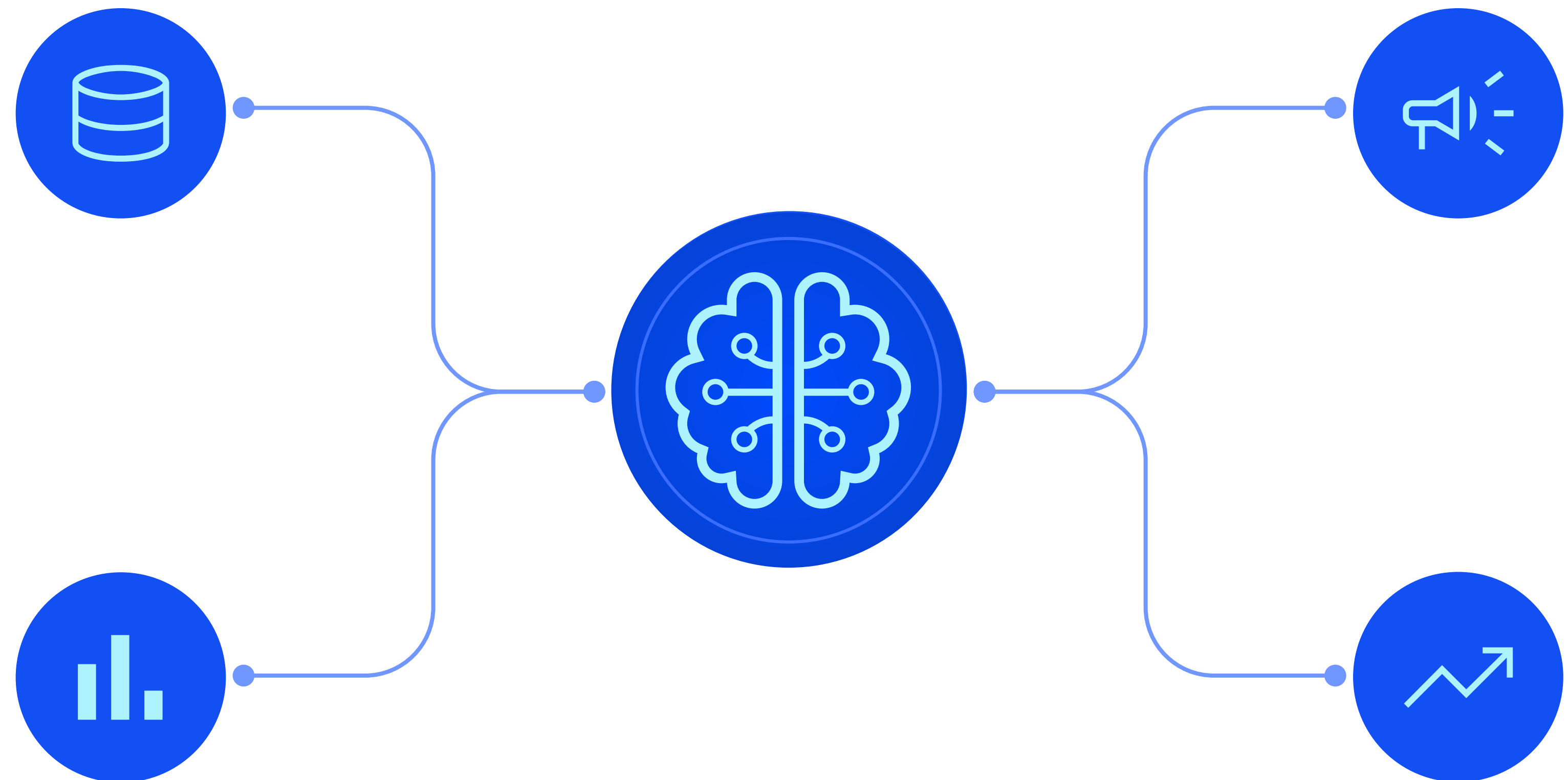


SECURITY, ARCHITECTURE
& LAUNCH

How to Launch an AI Team With ThinkingAI

Agentic Engine is a flexible, unified Agentic AI layer that sits comfortably on top of your environment. Choose from a variety of Service Plans and our customer success team can quickly deploy Agentic Engine to your data environment.

If you don't know whether your enterprise is ready to make the jump, book a call with our team and we can walk you through the process.



Conclusion

What would your team accomplish with 10x more analytical power? Agentic Engine's AI agents work alongside your existing business intelligence team, handling the data analysis, anomaly detection, and campaign execution that used to take days, in minutes.

The result? An average ROI of 3.2x for enterprises like Sega, Krafton, and MIXI. See it in action. Book a personalized demo with one of our specialists today and find out exactly how Agentic Engine can accelerate growth for your business.

[Book a Demo Today](#)

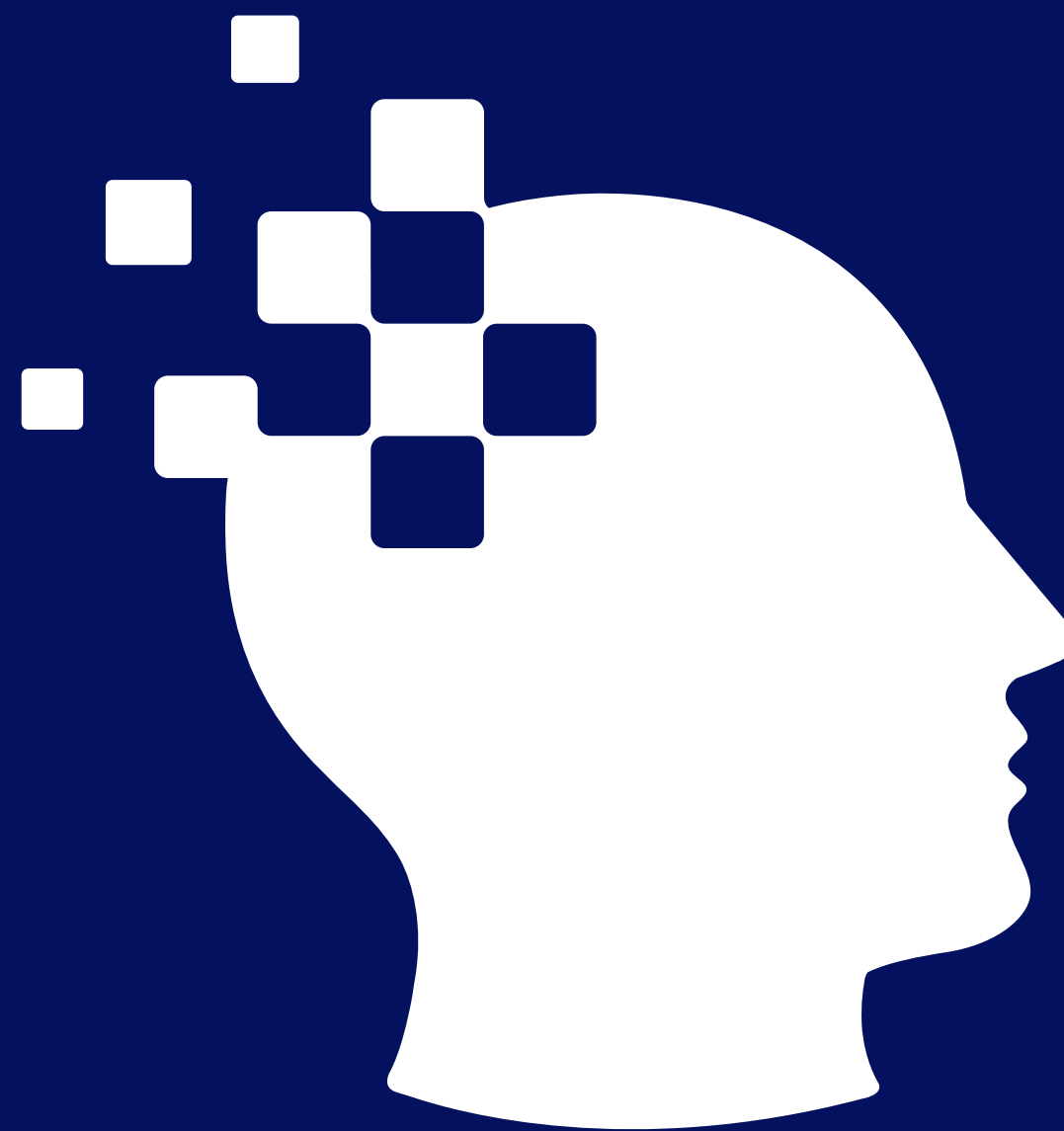


About ThinkingAI

ThinkingAI was founded in 2015 as an incubator based in a converted factory, established by four software engineers inspired by the idea of changing the world through technology.

At ThinkingAI, we are geeks, philosophers, musicians, craftsmen, and zen masters. We pride ourselves on being focused and disciplined and believe that only through full commitment can we break through boundaries and create miracles.

From 2015 to 2026, over 10 years of dedication but still growing. Now we are joining the AI revolution. Agentic Engine is our answer to how AI will unleash human potential.





ThinkingAI