THE FUTURE OF BUSINESS:

How AI-Powered Agents Are Taking Over Reporting

Hurree

G2 ★★★★½ 4.7 OUT OF 5.0

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Contents

The Future of Business: How AI-Powered Agents Are Taking Over Reporting

For years, Software-as-a-Service (SaaS) has been the backbone of modern businesses. It gave companies access to tools that streamlined processes, automated basic tasks, and provided data-driven insights.

But the SaaS model, as we know it, is reaching its limits. The problem? Too many tools. Too many clicks. Too much complexity.

Businesses don't need more software—they need intelligent execution. Enter Agents-as-a-Service (AaaS)—AI-driven agents that don't just assist but actively execute, optimize, and automate business operations.

As Satya Nadella, CEO of Microsoft, puts it:

"The future isn't about more software; it's about less software—fewer interfaces, fewer clicks, and fewer barriers between data and action."

What This Means for Business Leaders

This transformation isn't a distant vision, it's happening now. Companies that embrace agentic AI will:

- **Move from static reporting to real-time, predictive decision-making.**

- **Eliminate manual bottlenecks and enable seamless, AI-driven execution.**

- **Reduce complexity by shifting from bloated software stacks to a unified AI ecosystem.**

- **Gain a competitive edge by automating high-value business functions.**

Businesses that fail to adopt agentic AI will struggle to keep up with competitors who move faster, execute smarter, and scale effortlessly.

Aaron Gibson
CEO of Hurree

# The Evolution: From Data Reporting to Intelligent Contribution

The Limitations of Traditional Data Approaches

Historically, businesses relied on static reporting and dashboards to monitor performance. While useful, this approach has inherent limitations:

Today, **data is not just an asset, it's a competitive advantage.** The organizations that harness data effectively are **faster, more agile, and more profitable** than those that do not. However, **data alone does not drive impact.** The ability to transform raw data into **actionable insights, real-time decision-making, and automated execution** is what separates market leaders from those struggling to keep pace.

Reactive decision-making: Insights are based on historical data rather than real-time or predictive analysis.
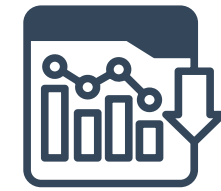
Siloed execution: Different functions—sales, marketing, finance, and operations—operate on disconnected datasets, leading to inefficiencies.

Manual intervention: Leaders spend excessive time interpreting data rather than acting on it.

The New Paradigm: Data as a Command Centre

Leading businesses are moving beyond passive reporting to intelligent orchestration, where data does not just inform decisions but actively drives them.
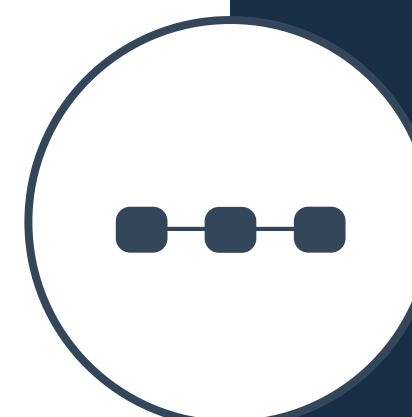
This shift enables businesses to move from **reactive management to proactive leadership**, ensuring every decision is **informed, strategic, and value-driven.**
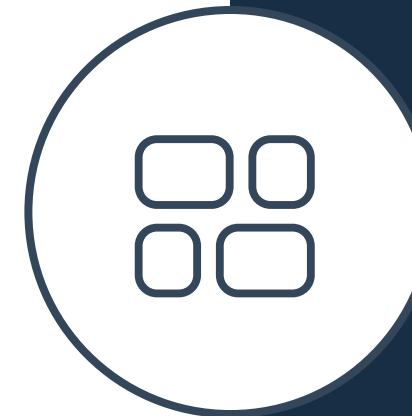
Unified data infrastructure: Integrating disparate sources into a single, real-time view.

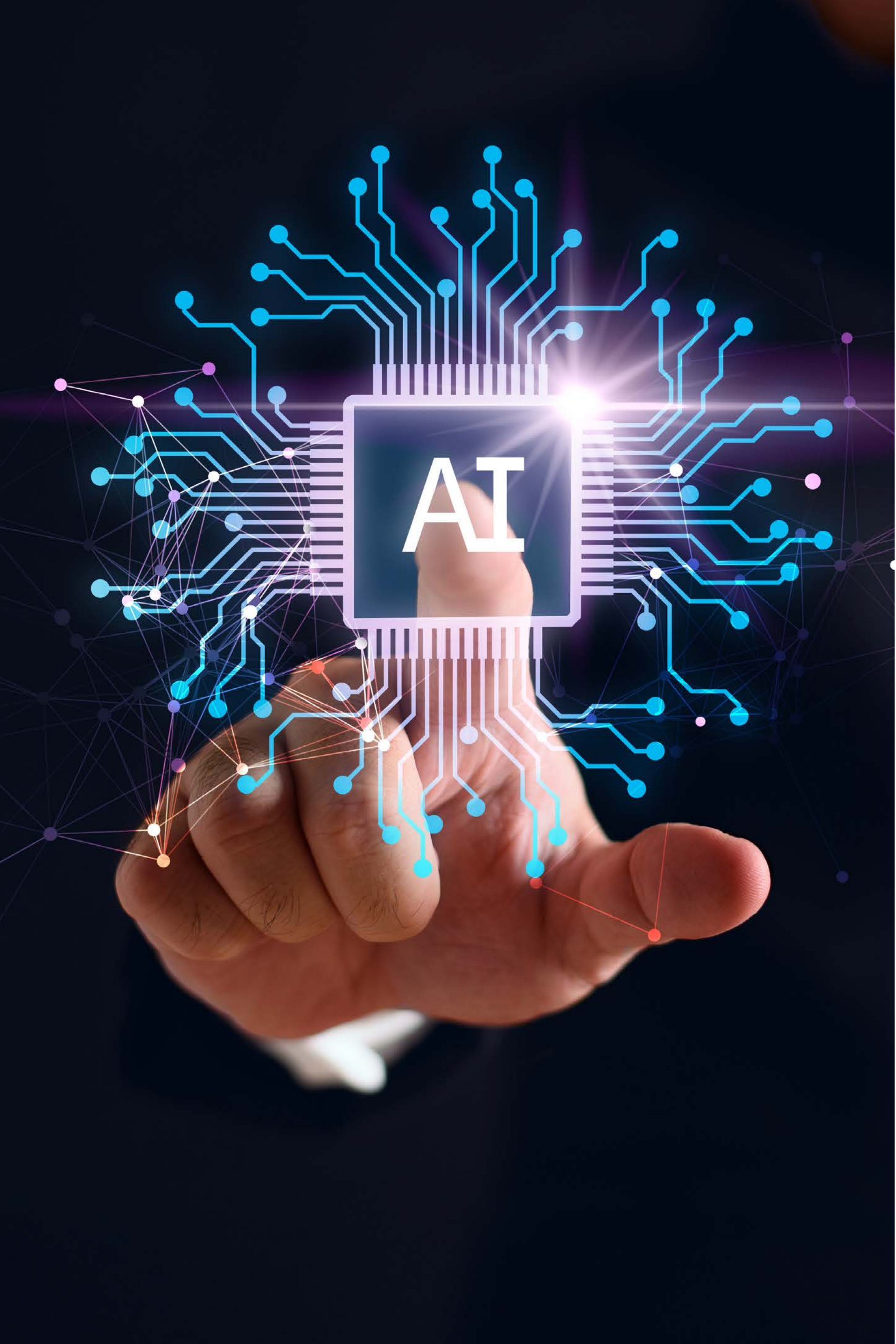**AI-driven insights:** Leveraging machine learning to identify trends and predict future outcomes.

Automated execution: Embedding intelligence into business workflows to take action in real time.

Succeeding in the AI Era: Adaptation is No Longer Optional

The AI revolution is fundamentally changing how businesses operate. The gap between **AI adopters and laggards** is widening, with data-driven companies outperforming their competitors across key financial and operational metrics.

Organizations that **fail to integrate AI into decision-making** face **slower growth**, as competitors identify and capitalize on opportunities faster, **operational inefficiencies**, due to manual, disconnected processes, and **customer attrition**, as personalization and responsiveness become table stakes.

Six Strategies for AI-Driven Business Success

1. Shift from Data Reporting to Data Command

Successful organizations do not just collect data, they **operationalize** it. This means moving from static reports to **dynamic, AI-powered insights that trigger automated actions.**

Business Impact: Faster, more precise decision-making across all functions, reducing response times and increasing agility.

2. Build an AI-Enabled Workforce

AI does not replace human capital, it **enhances it.** Leading businesses invest in AI upskilling to ensure employees can work alongside intelligent systems, **augmenting productivity rather than displacing jobs.**

Business Impact: Higher efficiency, better strategic execution, and improved employee engagement.

3. Prioritize Proactive, Not Reactive, Decision-Making

Organizations that embed AI into workflows **move beyond retrospective reporting to predictive and prescriptive analytics.** Instead of reacting to challenges, businesses anticipate and address them in real time.

Business Impact: Reduced risk, minimized disruptions, and improved long-term planning.

4. Create a Unified, Intelligent Data Infrastructure

Disconnected systems create **information silos, inefficiencies, and missed opportunities.** Centralizing data into a **single source of truth** is critical for AI-driven decision-making.

Business Impact: Enhanced cross-functional collaboration and a streamlined technology ecosystem.

5. Optimize AI Implementation for Business-Specific Needs

AI is not a one-size-fits-all solution. Leading companies tailor AI applications to their specific **business models, customer needs, and operational priorities**, maximizing value creation.

Business Impact: Higher ROI on AI investments, reduced complexity, and faster adoption.

6. Ensure Transparency and Trust in AI Deployment

AI adoption can trigger organizational resistance if employees do not **understand its role** or fear **job displacement.** Successful businesses prioritize transparency, education, and stakeholder buy-in.

Business Impact: Increased adoption, alignment, and trust across all levels of the organization.

# Leading Teams Through the AI Revolution: Why Trust and Transparency Matter More Than Ever

The Human Factor in AI Adoption

The AI revolution is reshaping how businesses operate, creating new efficiencies, unlocking innovation, and driving significant competitive advantage. But while organizations are focused on **deploying AI at scale**, many have overlooked a critical element: **the workforce that will ultimately determine its success or failure.**

AI is more than a technology shift, it's a **workforce transformation.** And right now, many employees are **uncertain, anxious, and unprepared** for what's ahead. Leaders who fail to acknowledge and address these concerns risk not only resistance to AI adoption but also a **disengaged workforce and a stalled transformation.**
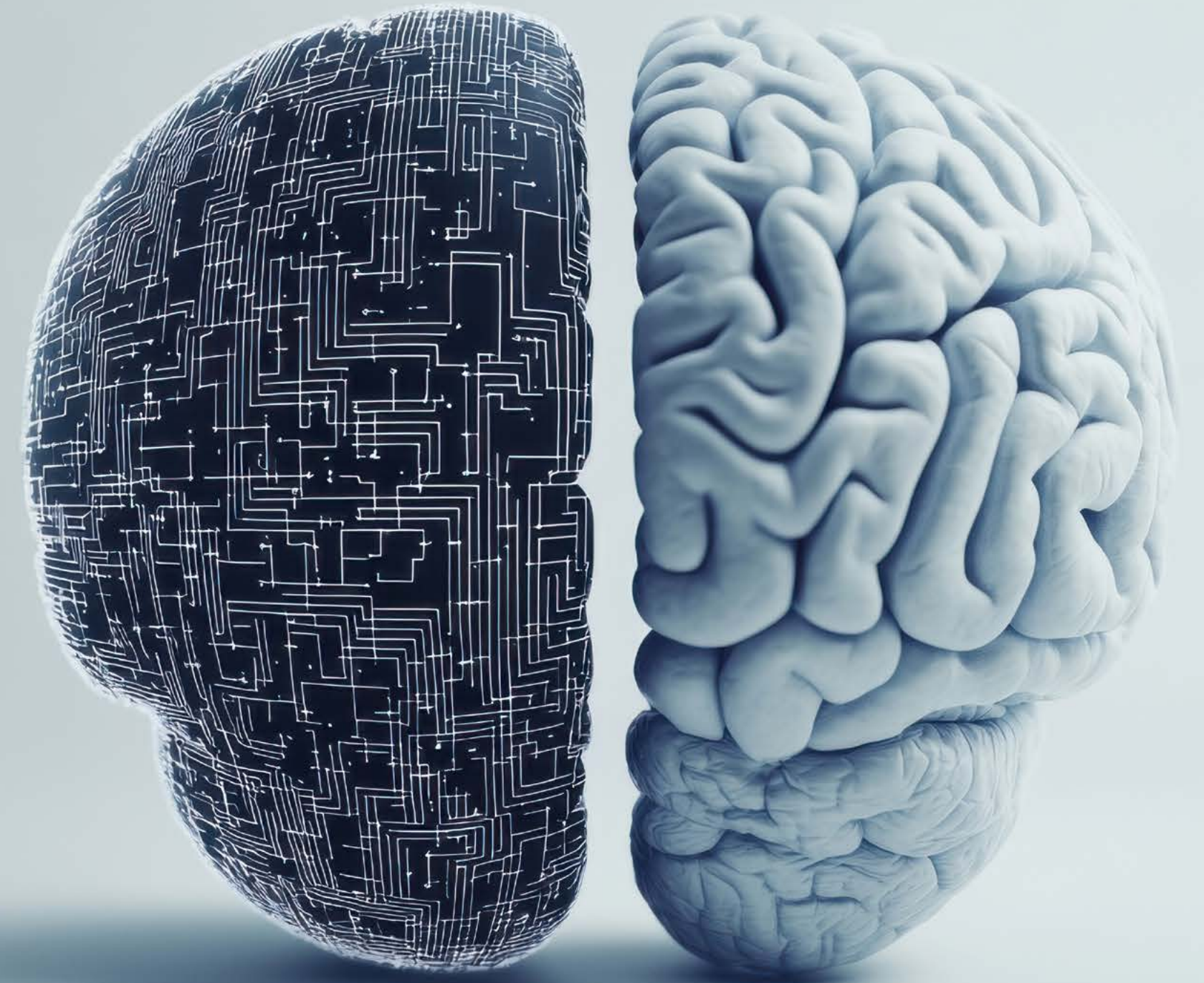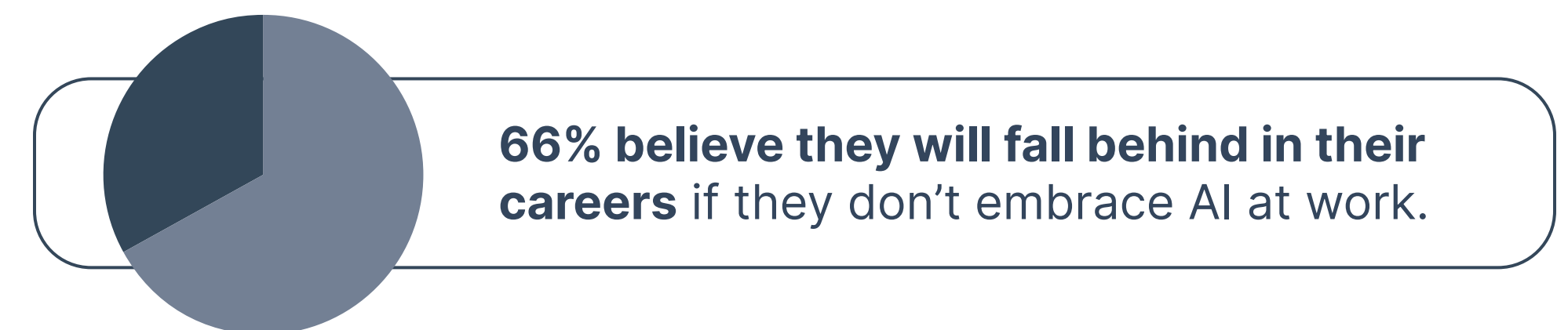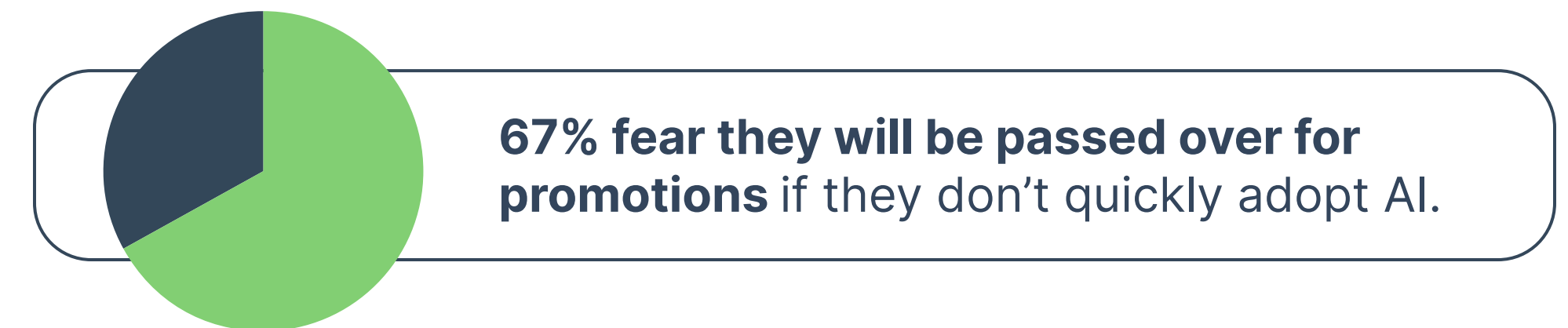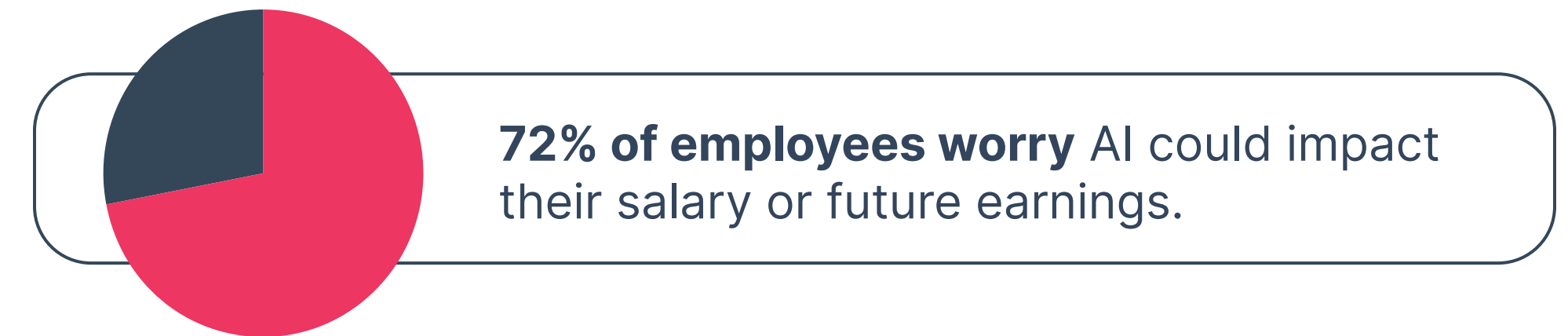
The Reality: Employee Anxiety is High

There's a growing disconnect between leadership excitement over AI and employee sentiment on the ground. While executives view AI as a strategic enabler, **employees are more concerned about its implications for their roles, careers, and job security.**

And here's the most telling statistic: **69% of employees who already use AI extensively are still worried about their professional future.** Even those that are ahead of the curve feel uncertain about how AI will reshape their roles in the long term.

72% of employees worry AI could impact their salary or future earnings.

67% fear they will be passed over for promotions if they don't quickly adopt AI.

66% believe they will fall behind in their careers if they don't embrace AI at work.

Key Leadership Actions for Successful AI Adoption

1. Be Transparent and Clear About AI's Role

Employees need to understand how AI will affect their work. Leaders must communicate that AI is **meant to empower, not replace**, and clearly articulate how AI will integrate into existing workflows.

2. Invest in Upskilling and Training

AI will only succeed if the workforce is equipped to use it. **80% of employees** say more training would make them feel more confident with AI, yet many feel their organization isn't providing enough learning opportunities.

3. Lead with Empathy

43% of employees worry AI will replace their jobs in the next five years. AI transformation isn't just a technology shift—it's a **people shift.** Leaders need to listen to employee concerns, acknowledge their fears, and show how AI can **enhance, not replace** their roles.

4. The Future of AI is Human-Led

AI-driven organizations won't just be those with the most advanced tools—they'll be the ones that **prioritize people.** Trust, transparency, and training will determine **whether AI accelerates success or meets resistance.**

The Business Case for AI-Powered Agents

Why SaaS is No Longer Enough

The limitations of traditional SaaS are clear:

- **It's reactive, not proactive** → SaaS tools provide insights, but they don't take action. Business leaders still need to interpret reports, identify problems, and make decisions manually.

- **It's fragmented and inefficient** → Different SaaS platforms don't always communicate, forcing teams to work across disconnected systems.

- **It requires constant human intervention** → Workflows rely on users navigating dashboards, inputting data, and triggering actions—wasting time and increasing errors.

The AI-Driven Agent Advantage

AI-driven agents don't just assist decision-making, they execute decisions based on predefined objectives and continuously optimize processes. The result? More efficiency, less complexity, and faster business outcomes.

Riva AI

Hi Jonny! How can I help you today?

Quick Actions

- Summarise Current Dashboard
- Ask a Question
- Make a Table

Create New

- Dashboard
- Private Dashboard
- Schedule Snapchat for this Dashboard

More

- Get Hurree Support
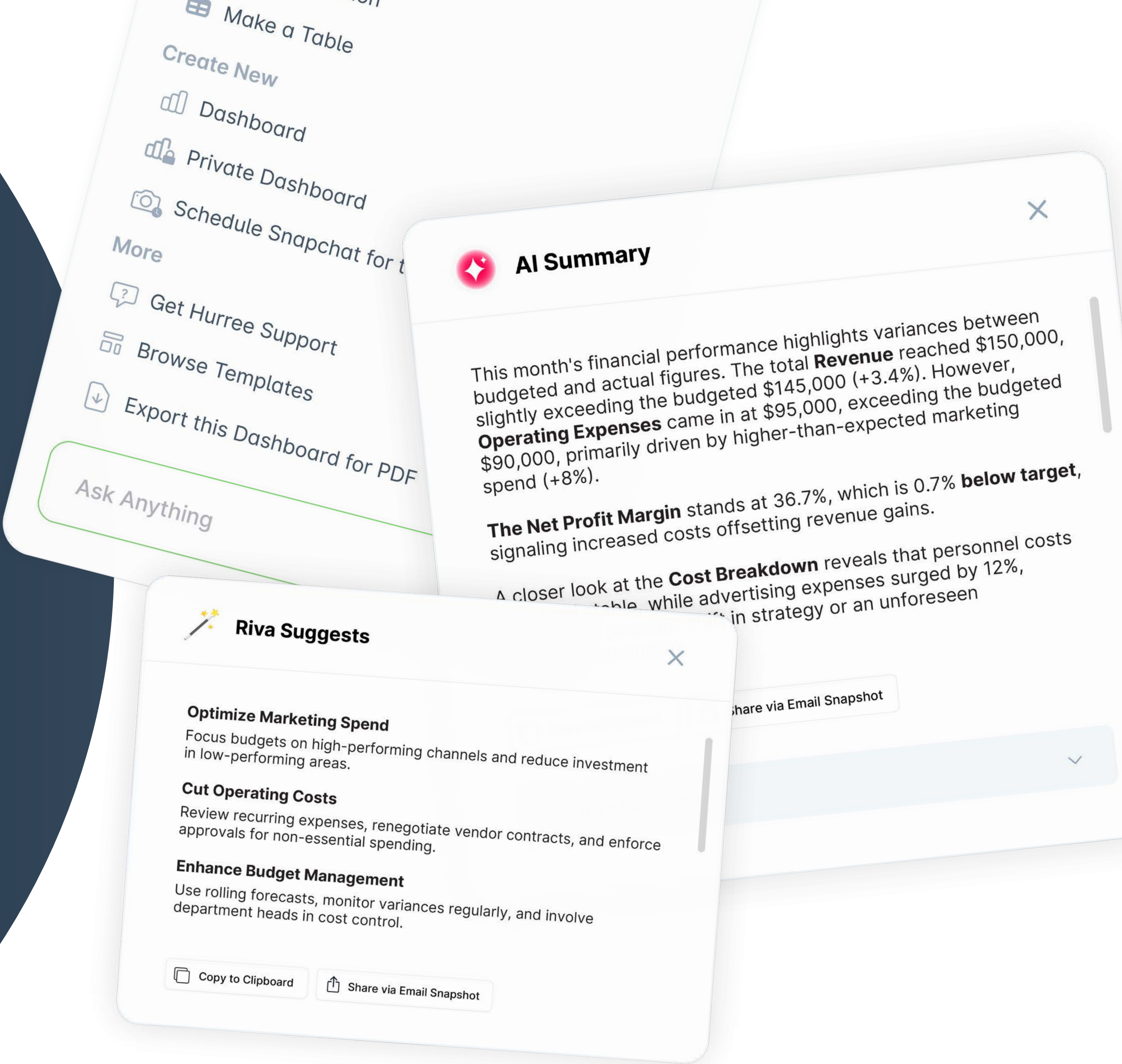- Browse Templates
- Export this Dashboard for PDF

Ask Anything

AI Agents in Action: How Businesses Are Using SaaS Today

Let's break it down by department, because let's be honest, every team has its own unique headaches. Here's how Agentic AI is stepping in to save the day:

Make a Table

Create New

📊 Dashboard

📊 Private Dashboard

📷 Schedule Snapchat for t

More

❓ Get Hurree Support

▭ Browse Templates

⬇ Export this Dashboard for PDF

Ask Anything

AI Summary

This month's financial performance highlights variances between budgeted and actual figures. The total **Revenue** reached $150,000, slightly exceeding the budgeted $145,000 (+3.4%). However, **Operating Expenses** came in at $95,000, exceeding the budgeted $90,000, primarily driven by higher-than-expected marketing spend (+8%).

The Net Profit Margin stands at 36.7%, which is 0.7% **below target**, signaling increased costs offsetting revenue gains.

A closer look at the **Cost Breakdown** reveals that personnel costs ...table, while advertising expenses surged by 12%, ...ft in strategy or an unforeseen

Share via Email Snapshot

Riva Suggests

Optimize Marketing Spend
Focus budgets on high-performing channels and reduce investment in low-performing areas.

Cut Operating Costs
Review recurring expenses, renegotiate vendor contracts, and enforce approvals for non-essential spending.

Enhance Budget Management
Use rolling forecasts, monitor variances regularly, and involve department heads in cost control.
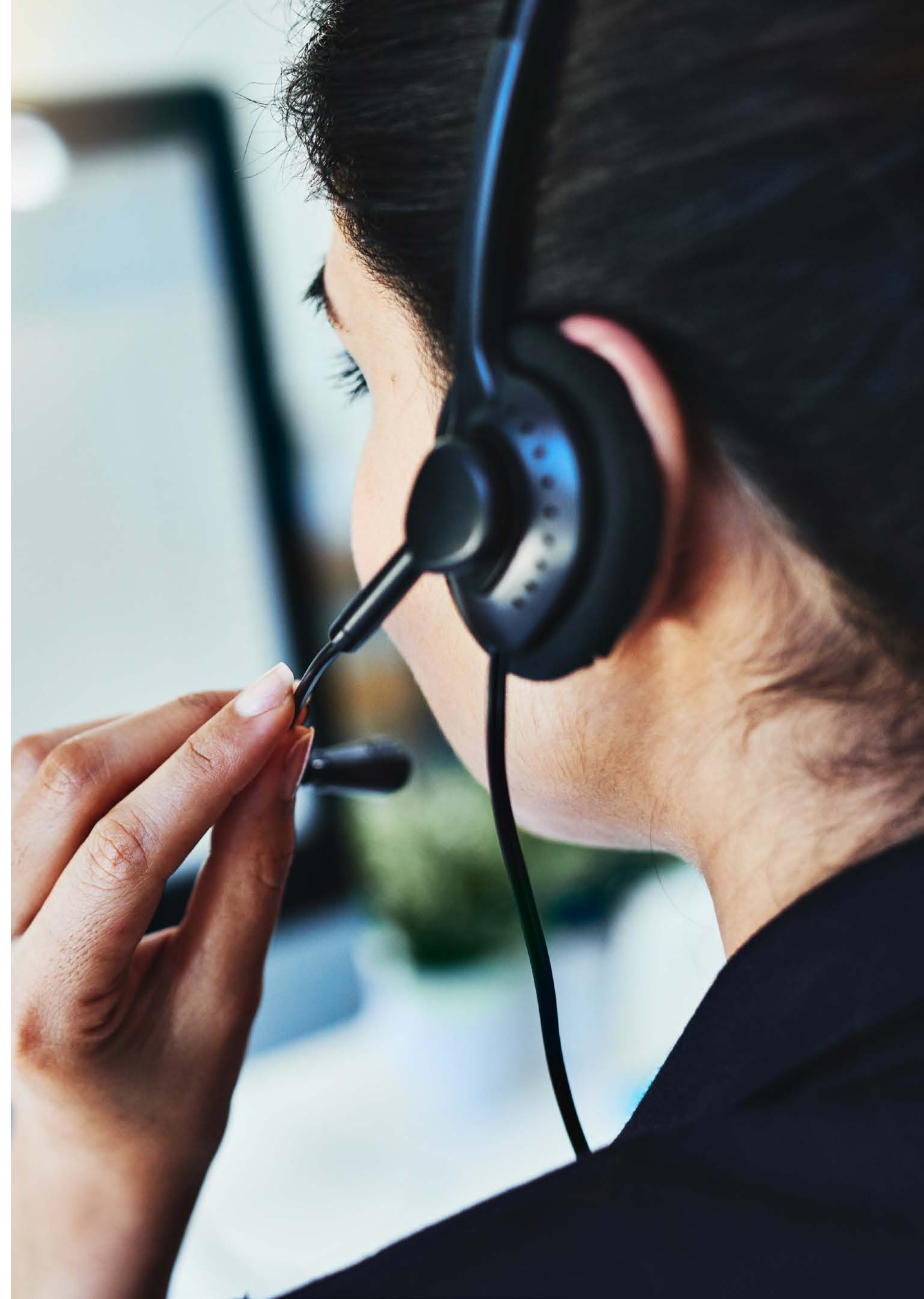
📋 Copy to Clipboard   📤 Share via Email Snapshot

1. Customer Service & Support

The Problem: Customers want answers fast, but your team is drowning in tickets.

The Solution: Agentic AI steps in to handle the heavy lifting.

Top Agents:

- **CrewAI:** Automates workflows and handles customer inquiries.

- **AutoGen:** Optimizes responses and streamlines support tasks.

- **Voiceflow:** Creates no-code conversational AI experiences.

- **Jira Service Management (Rovo Agents):** Resolves IT and employee issues proactively.

Workflows:

- **Ticket Resolution:** AI categorizes, prioritizes, and resolves inquiries faster than you can say "escalation."

- **Proactive Support:** It predicts issues before they happen, offering solutions before customers even complain.

- **Multilingual Support:** Real-time translation means your global customers get the same great service, no matter the language.

Metrics to Track:

Response Time:
How fast are inquiries addressed?

Customer Satisfaction (CSAT):
Are customers happy with the support?

Resolution Time:
How quickly are issues solved?

First-Contact Resolution (FCR):
How many issues are solved in one interaction?

Agent Productivity:
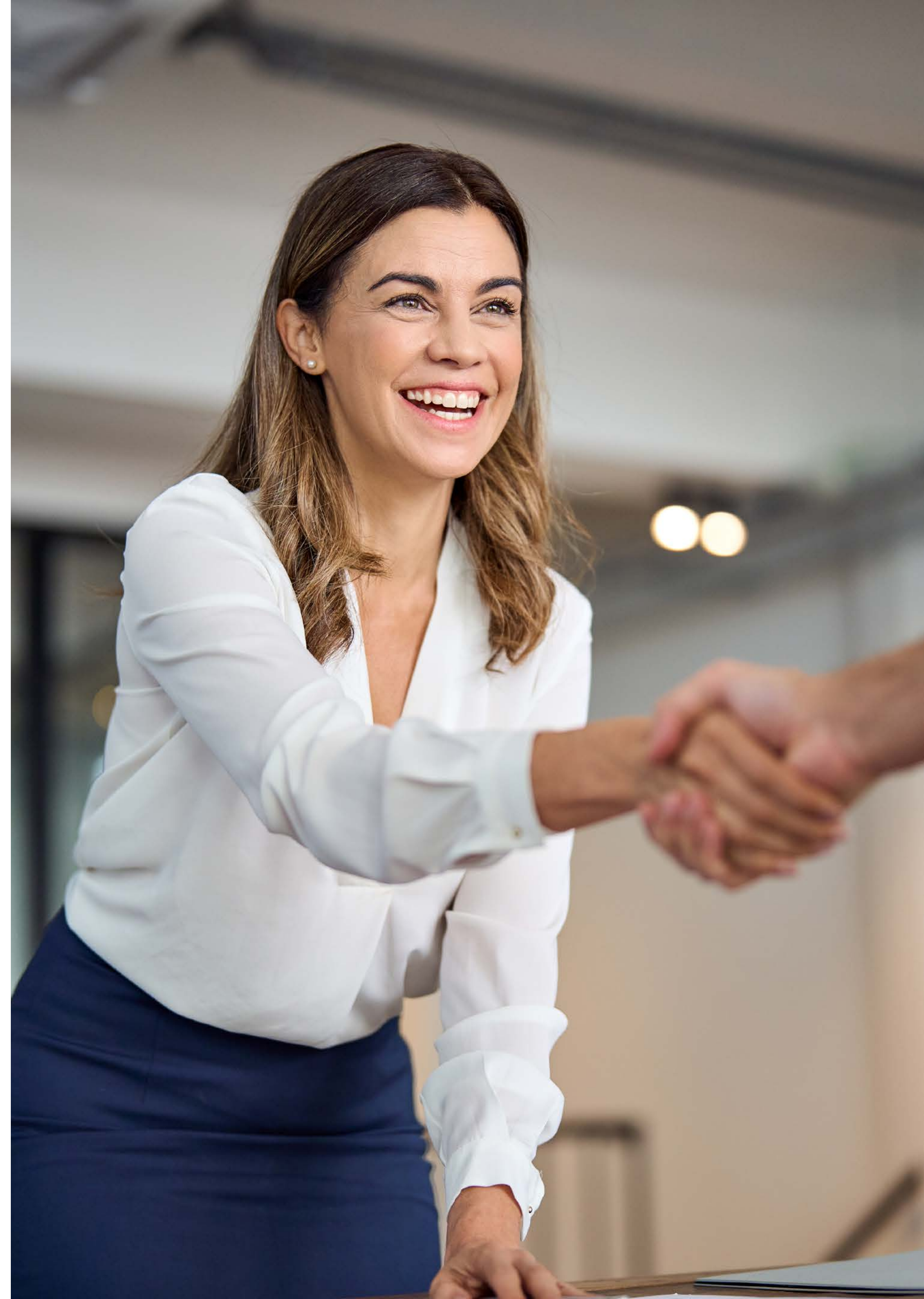How much more efficient is your team with AI's help?

2. Sales

The Problem: Your sales team is wasting time on low-quality leads.

The Solution: Agentic AI identifies the best opportunities and automates the grunt work.

Top Agents:

- **Conversica:** Automates lead follow-ups and customer interactions.

- **Salesforce Agentforce SDR:** Scores leads and manages your CRM.

- **AutoGPT:** Generates personalized outreach emails and manages pipelines.

Workflows:

- **Lead Scoring:** AI analyzes customer data to prioritize the hottest leads.

- **Pipeline Automation:** It handles repetitive tasks like data entry, so your team can focus on closing deals.

- **Predictive Analytics:** It forecasts sales trends and spots high-value opportunities.

Metrics to Track:

Lead Conversion Rate: How many leads turn into customers?

Sales Cycle Length: How fast are deals closing?

Pipeline Value: How much revenue is in your pipeline?

3. Marketing

The Problem: Your campaigns are hit-or-miss, and your team is buried in data.

The Solution: Agentic AI optimizes campaigns and creates personalized content.

Top Agents:

- **HockeyStack:** Provides AI-driven insights for better campaigns.

- **Writesonic:** Automates content generation and SEO optimization.

- **HubSpot's Breeze Agents:** Autonomously optimize marketing campaigns by generating content and analyzing customer data.

Workflows:

- **Campaign Optimization:** AI tweaks strategies in real-time for better ROI.

- **Content Generation:** It writes blog posts, social media content, and ad copy.

- **Customer Segmentation:** It groups audiences based on behavior for targeted marketing.

Metrics to Track:

ROI: How much revenue are your campaigns generating?

Engagement Rates: How are customers interacting with your content?

Conversion Rates: How many leads are turning into customers?

4. Supply Chain & Logistics

The Problem: Inventory management is a nightmare, and deliveries are delayed.

The Solution: Agentic AI predicts demand and optimizes routes.

Top Agents:

- **Oracle Fusion Cloud:** Automates inventory tracking and demand forecasting.

- **UiPath:** Streamlines order processing and shipment tracking.

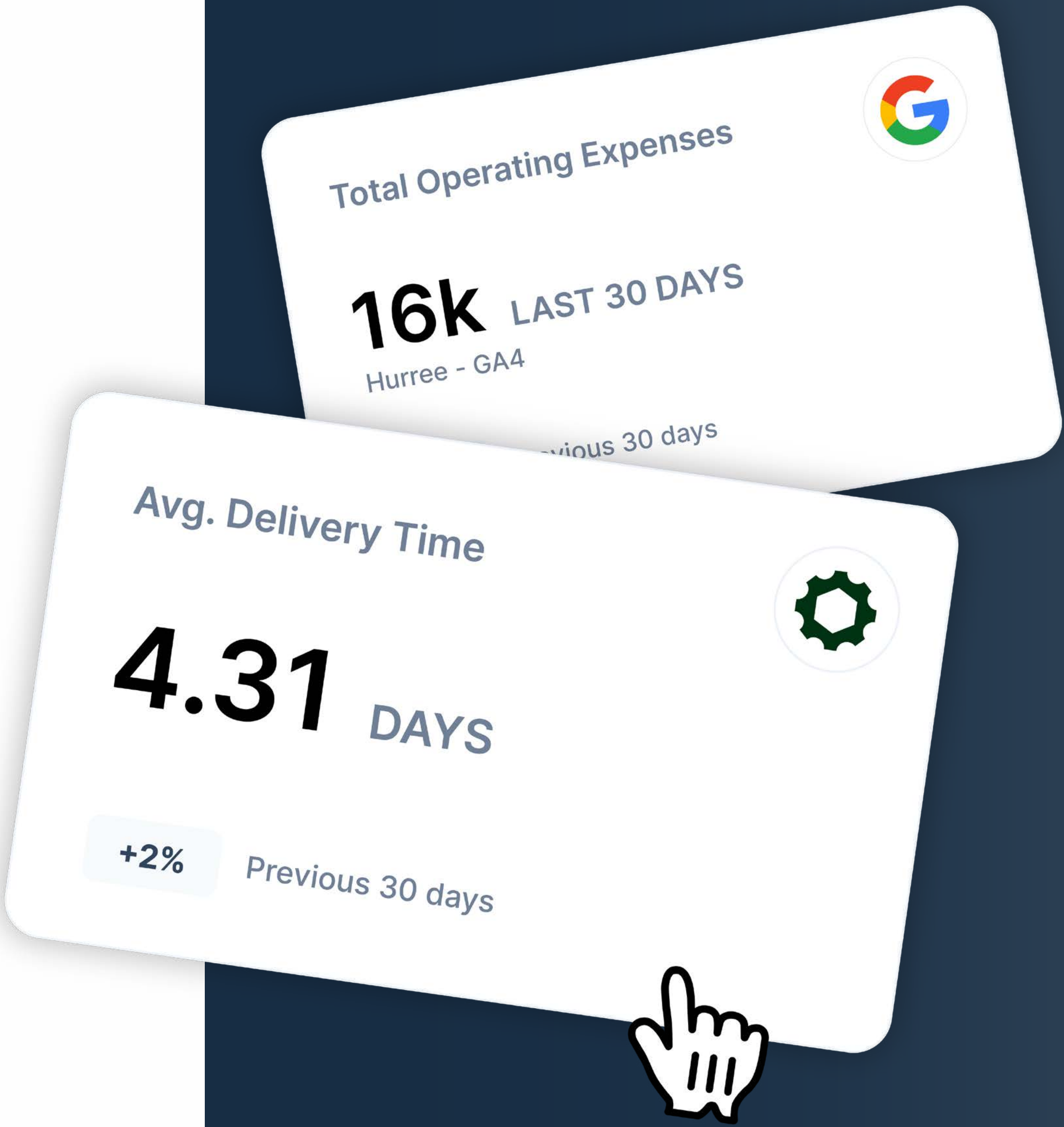- **Adept:** Handles invoicing and inventory management.

Workflows:

- **Inventory Management:** AI predicts demand and reorders stock automatically.

- **Route Optimization:** It plans the fastest, cheapest delivery routes in real time.

- **Supplier Communication:** It handles vendor interactions like order confirmations.

Metrics to Track:

| **Inventory Turnover:** How quickly is stock moving?

| **Delivery Times:** How fast are orders reaching customers?

| **Cost Savings:** How much are you saving on logistics?

Total Operating Expenses

16k LAST 30 DAYS

Hurree - GA4

vious 30 days

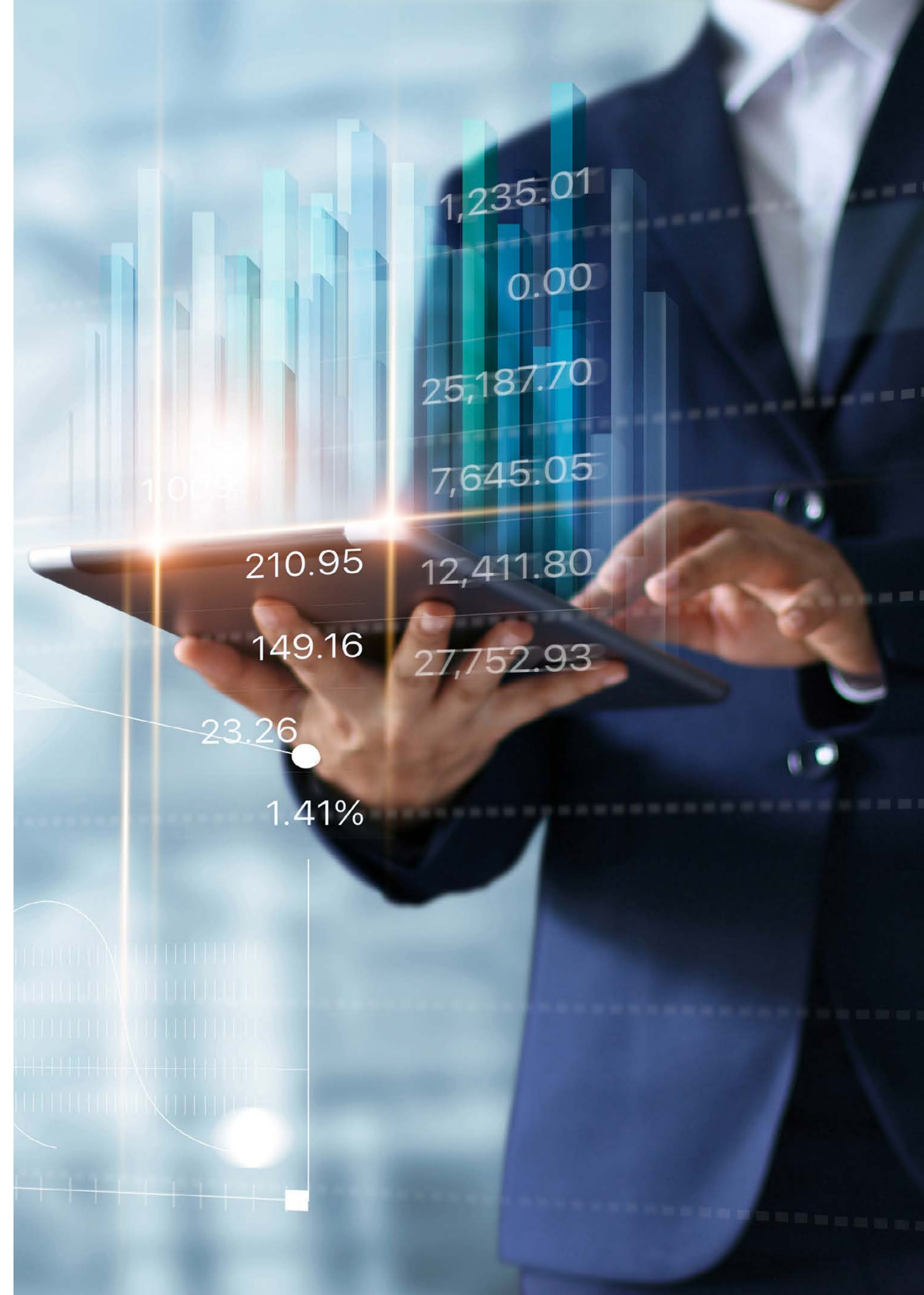**Avg. Delivery Time**

4.31 DAYS

+2% Previous 30 days

5. Finance

The Problem: Fraud is on the rise, and financial reporting is a time-suck.

The Solution: Agentic AI detects fraud and automates reporting.

Top Agents:

- **SAP SE Joule AI:** Automates invoice handling and payment management.

- **Fractal AI:** Provides predictive analytics for risk assessment.

- **Riva by Hurree:** Summarizes complex dashboards and predicts future performance.

Workflows:

- **Fraud Detection:** AI flags suspicious transactions in real time.

- **Budget Forecasting:** It predicts financial trends and allocates resources.

- **Automated Reporting:** It generates financial reports and dashboards.

Metrics to Track:

Fraud Detection Rate: How many fraudulent transactions are caught?

Forecast Accuracy: How reliable are your financial predictions?

Reporting Efficiency: How much time is saved on manual reporting?

6. Human Resources

The Problem: Onboarding is a mess, and employee engagement is low.

The Solution: Agentic AI streamlines HR tasks and boosts engagement.

Top Agents:

- **Jira Service Management (HR AI Apps):** Automates onboarding and offboarding.

- **ServiceNow:** Streamlines employee support and performance monitoring.

- **Hippocratic AI:** Focuses on wellness coaching and engagement.

Workflows:

- **Employee Onboarding:** AI handles paperwork, training schedules, and IT setup.

- **Performance Monitoring:** It tracks employee performance and suggests improvements.

- **Employee Support:** It answers routine HR inquiries like leave requests.

Metrics to Track:

- **Time-to-Productivity:** How quickly are new hires ramping up?

- **Employee Satisfaction:** How happy are your employees?

- **Retention Rates:** How many employees are sticking around?

How to Transition from SaaS to AI-Driven Execution

How to Transition from SaaS to AI-Driven Execution

Shifting from traditional SaaS to AI-driven execution requires **rethinking data, automating decision-making, and focusing on outcomes rather than software interfaces.** Businesses that successfully make this transition will reduce inefficiencies, scale operations, and unlock real competitive advantage.

SaaS → AI

Key Steps to Make the Shift

- **Rethink Your Data Strategy:** AI agents are only as effective as the data they access. Consolidate fragmented sources, eliminate manual processing, and enable real-time data sharing to create a seamless AI-ready infrastructure.

- **Focus on Results, Not Interfaces:** Reduce time spent navigating dashboards and software tools. AI agents should automate workflows and drive measurable business impact, shifting the focus from tool adoption to efficiency and execution.

- **Select the Right AI Partner:** True AI execution requires more than just insights. Choose a platform that integrates AI agents seamlessly across business processes and acts as a central command center to unify automation efforts.

Hurree: The AI Command Centre for Smarter, Faster Decision-Making

Why do Businesses Use Hurree?

The future of decision-making isn't about **more dashboards**—it's about **better insights, faster execution, and AI-driven growth.**

Hurree is an AI-powered platform that turns **data into business opportunities. It connects all your data sources,** aligns your teams, and helps you **identify and predict growth opportunities** with precision. The more you use it, the more valuable it becomes, learning from your business to help you **scale with confidence.**

shopify CISCO HBO BBC NEW YORK LOTTERY NHS

Dynamic Decision-Making: AI-powered insights eliminate manual reporting and speed up strategic execution.

**Unified Data, Aligned Teams:** One platform connects all data sources, ensuring cross-functional collaboration and goal alignment.

Predictive Analytics & Opportunity Detection: Move beyond static reporting—Hurree forecasts trends and uncovers untapped opportunities.

Scalable Growth: The more data Hurree processes, the smarter it gets—continuously optimizing decisions and reducing inefficiencies.
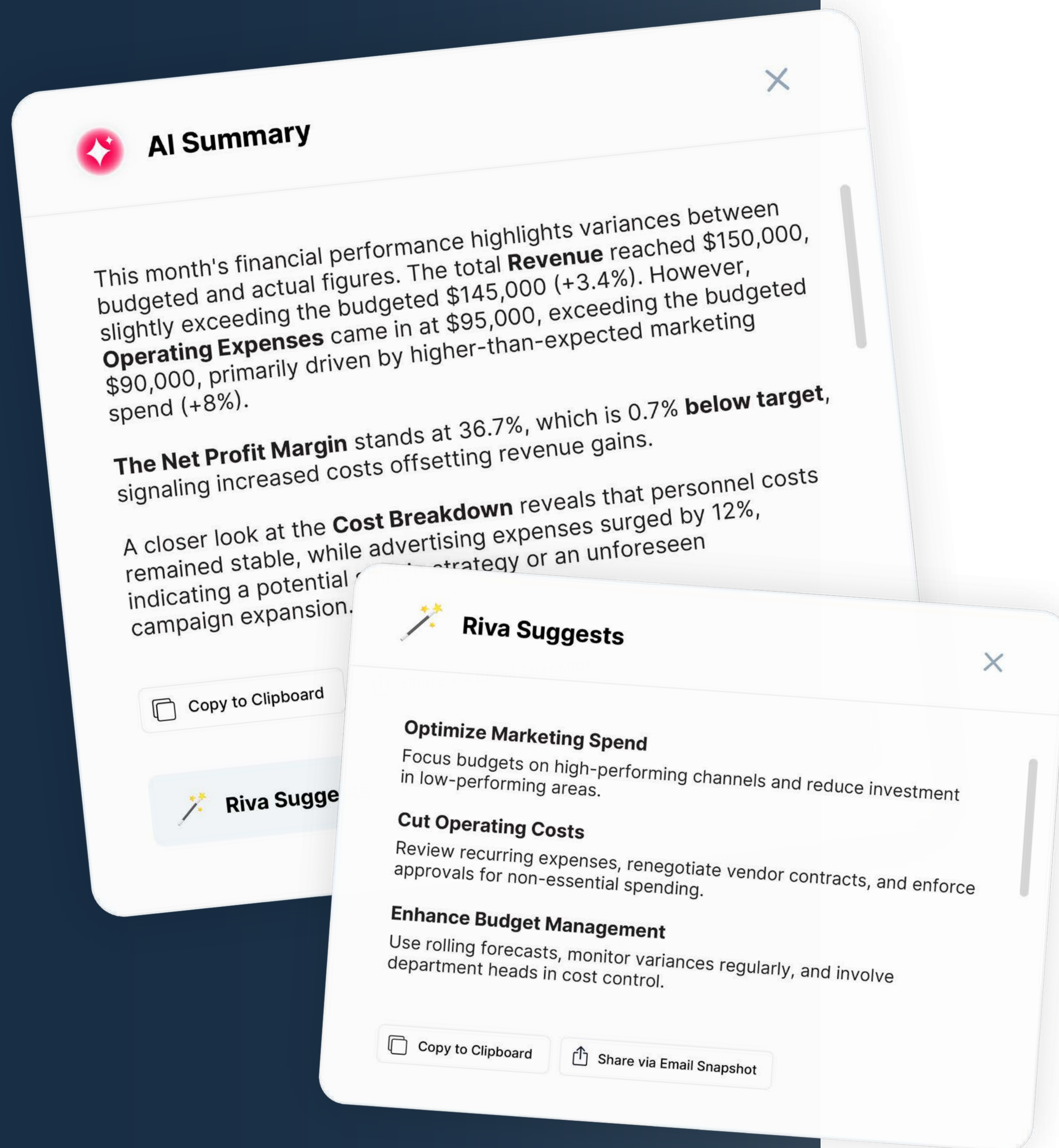
Riva: The AI Analyst at the Heart of Hurree

At the core of **Hurree's command centre is Riva**, the AI-powered business analyst that transforms data into **immediate, actionable insights.** Riva automates complex data analysis, freeing teams from **time-consuming reporting and manual number-crunching.**

- **Instant Reporting & Insights:** Get AI-generated summaries in seconds, without waiting on manual analysis.

- **Dynamic Decision Intelligence:** Understand what's happening now, predict what's next, and act on insights before competitors.

- **Automation at Scale:** Riva handles data integration, forecasting, and optimization, ensuring every decision is data-driven and timely.

- **Unparalleled Accuracy:** With unparalleled precision, Riva eliminates guesswork and helps teams make confident, high-impact business moves.

Lead the AI Revolution with Hurree

Lead the AI Revolution with Hurree

SaaS alone is no longer enough. **The businesses that win are those that use AI to accelerate decisions, unlock opportunities, and scale smarter.**

Start your free trial today and see how Hurree transforms decision-making into a **competitive advantage.**

TRY FOR FREE

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Company Overview

Hurree

- Home
- ▾ Dashboards
  - Company Overview
  - Monthly Review
  - Sales Dashboard
  - Social KPIs
  - Paid Ad Spend
- ▸ Private Dashboards

Company Overview

● Total Users Hurree - GA4
● Bounce Rates Hurree - GA4

LAST 30 DAYS

100
80
60
40
20

Sat 5 Mar 22
Email blast sent

Thu 3 Mar | Fri 4 Mar | Sat 5 Mar | Sun 6 Mar | Mon 7 Mar

Average Position

7 LAST 30 DAYS
Hurree - GA4

+5% Previous 30 days

Total Operating Expe

16k LAST 30 D
Hurree - GA4

-3.5% Previous 30 d

Engagement Rate

41.9% LAST 30 DAYS
Hurree - GA4

Bounce Rate

58.1%
Hurree - GA4

+58%

⊕ Create Dashboard
? Example Dashboard