

10,000 agents

Building the AI workforce: how
autonomous AI Agents will transform the
workplace

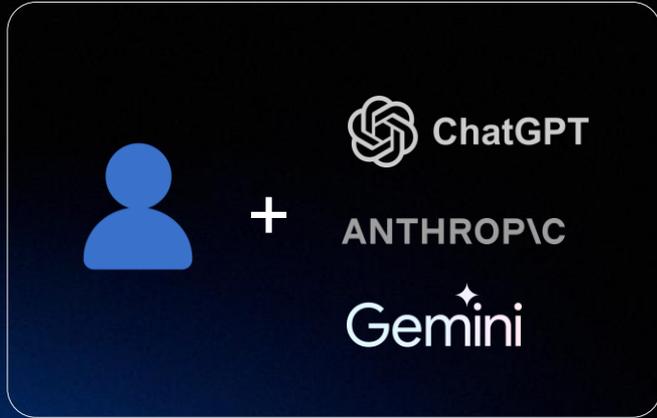
At Prosus we re-imagine ecommerce and online lifestyle through AI



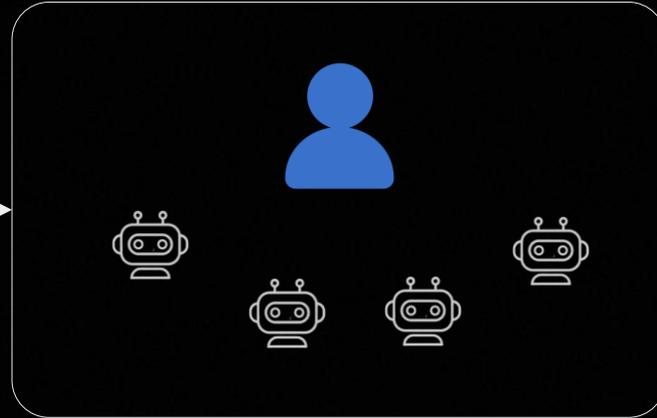
Over 100 brands in Europe, Latin America and Asia that serve over 2B customers every week

AI Agentic Workforce

AI Assistants offer occasional help



AI Agents complete Jobs-to-be-done

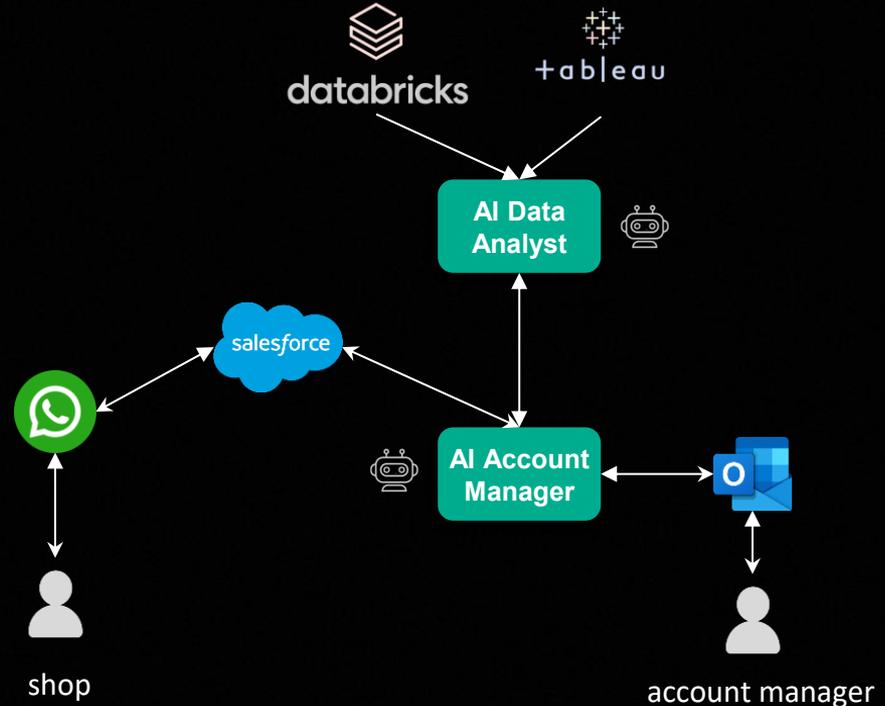


- Productivity
- Quality
- Independence
- Agility

AI Agents change how we get things done

A shop wants to know details about a recent sales hiccup:

- Shop uses WhatsApp to request info via Salesforce to **AI Account Manager**
- AI Account Manager contacts **AI Data Analyst**
- **AI Data Analyst** inspects available data, offers recommendations
- **AI Account Manager** reviews and adjusts. Sends response to shop and to account manager



toqan

Prosus agent-based technology



ANTHROPIC



Gemini

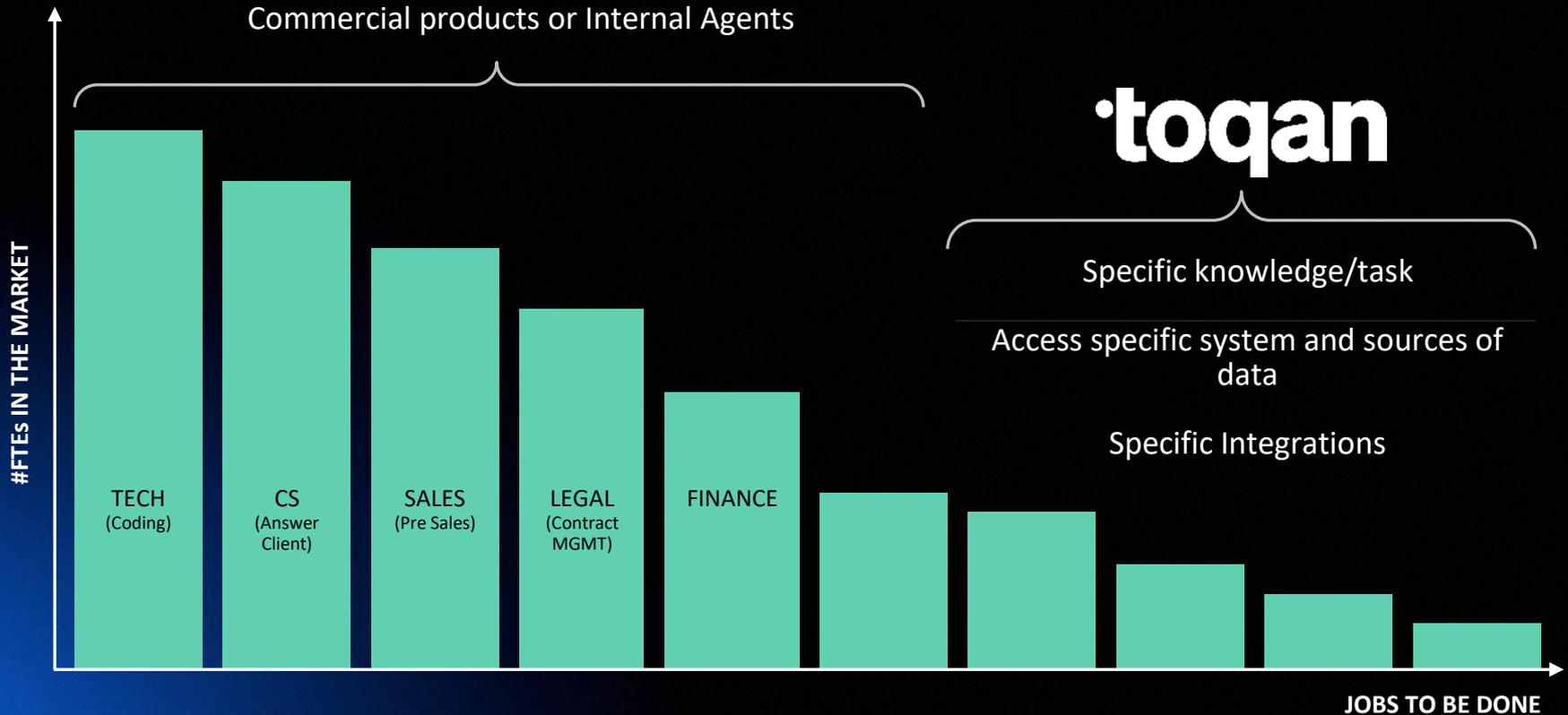


deepseek

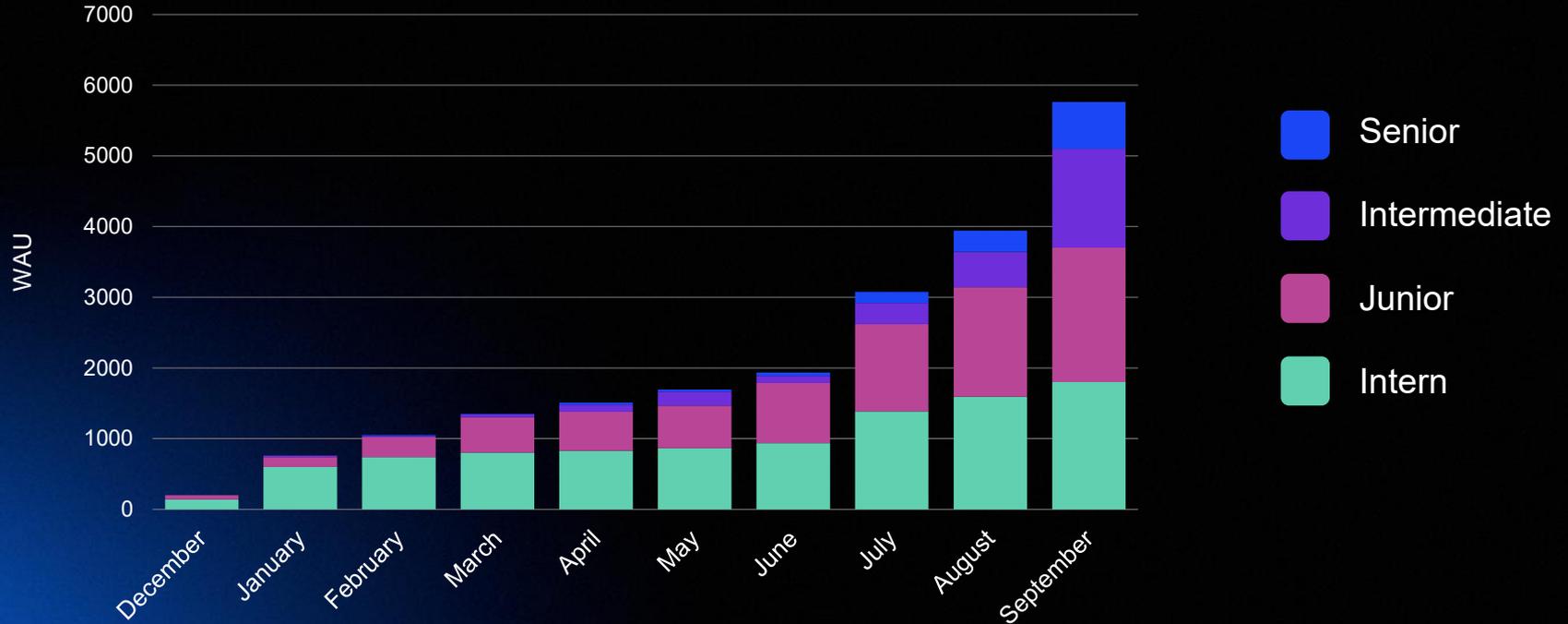


Qwen

How we think about the long tail of jobs to be done



± 6000 AI Agents in production



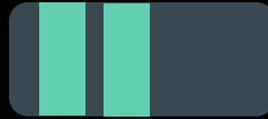
Seniority



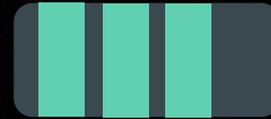
INTERN
Works with documents



JUNIOR
Works with systems and databases



INTERMEDIATE
Performs actions end-to-end on systems



SENIOR
Orchestrates agents

KNOWLEDGE



COLLABORATION



DATABASES



BUSINESS PLATFORM



SUPPORT PLATFORMS



CODING



INTERNAL PLATFORMS

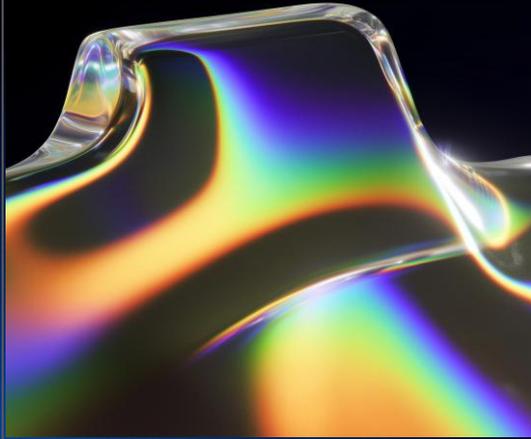


Some of our Agents



Restaurant account executive

Insights and suggestions for restaurants to operate better

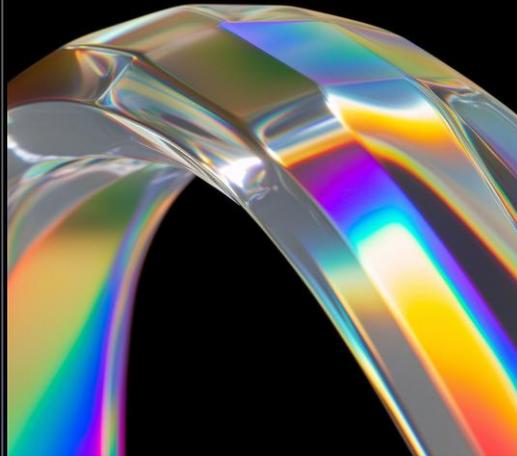


Senior

Used by ± 200 associates
Does the work of ± 10 FTE

Data analyst

Find, analyze and visualize all data in English



Intermediate

Used by 1000s of associates and a dozen agents

Newsletter wizard

Extract and compare insights from AI newsletters



Junior

Used by me

Some things that we learned

Not a technical project - An organization and **culture** project

Bottom-up trumps top down

Data and systems are not designed for agents

A company goal, for **everyone**

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