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AI Strategy:
Enterprise Creativity Enablement at Scale

Dynamically scale organizational intelligence with a multi-tenancy-first mindset

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Executive Summary

AI has moved beyond applications built around conversational agents, Retrieval-Augmented Generation (RAG), and Model Context Protocol (MCP) to an enterprise-wide capability that demands dynamic organizational intelligence and creativity at scale. Yet many organizations still build AI agents as bespoke, static components, each requiring redundant coding and development effort. This limits scalability and slows innovation.

Despite being labeled “multi-agent,” systems remain monolithic at their core, where multiple agents are bound to a single codebase, infrastructure, and coupled scaling. To work around this rigidity, teams often reuse existing code and maintain separate codebases for each agent. While this seems pragmatic in the short term, it only deepens technical debt: every new agent means another copy to maintain.

This whitepaper focuses on enterprise-scale creativity and proposes an AI strategy that doesn’t build agents, but rather leverages adaptive frameworks that enable different teams and departments to create, manage, and evolve agents dynamically on demand.

Essential **Takeaways**

Who Should Read This?

- Executives & CIOs
- Chief Digital/Data & AI Officers
- Engineering Managers
- Distinguished Engineers

Why Should You Read?

If your agents are still coded or tied to a monolithic codebase then you are accumulating technical debt while competitors standardize creation, guardrails and scale.

What Will You Learn?

- **The Platform-first Blueprint:** How to move from monolithic, code-per-agent builds to a spec-driven, template-based platform.
- **Tenancy Patterns that Work in Enterprises:** Shared, isolated, and hybrid models, and when to use each for internal departments, brands, markets, and external partners.
- **Risk Playbook:** Data isolation to avoid noisy-neighbor effects, prevention of data leakage, strong governance, and structured change management.

Why Enterprises Struggle with AI at Scale?

Most enterprises say they have a multi-agent system, but under the hood, it is usually a single monolithic codebase, with multiple agents bundled into it, sharing traffic and load.

This creates a structural bottleneck. If one agent has high traffic, the entire application must be scaled, even if the other agents have minimal load.

Because teams cannot scale individual agents, they start duplicating codebases, copying an existing agent, renaming it, modifying a few parts, and then deploying it separately. This temporarily solves the monolith issue but creates duplicate codebases with no reusability, no standardization, and massive operational overhead.

Limitations of Current Approaches

Manual Replication:
Each agent requires new or reused code.

Shared Observability:
Monitoring applies to the overall application, not individual agents.

Coupled Scaling:
Increased demand on one agent forces the entire system to scale.

Static Orchestration:
Agents cannot be provisioned dynamically based on need or intent.

Redefining Multi-agent Architecture

The next generation of enterprise AI demands a framework-first mindset.

Agents are **ephemeral** instances, not projects - agent creation is parameterized, not coded.

Each agent runs in its own deployment container.

Scaling and monitoring happen per agent, not per application.

What's In It for **Enterprise Leaders?**

Move from building agents as bespoke apps to operating a multi-tenant based agentic platform. A governed, multi-tenant foundation where every department and selected partners can easily create new agents on demand, and scale as needed.

This shift unlocks a standardized approach, faster time-to-value, stronger controls, and true agility at enterprise scale.

Market Momentum

According to research, **~40% of enterprise applications will feature task-specific AI agents by 2026** (up from <5% in 2025).

CIOs who don't set an agentic strategy now risk being outpaced.

But Hype has Hazards

The same research also warns that **>40% of agentic AI projects may be scrapped by 2027** due to unclear business value, rising tech-debt, and cost overruns; proof that **platform discipline matters.**

Our POV

Stop shipping agents as apps. Start building an agentic platform. A foundation for **Agent-as-Tenant**, where teams can launch production-grade agents on demand, ensuring data isolation, guardrails, and control.

Who Should Act?

If you want to empower business and product teams to create agents on the go, you need an **agent-as-tenant framework**.

Cloud-Agnostic Isn’t the Problem; **Inconsistency Is**

Many teams focus on building cloud-agnostic solutions across AWS, Azure, or GCP. While flexibility is valuable, it’s not the core problem most enterprises face. The real challenge isn’t where the agents run, it’s how they are created, governed, and scaled consistently across the organization.

In reality, most enterprises are strategically partnered with a primary cloud provider, making full portability unnecessary and often counterproductive. Building a truly cloud-agnostic solution adds significant compliance overhead and significant effort for minimal business return.

Enterprises don’t fail because they choose one cloud. They fail because **each team builds AI differently**, creating fragmented architectures, inconsistency, and duplicated effort.

Agents are Configurations, Not Codebases

At their core, agents differ majorly in a few key aspects: **system prompt, agent name, underlying model, knowledge base, tools, guardrails, database connection string, unstructured storage URIs, optional custom logic and a few configs/parameters**. While all the underlying components, i.e. tools enablement, database connectivity, API integrations, observability, and telemetry remain the same.

A better approach is to build a generic, templatized code framework where:

- The platform contains pre-defined generic templates.
- Business units and teams only provide agent-specific configurations: Agent name, System message, Agent description, Guardrails, Database connection, Unstructured storage link, Optional custom workflows, Validation rules, and Required tools.
- Using the pre-defined generic templates along with agent-specific configurations, the platform then generates ephemeral agent code on demand, ready for containerized deployment.
- Since these agents are deployed in separate containers, observability and telemetry are tracked per agent, and each agent can be scaled up/down individually.
- All agents are provisioned through a single underlying platform that generates ephemeral code from templates, making it a multi-tenant architecture in which each agent is essentially a “tenant” defined by its configuration.
- This shifts the process from building agents to configuring agents, dramatically improving scalability, maintainability, and deployment speed.

Handling Custom Logic In Agents

Some use cases require special, non-generic logic. The platform supports customization in two ways:

Modify the Generated Code: The system generates ephemeral code ready for containerized deployment, and teams can manually change code, customize, and redeploy it. This works but risks branching and version divergence.

Attach External Custom Logic (Recommended): Teams provide a link to their custom logic, such as a Lambda/Cloud functions or a custom API. The platform embeds this into generated code and invokes this logic without absorbing it into the core framework.

Feature Extensibility

Once an agent is connected to a data source, teams often want additional capabilities such as follow-up prompts, chain of thought, reasoning visibility, or specific data-processing behaviors. In the proposed platform, these become core, configurable features: teams enable them through checkboxes (e.g. “Enable follow-up questions,” “Enable reasoning view”).

However, some use cases require custom logic that falls outside the platform’s standard capabilities. To support this, the platform offers two extension paths:

Platform-Level Extensions: Teams can request the core platform team to add new functionality directly into the shared infrastructure. This approach is recommended if the desired functionality is generic enough that other agents can reuse it.

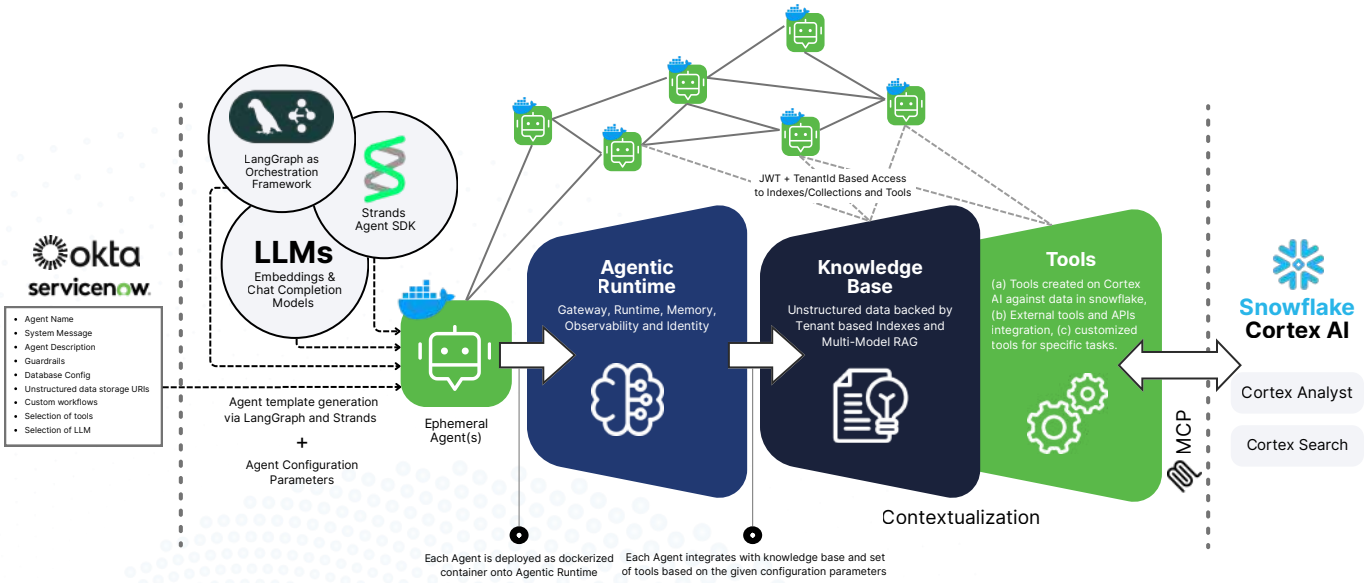
Team-Owned Custom Logic: Individual business units can develop lightweight custom logic such as Lambda/Cloud functions and attach them to their agents without modifying the core platform.

This ensures that while the platform provides centralized, standardized capabilities, each team still has the flexibility to implement customized, localized logic tailored to their unique needs.

Strategic Blueprint

The Strategic Blueprint illustrates how enterprise strategy comes to life through a scalable **reference design** that anchors the architecture, tenancy models that define **data isolation strategy** at scale, **roles/tenant-based access** that sustain governance, risks, and **mitigation strategies** to ensure resilience, and the **adoption roadmap** and **success metrics** that measure progress and value.

Reference Design



On the right side, we have Snowflake. In this scenario, all the data we have is stored in Snowflake, and Snowflake also provides Cortex AI. Within Cortex AI, there is Cortex Analyst for structured data and Cortex Search for unstructured data.

There can be many additional tools, but if any of those tools need data and that data already lives in Snowflake, it is more practical to build those tools directly inside Snowflake, where the data already exists. These tools can then be exposed to the agentic layer, along with other tools that may exist outside Snowflake.

On the left, we have ServiceNow to initiate an agent provisioning request. Based on the overall vision, agents are configurations, not code bases. The idea is that an agent template is produced through LangGraph and Strands.

This generated template, combined with ServiceNow configurations, forms a new ephemeral agent on the fly, deployed inside a Dockerized container. So if we have N different agents, we will have N separate containers, one for each agent.

Once containers are provisioned, the next step is to provide an environment or runtime for deploying them. Let's assume that we leverage the built-in capabilities of AWS Bedrock AgentCore. AgentCore provides an AgentCore runtime in which all these agents can be dynamically deployed, and it includes built-in features such as a gateway, memory, observability, and identity.

All agents are only as effective as the context they are given. So, how do we supply that context? We have a contextualization layer composed of two main elements: the knowledge base and the tools.

For the knowledge base, all unstructured data we have can be indexed by the tenant ID, which serves as the foundation for Multi-Model RAG. Each agent can have its own knowledge base, or if a knowledge base is common, it can be shared across multiple agents.

The second part is the tools. Returning to the earlier point, Cortex AI also provides tools like Cortex Analyst and Cortex Search. In this layer, we will have three categories of tools: a) tools created in Cortex AI against the data in Snowflake, b) external tools and APIs integration, and c) custom tools built for specific tasks that do not require integration with Snowflake data.

Under the Hood

For environments running Kubernetes for each agent. In that case, the platform auto-generates code that must exist locally in the Kubernetes pod for Bedrock AgentCore to pick up and deploy to AgentCore Runtime.

The challenge is that generally the pod's filesystem is read-only, so the app can't write the generated agent code to disk. Since PVCs are usually restricted and discouraged, the recommended approach is to mount an emptyDir volume as a writable location for these generated files, since it keeps the root filesystem read-only and, more importantly, it doesn't make the deployment stateful; it remains stateless. This approach is ephemeral by nature, thus making each agent ephemeral itself.

The deployment steps include pushing the generated code to a temp (R/W) directory volume mounted as a temporary, empty directory within a Kubernetes pod, then provisioning a build pipeline to build a Docker image and push it to the repository, and finally deploying the built agent onto the AgentCore Runtime or a newly provisioned Kubernetes pod.

Data Isolation Strategy

The platform must logically or physically isolate tenants, ensuring that data is not shared or leaked across tenants. For RAG, isolation can be achieved through domain/collection-level, index-level, or document-level segregation.

Choose based on privacy requirements, scale, and how you define a tenant in your context.

Collection level

- A collection for each tenant offers the strongest isolation.
- Compliance-ready, ideal for strict SLA/security needs.
- Noisy neighbor protection.
- Tenant-level backup/restore policies.
- Costly, as each collection has baseline resource costs.
- Having a dedicated collection for each tenant may incur scalability issues.

Index level

- Shared infrastructure lowers baseline costs.
- Ideal for internal teams where no strict compliance is required.
- Weaker isolation across tenants and noisy neighbor risk.
- Index limits in a single collection can be hit at scale.

Hybrid

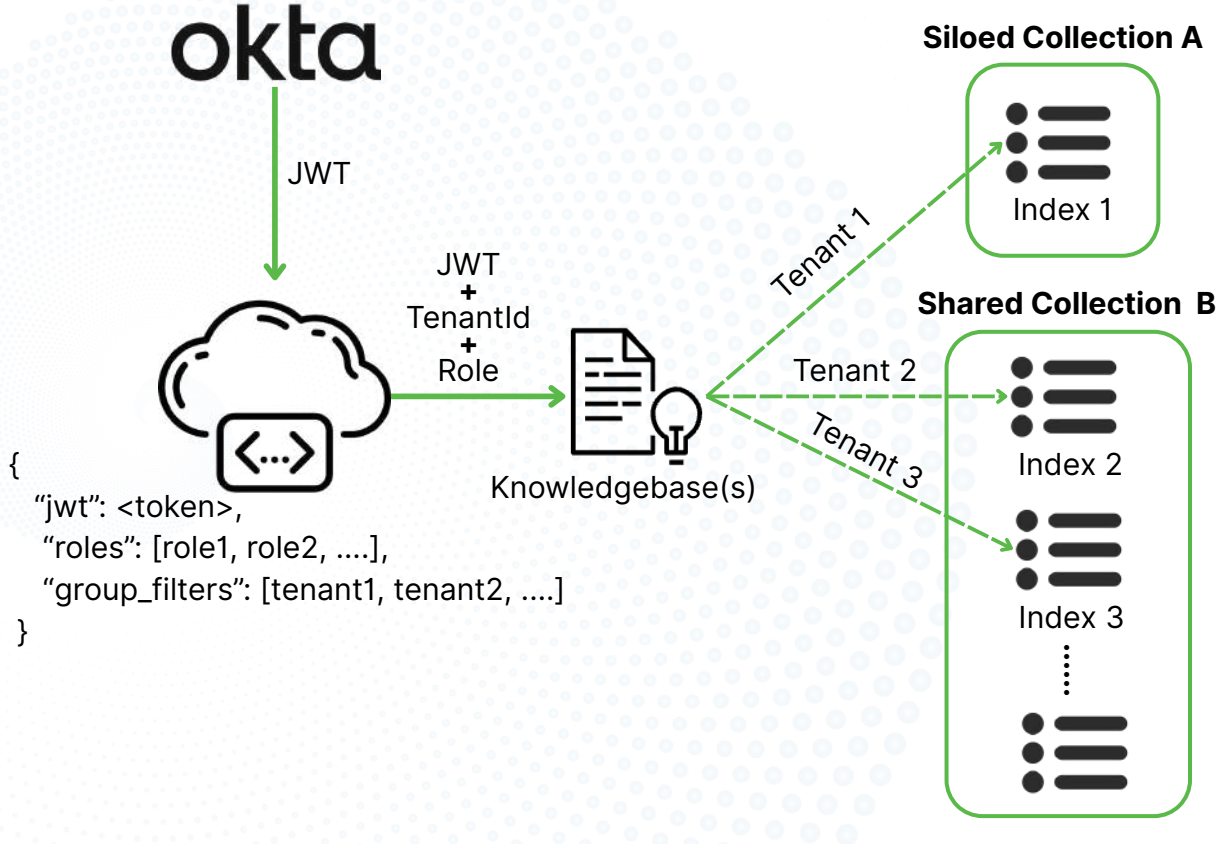
- A combination of collection-level and index-level isolation (e.g., siloed collections for external orgs. and shared collection with siloed indices for internal teams)
- Within each external collection, indices can be created as needed.
- Tailor-made isolation against tenancy risk and business needs.
- Strong isolation for external organizations that may require it.
- Cost efficiency for internal/low-risk tenants.
- Requires automation to provision collection/index patterns for external tenants and to manage shared-index lifecycle for internal tenants.

Role & Tenant-based Access

Ensuring strict data isolation is essential to prevent the context or knowledge base of one tenant or agent from interfering with another. While some agents will be accessible company-wide, if an agent is accessible to a particular department, then users outside that department must not be able to access the agent or its underlying knowledge base.

Identity and access are managed through centralized authentication and identity providers that issue JWTs containing both the tenant identity and the user role. When a user interacts with the orchestrator, the tenant identity, user role, and JWT are passed along with the context and user prompt. This allows the orchestrator to surface only those agents the user is permitted to access, enforcing role and tenant-based access control. Hence, users and agents operate strictly within defined boundaries.

The retrieval layer (RAG) applies tenant-based access controls through siloed indices, enabling fine-grained access control (FGAC) and document-level security (DLS). This ensures sensitive information remains fully isolated, preserving departmental privacy across the platform.



Governance

A multi-tenant agentic platform only works at scale if governance is built into how agents are requested, configured, and accessed. Roles and tenant-aware access controls make that governance repeatable: they define who can do what, for which tenant, and against which data and tools.

Governance Objectives

The role model and access patterns are designed around a few core objectives:

- **Standardization:** All agents follow the same approval, configuration, and deployment patterns, regardless of business unit or use case.
- **Least Privilege:** Agents and users see only the tenants, tools, and knowledge bases they need.
- **Autonomy with Guardrails**: Business and product teams can create agents on demand, within boundaries defined by central IT, security, and data teams.
- **Auditability**: Every agent action and configuration change is associated with a tenant, a user, and a timestamp to support compliance and incident analysis.
- **Separation of Duties**: No single role can unilaterally design, approve, and deploy an agent that touches sensitive data.

Core Roles In the Agentic Platform

While titles vary by organization, most enterprises converge on a similar set of responsibilities. The platform formalizes these as distinct roles:

Platform-Level Roles

Platform Owner / Central AI Platform Team

- **Runs the Platform:** Designs and operates the agentic platform end-to-end, including templates, runtime standards, guardrail policies, and shared observability.

- **Sets Global Rules:** Decides which models, tools, and data domains are available across the organization and under what conditions. Defines data classification rules, acceptable use policies, and mandatory controls for high-risk tenants (e.g., external partners, regulated functions).

- **Owns Infrastructure & Reliability:** Manages the underlying infrastructure (e.g. Kubernetes, Bedrock AgentCore, Snowflake, Cortex AI, observability stack). Ensures scalability, reliability, incident response, and safe rollout/rollback across all tenants.

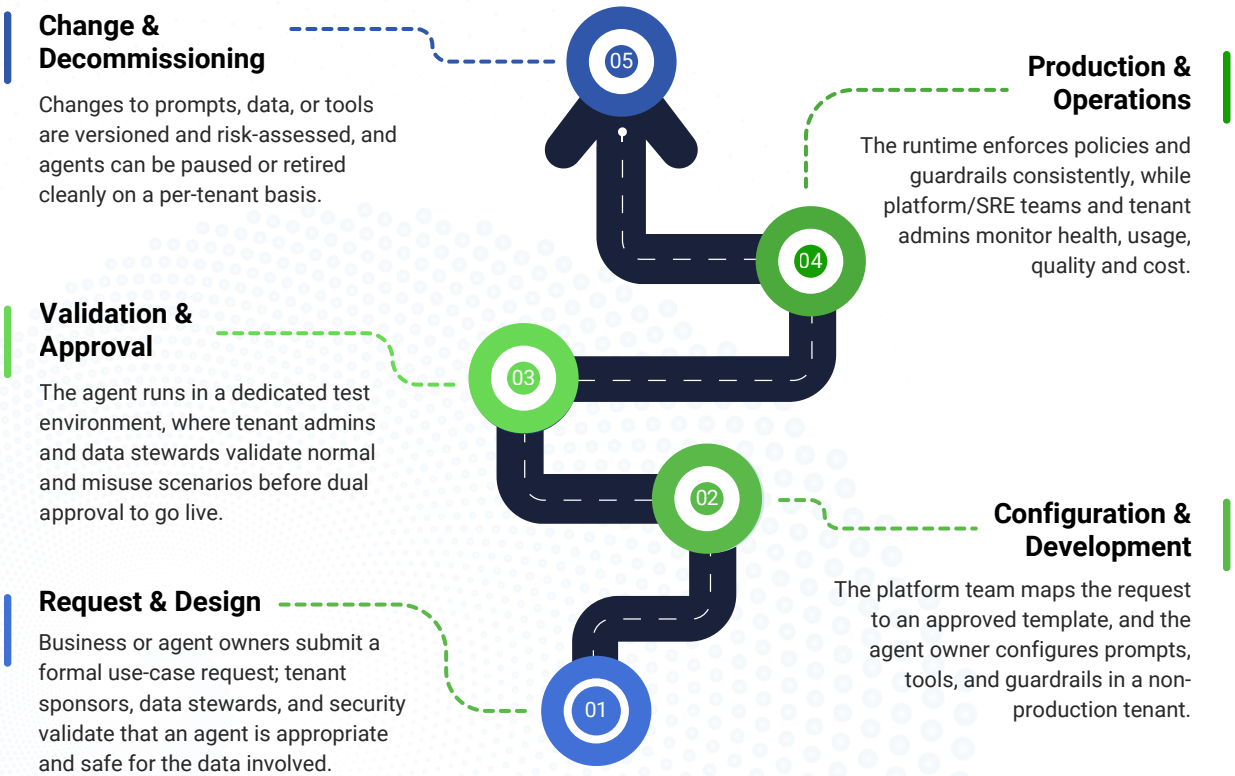
Departments, Teams, and Business Units

In addition to the central platform team, individual departments and product teams were onboarded to the platform with their own use cases:

- They act as tenant owners, configuring agents for their specific workflows (sales, support, finance, operations, etc.) within the guardrails set by the platform team.
- They provide and curate domain-specific knowledge bases, tools, and data sources relevant to their function.
- They are responsible for day-to-day usage, data quality, and agent adoption in their area, while relying on the central team for security, standards, and shared infrastructure.

Governance Across the Agent Lifecycle

In a multi-tenant agentic platform, governance is not a one-time gate; it is an intentional sequence of controls from idea to retirement. Each stage has clear decision rights, accountability and risk checks.



This lifecycle approach assures executives that agents are not ad-hoc experiments, but managed digital products with clear ownership, guardrails and traceability from inception to retirement.

Risk Posture and Controlled Framework for Agentic Platforms

Scaling agents across brands, markets, and functions inevitably introduces new risk. The objective is not to eliminate that risk, but to put a deliberate, controlled framework around it so executives can understand where exposure sits, which levers reduce it, and how the posture will evolve.

The **agent-as-tenant** architecture addresses four main risk areas:

Risk Categories	Control Levers	Business Outcomes
Data & Privacy (Risk of leakage and misuse)	Agent-as-Tenant Architecture (Isolation, identity, tool scoping)	Compliant Data Use (Clear tenant boundaries, approved access)
Behavior & Brand (Risk of off-brand or non-compliant responses)	Standard Templates & Guardrails (Centralized orchestration patterns)	Trusted Experiences (Brand-safe, policy-aligned agents)
Operations & Cost (Risk of instability and uncontrolled spend)	Lifecycle & Roles (Approvals, separation of duties)	Reliable, Cost-Managed Operations (Contained blast radius, predictable spend)
Governance & Architecture (Risk of shadow agents and lock-in)	Observability, FinOps & Audit (Metrics, tracing, accountability)	Audit-Ready, Future-Proof Estate (Traceable, adaptable agent portfolio)

The Four Pillars of Agentic Risk Management

1: Data and Privacy

Agents need data access to be useful, but that access creates exposure. Cross-tenant contamination, prompt injection attacks, and shadow data flows through tool integrations multiply the blast radius of misconfigurations.

Control Lever:

- Each agent operates within defined data perimeters, and an HR agent cannot access sales data, regardless of LLM capability
- Agents authenticate as distinct principals, enabling granular audit trails
- Tool Scoping: Explicit permissions per agent (read vs. write, which systems, what data types)

2: Behavior and Brand

Every agent interaction is a brand moment. Tone drift, hallucinated commitments, and inconsistent messaging across touchpoints erode trust and create regulatory exposure. Control Lever:

- Version-controlled system prompts encoding brand voice and compliance requirements
- Real-time classifiers evaluating outputs before delivery
- Common layer preventing rogue agent configurations

3: Operations and Cost

Poorly designed agent loops can burn thousands in API calls within minutes. Retry storms, resource contention, and cascading failures create operational fragility. Control Lever:

- Formal gates with thresholds based on risk tier
- Distinct roles for development, deployment approval, and monitoring
- Hard limits on tokens, execution time, and API calls with automatic throttling
- Architectural isolation so failures don't cascade

4: Governance & Architecture

Agents are being built across the organization, often without central visibility. Marketing spins up a content agent, sales builds a lead qualifier, and collectively they create ungoverned risk exposure that no one fully understands. Control Lever:

- Real-time dashboards on performance, cost, errors, and satisfaction
- End-to-end reconstruction of reasoning chains and decisions
- Every agent has an owner, purpose, and risk classification
- Tagged, allocated costs with anomaly detection

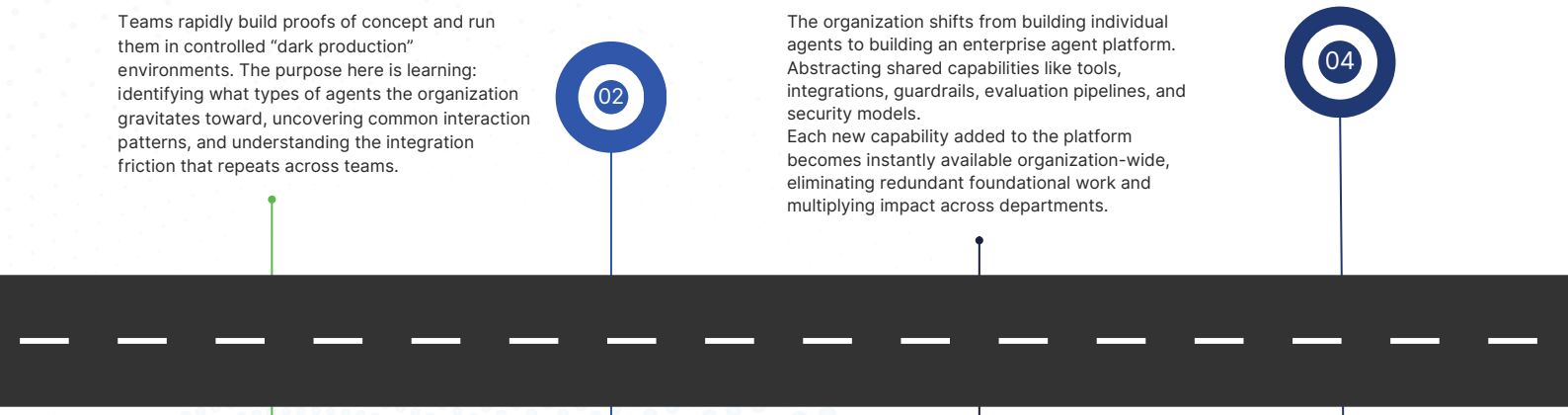
The Governance Paradox

Organizations that delay governance until they "have more agents" are solving the problem backwards. Governance debt compounds faster than technical debt, every ungoverned agent deployed today becomes a remediation project tomorrow.

The enterprises winning at agentic AI aren't the ones moving fastest; they're the ones who embedded observability and accountability from day one.

Adoption Roadmap: From POCs to Managed Agent Portfolio

Not every organization is starting from the same place. The path to an enterprise agentic platform looks very different if you are still experimenting in a lab versus already running dozens of production agents. We see four broad stages of maturity:



Stage 1
Exploration & Dark-Production Prototyping

Teams rapidly build proofs of concept and run them in controlled "dark production" environments. The purpose here is learning: identifying what types of agents the organization gravitates toward, uncovering common interaction patterns, and understanding the integration friction that repeats across teams.

Stage 2
Productionization & Pattern Standardization

High-value POCs graduate into production agents, revealing clear patterns across use cases, recurring data needs, shared tools, orchestration styles, compliance requirements, and conversational behaviors that form the blueprint for enterprise-wide agent architecture. This is when organizations recognize that rebuilding the same foundations for every use case is inefficient and unsustainable.

Stage 3
Platform Build-out & Enterprise-Scale Enablement

The organization shifts from building individual agents to building an enterprise agent platform. Abstracting shared capabilities like tools, integrations, guardrails, evaluation pipelines, and security models.
Each new capability added to the platform becomes instantly available organization-wide, eliminating redundant foundational work and multiplying impact across departments.

Stage 4
Continuous Expansion & Use-Case Onboarding

Once the platform foundation is in place, the focus turns to growth. More teams on-board use cases, the catalog of shared tools expands, and capacity scales horizontally. Each new integration makes the ecosystem more powerful, allowing anyone in the organization to quickly and consistently assemble high-quality agents.

Stage 3 Adoption Roadmap:

Platform Buildout & Enterprise-Scale Enablement

"Stage 3" is the inflection point where the organization shifts from building agents to building an enterprise agent platform. The focus is no longer "*can this use case work?*" but "*how do we give every team a safe, consistent way to build and run agents at scale?*"

The roadmap for **"Stage 3"** can be thought of in three waves: Stabilize, Build, Scale.

1. Stabilize: Consolidate the Current Estate

Purpose	Scope
Create a single, trusted view of all existing agents and agree the North Star platform that will replace ad-hoc solutions.	All production and near-production agents across brands, markets and functions.

Key Activities

- Inventory all existing agents, stacks, data sources, tools and owners.
- Flag duplicated builds and high-risk outliers (no guardrails, unclear ownership).
- Decide on core shared components: identity/tenant model, data & RAG layer, agent runtime, observability, guardrails.
- Appoint an executive sponsor and cross-functional platform team with a clear mandate.

Primary Outputs

- Agent inventory and heatmap (value vs risk).
- Approved reference architecture and platform scope.
- Named platform sponsor and team.

2. Build: Agent-as-Tenant Platform Core

Purpose	Scope
Deliver the first version of the enterprise agentic platform and prove it with a small set of "platform-native" agents.	A limited number of "first-mover" tenants (e.g., 2–4 functions, brands or regions) and a focused set of priority agents.

Key Activities

- Implement core capabilities: agent templates, multi-tenant runtime, RAG with isolation, shared tool catalog.
- Onboard 2–4 "first mover" tenants and rebuild/migrate 5–10 flagship agents onto the new platform.
- Enable per-agent and per-tenant observability plus basic cost reporting.

Primary Outputs

- Working agent-as-tenant platform (v1).
- First set of platform-native agents in production.
- Operational lifecycle and governance model in active use.

3. Scale: Make the Platform the Default Path

Purpose	Scope
Turn the platform from a specialist initiative into the standard way the organization builds and runs agents.	All new agent demand, plus a prioritized backlog of existing agents to migrate or retire.

Key Activities

- Expand the template library and shared tool catalog so most new demand is handled by configuration.
- Harden governance: negative tests, policy checks, differentiated guardrails for higher-risk tenants.
- Use observability and FinOps data to run regular portfolio reviews with Tenant Sponsors.
- Scale high-value agents, optimize or consolidate overlaps, and retire low-value or non-compliant agents.

Primary Outputs

- Agent inventory and heatmap (value vs risk).
- Approved reference architecture and platform scope.
- Named platform sponsor and team.

Key Considerations for Enterprise Leaders

1: Isn't Multi-Tenancy Overkill for Internal Teams?
Multi-tenancy isn't overkill. It ensures scalability from the start. It enables you to empower internal teams and departments today and onboard partners and external teams tomorrow, without re-architecting later.

2: If Agent Creation is Parameterized, How is Each Agent Deployed and Isolated?
It is important to understand that, although agent creation is parameterized rather than coded, each agent runs in its own deployment container.

3: Will Business Users Really be Able to Create Agents Themselves?
Yes, but within guardrails. The goal is for business and product teams to configure agents using approved templates and data sources, while the platform and risk teams control what's available in those templates.

4: How do We Avoid Vendor Lock-In as We Build this Platform?
You reduce lock-in by standardizing the interface, not the vendor. Models, tools, and vector stores plug into the platform behind common patterns. If you later change providers, you swap it at the platform layer instead of rewriting each agent.

5: How do We Know When to Invest in a Platform?
If the goal is to empower business and product teams to create agents on the go, you need a platform that supports multiple agents as tenants.

6: Is the "Noisy Neighbor" Problem a Real Concern in Multi-Tenant AI Platforms?
Yes, data isolation is critical. You don't want the context or knowledge base of one agent interfering with that of another.

7: What Happens to the Agents We've Already Built?
You don't have to throw them away. High-value agents can be migrated onto the platform over time, often by wrapping or refactoring them into the shared runtime and templates. Others will be retired or folded into new, standardized patterns as the platform matures. The existing underlying tools can be refactored and added to the platform's tools library.

Conclusion

The path to enterprise AI maturity is clear: stop treating agents as isolated projects and start treating them as configurations on a shared platform. The real asset isn't any single agent; it's the common foundation of multi-tenant runtime, standardized data and tool access, reusable templates, embedded guardrails, and a consistent lifecycle from request to retirement.

For organizations with multiple agents, live and growing demand at stage 3, the priority now is consolidation. Stop spinning up one-off agent stacks. Let teams configure on shared templates and tools. Use a common lifecycle and governance model to manage risk, cost, and quality at scale.

This transforms scattered experiments into a sustainable enterprise capability, one that lets every brand, market, and function build safely on the same foundation while evolving alongside models, tools, and regulations.

Ready to Explore
What's Possible?

Book a complimentary 30-minute consultation with a Confiz Azure Architect. Let's discuss how scalable AI infrastructure can help address your business challenges and support your growth.

Book a Consultation

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