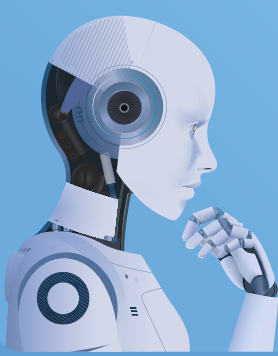


# Reasoning Models vs. Agentic AI

## A Framework for Leaders

Two distinct AI capabilities — one built for structured reasoning, the other for coordinated action.  
Here's how to use each to drive performance and scale responsibly.

### Reasoning Models

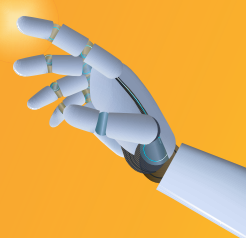


#### PURPOSE

think, analyze, plan

- Synthesizes inputs to recommend next steps
- Produces structured output
- Excels at analysis and judgment

### Agentic AI



#### PURPOSE

act, execute, adapt

- Plans and performs tasks
- Delivers measurable outcomes across systems
- Excels at coordination and execution

INSIGHT

Reasoning Models **THINK**



Agents **DO**

ACTION

## Choosing the Right Capability

If your goal is...

A decision, document or plan



Use a **Reasoning Model**

Measurable progress in a workflow



Use **Agentic AI**

For the best results, use **BOTH**

**Reasoning Models**  
develop the plan...



...**Agents** execute it  
with guardrails

Who to contact, what to say,  
which fields to update

Resolve tickets, reconcile  
financials, close renewals

Adopt trusted platforms  
develop what sets you apart.

Buy

Build

When your use case is:

- Centered on industry-standard capabilities (e.g. grounding, observability, orchestration, redaction)
- Supported by built-in security, governance and integration features
- Addressed by vendors that meet diligence standards for data, portability, observability and control

When the workflow is:

- Core to differentiation
- Dependent upon proprietary data, nuanced playbooks and decision logic
- Subject to strict regulatory or storage requirements, policy control
- Anticipated to sustain a volume that justifies owning unit economics and roadmap

## Measure What Matters

### Reasoning Models

Track accuracy,  
grounding rate, time-to-draft  
and rework frequency

### Agentic AI

Monitor task success rate,  
approvals per 100 actions, average  
handling time and unit cost

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#### ABOUT THE AUTHOR

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