Asia-Pacific countries scale AI through 3 distinct operating models



APAC countries show strong operational maturity in adopting agentic AI but diverge significantly in how they govern and measure impact.

outsystems | KPMG | CIODIVE

Custom content for OutSystems from Studio by Informa TechTarget

Across the Asia-Pacific region, enterprises appear broadly confident in their ability to scale agentic AI, although Australia, India, and Japan differ significantly in how they approach autonomy, operational control, and business value. That's according to a new study by OutSystems and KPMG, based on the responses of 858 executives globally, including 209 across the APAC markets surveyed.

APAC leads globally in agentic AI readiness

On a global level, APAC respondents showed much higher readiness levels in their journey to adopt and scale agentic AI: 39% of enterprises said they were "very well prepared" to resolve agent conflicts, versus 29% in Europe and just 18% in North America. Furthermore, 14% of APAC respondents claimed to have automated controls, audit trails, and human review points, compared with a mere 3% in Europe and 2% in North America.

Within the APAC region, country-level adoption wasn't uniform. All Indian respondents, for example, reported using agentic AI in IT operations, compared with 80% in Japan and 68% in Australia. While India reported particularly broad deployment across many business functions, Australian use was more concentrated in risk, compliance, and security operations, and the strongest adoption trend in Japan was in finance and risk management.

As deployment expanded, however, operational maturity remained uneven. Japan reported having by far the highest degree of operational control globally, with 26% of respondents saying they had automated controls, audit trails, and human review points. Australia came in second both regionally and globally at 19%. However, perceived readiness didn't always map neatly to operationalized controls — no respondents in India reported having automated controls, audit trails, and human review points, despite reporting the highest self-assessed readiness for resolving agent conflicts at 54%.

Respondents reported having automated controls, audit trails and human review points in place:

14%	3%	2%
in APAC	in Europe	in North America

Shared governance concerns, but different organizational barriers

Where the markets surveyed in APAC did converge were shared concerns around security, privacy and compliance, which were high across the board. That said, when it came to barriers to further orchestration, India stood apart, with 61% of respondents citing cultural resistance or lack of internal buy-in as their major orchestration hurdle, compared with much lower percentages in other markets.

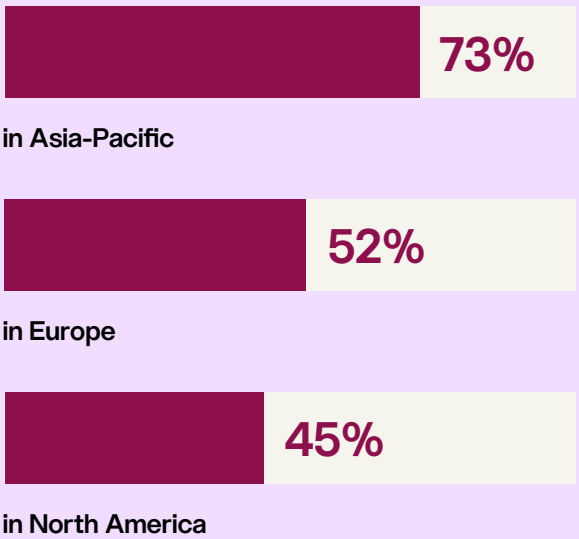


Business value is becoming a key measure of agentic AI adoption

The value of agentic AI was measured differently across regions. For instance, other popular measures of success in the region included cost reduction, revenue growth, error reduction, and compliance or risk reduction, which, in all cases, were tracked more commonly than they were in Europe or North America.

As agentic AI scales across APAC, organizations will need to combine the region's strong operational foundations with governance and measurement strategies suited to different adoption patterns, organizational barriers, and business outcomes that matter to each market.

Respondents reported using employee productivity to measure impact of agentic AI:



Want more insights?

Download the full report

outsystems

OutSystems is the Agentic Systems Platform built for the enterprise. Global organizations trust OutSystems to rapidly build mission-critical apps and agents, modernize legacy processes with agentic systems, and govern their entire AI portfolio across complex regulatory environments, all on a unified platform.

