

A solid blue horizontal bar.

Beyond Context Engineering

Why Recommendation Engineering is the next frontier of enterprise AI.

The first wave of AI taught machines to generate language. The second taught them to understand context. The third will teach them to make recommendations: proactively, role by role, before sellers even think to ask.

THE VISION BEHIND AGENTIVE



EXECUTIVE SUMMARY

The Third Wave of Enterprise AI

The first wave of AI taught machines to generate language. The second taught them to understand context. The third will teach them to make recommendations.

This is the vision behind Agentive. Usman Sheikh, Founder and CEO, recognized early that sellers in an AI-enabled GTM organization don't need another assistant that answers questions. They need a system that continuously observes their selling environment, interprets what changed, and proactively recommends the next best action, before they even think to ask.

That vision led to Agentive's **Recommendation Engine**. Rather than waiting for prompts, Agentive continuously blends context, live signals, business knowledge, and organizational objectives to recommend actions that move opportunities forward.

The future of enterprise AI is not conversational. It is proactive.