



**VINCENZO
D'ABRONZO**

GTM
Anthropic

SPEECH

Retail summit
RELOADED

ANTHROPIC

AI



Meet your speaker



Vincenzo D'Abronzio

Sales Lead

Anthropic Italy

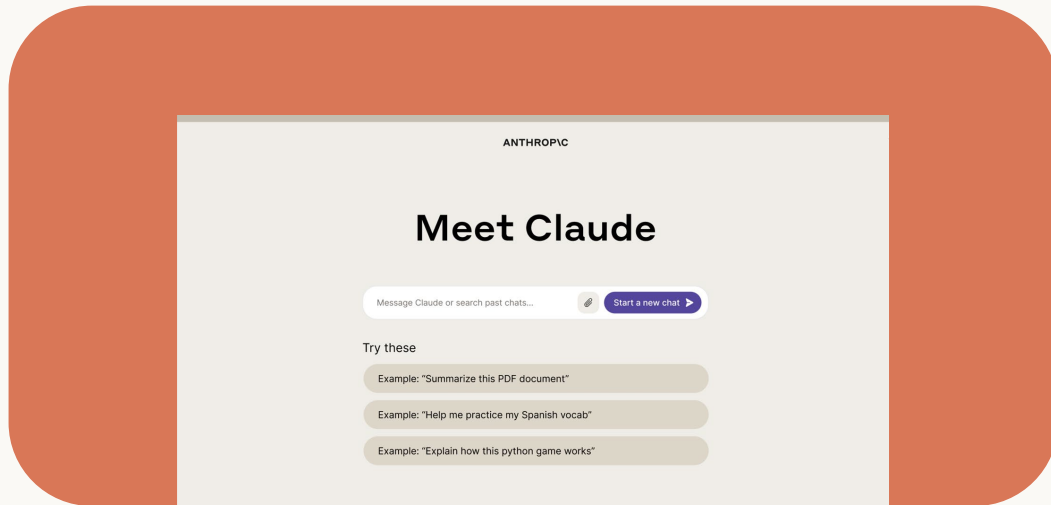


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The evolution of AI at work

Chat



Ask questions.
Get answers.
Do the work yourself.

2023

The evolution of AI at work

Code

Developers got access to a different category.

AI that goes beyond answering questions.



Chat

2023

2025

The evolution of AI at work

Everyone else gets the
same execution power.
No terminal.

Cowork

Put together my morning briefing. Include anything urgent from the dashboard, threads where I'm mentioned, and what's due this week.



Morning Briefing — January 28, 2026

Generated at 8:47 AM

🔴 URGENT: Dashboard Alerts

1. API Response Time — 🚨 CRITICAL

Status: Red (trending up)

Context

Connectors

- 🌐 Claude in Chrome
- 🎨 Slack
- 📅 Notion
- 🔴 Asana

Chat

2023

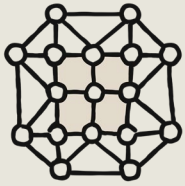
Code

2025

2026

Distribute expertise to your org

Plugins give Claude a jumpstart to do specialized work because everything works together from the start



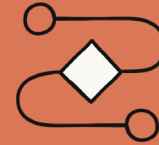
Connectors

Access to your CRM, docs, and internal tools so Claude has the context to apply them.



Skills

Your team's expertise and best practices, captured and repeatable.



Plugins

Packaged together, installed in one click, shared across your org.

Start with Anthropic's plugins and customize to make them yours.
Nobody knows your workflows better than your teams.

Claude thinking engine

Outcomes

Smarter employees

 Claude

Chat Collaborate with Claude

Code Build software with Claude

Cowork Delegate tasks to Claude

Security

Design



Faster processes

Do-it-yourself
*with our developer
building blocks*

Work with us
*by building custom
agents together*

EXAMPLES

Accelerate drug
discovery

Know your
customer

Streamline
contract review

Transformative products

Create Claude-fueled experiences

EXAMPLES

Customer support
agent

Financial analysis
agent

Recruiting
agent

Platform

Primitives

Building blocks for full customization
Messages API | Tools

Managed Agents

Infrastructure layer for building & running production agents
Sandboxing | Agentic Harness | Multi-agent orchestration

Operating system

Build, deploy, and manage internal agents
Agent Authorization | Agent Controls | Agent Deployment

Models & research tooling

 **Claude Opus**

Industry-leading intelligence

 **Claude Sonnet**

General-purpose intelligence

 **Claude Haiku**

Cost-effective intelligence

Custom environments

Clouds

Native (first-party)



Google Cloud

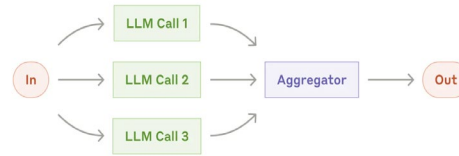
Microsoft Azure

Agentic Evolution – How we got here?



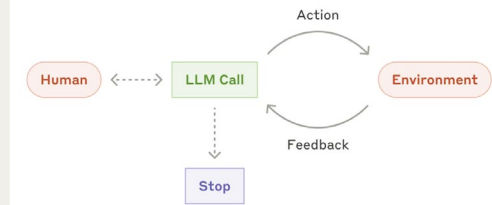
Single-LLM Features

Summarization,
classification,
extraction ...



Workflows

LLMs orchestrated
by code



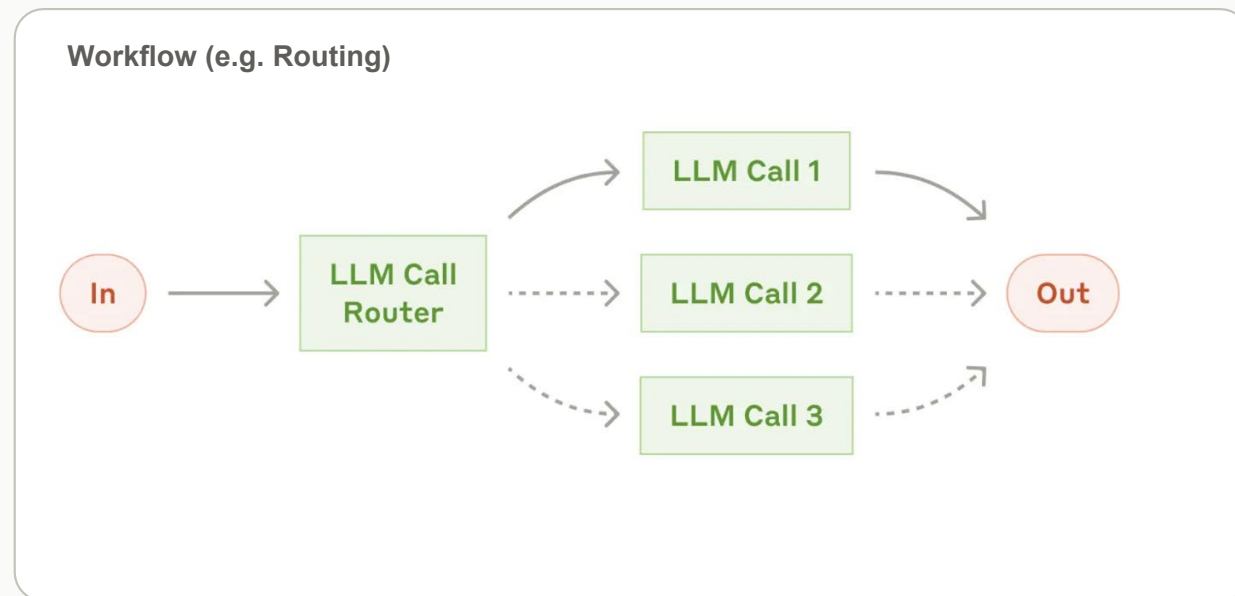
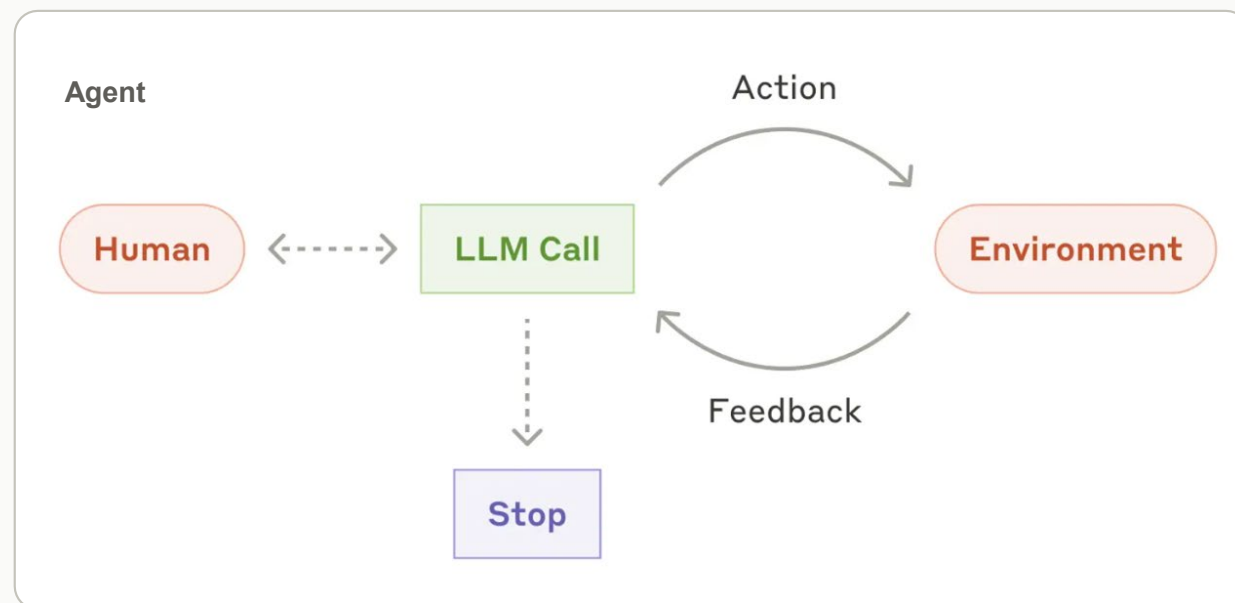
Agents

LLMs deciding their
own trajectories

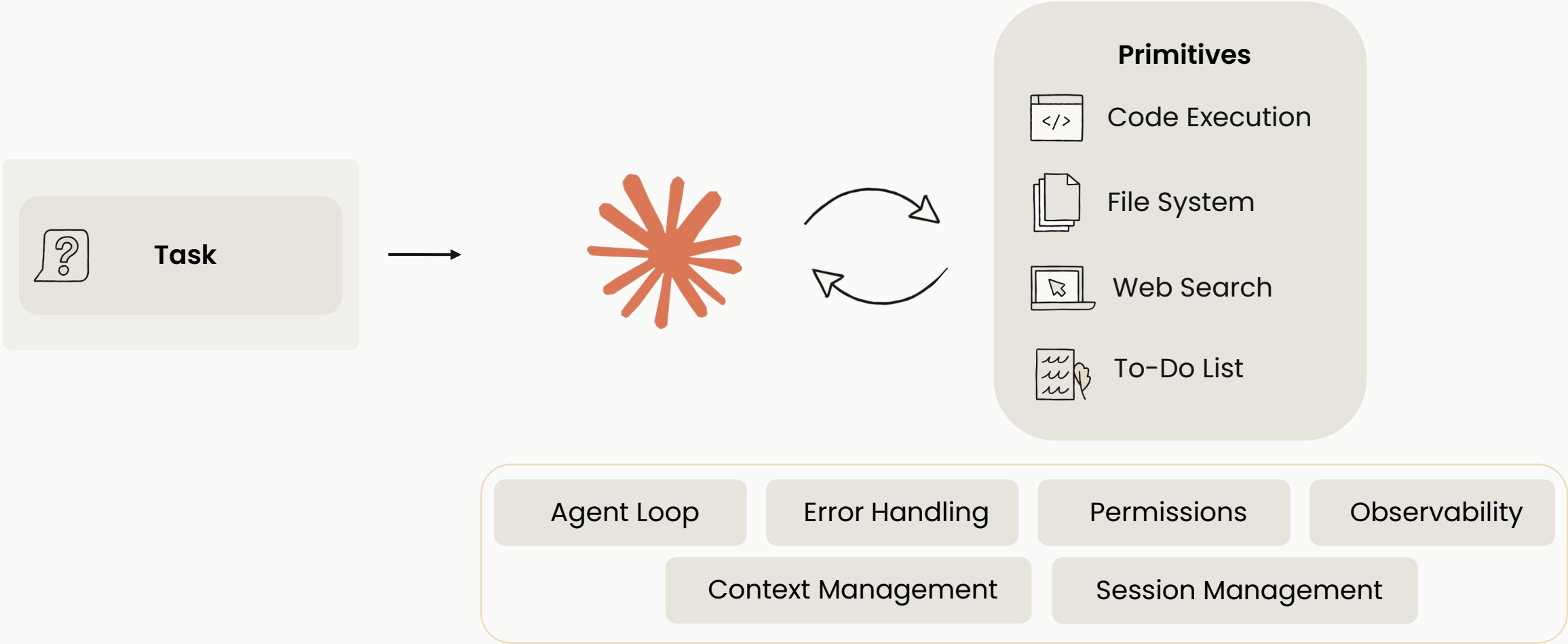
Agents vs Workflows

Agents are AI systems that can plan and execute complex tasks on their own.

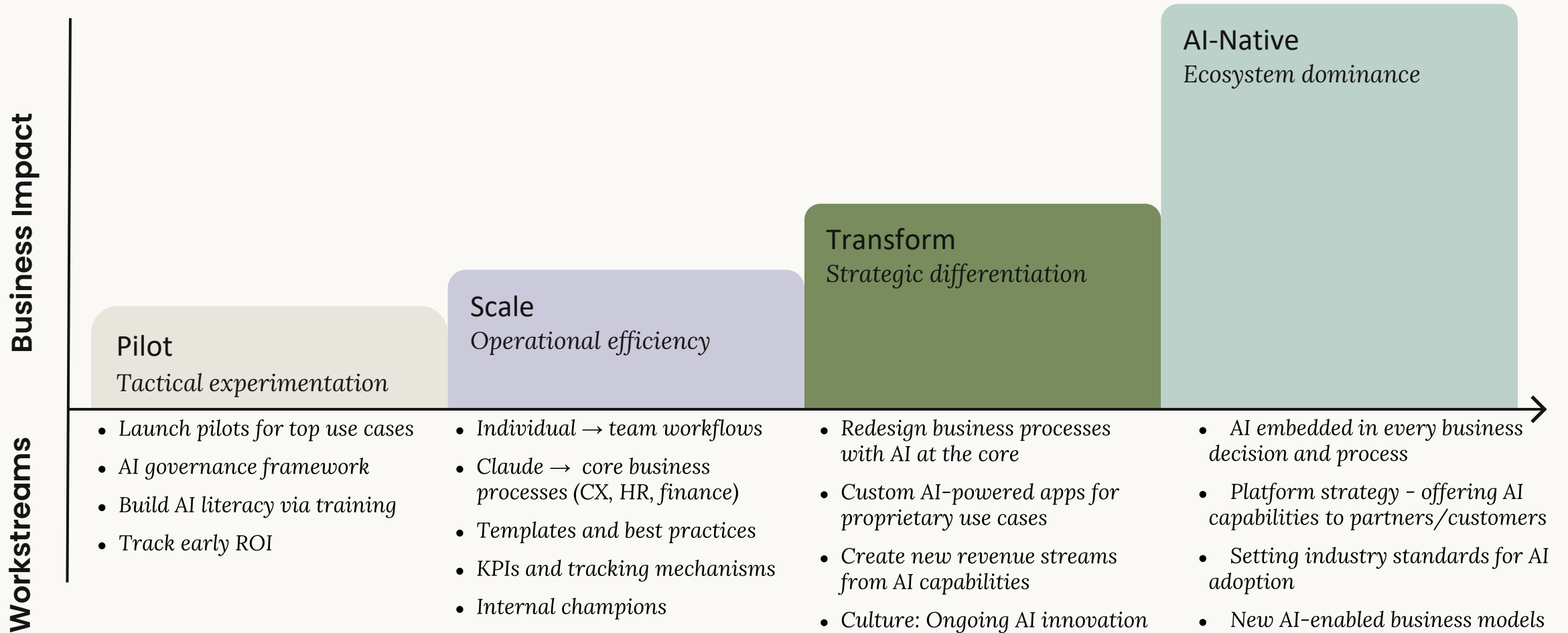
Workflows are systems where LLMs and tools are orchestrated through predefined paths.



How we think about agents today



AI maturity curve: the path to “AI-native”



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