

Agents



ANTHROPIC

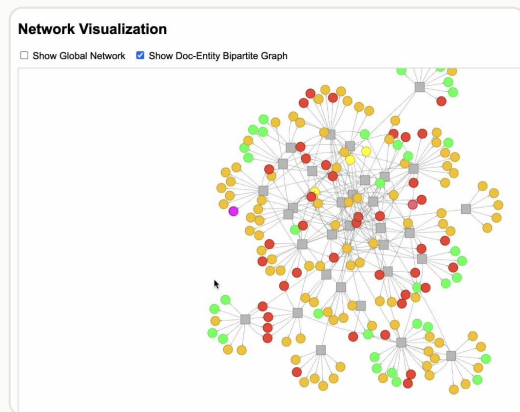


Ashford | Sterling - AI & Cognitive Systems

consulting@ashfordsterling.com - +33 6 51 46 87 59 - ashfordsterling.com - We advise and implement Claude (Anthropic) for our clients

Dynamic knowledge graph gives Claude deep org understanding

Claude is a collaborator with years worth of contextual knowledge



Knowledge graph

Get visibility into org structures, historical knowledge, company specific-processes, and patterns across the graph

A

Prompt:

“Claude, help me prepare for a meeting with Acme”

Before



Claude: Of course. Please tell me about your role, who you'll be meeting with, any specific topics or goals you want to focus on.

After



Claude: Of course. I see you are meeting James, the CTO for a demo follow-up on Thursday. I'll prepare:

- A comprehensive profile on Acme and James.
- A list of your company's past projects and key learnings from those deals.
- A deck and some key talking points for the meeting.
- Citations so you know where I retrieved this information.

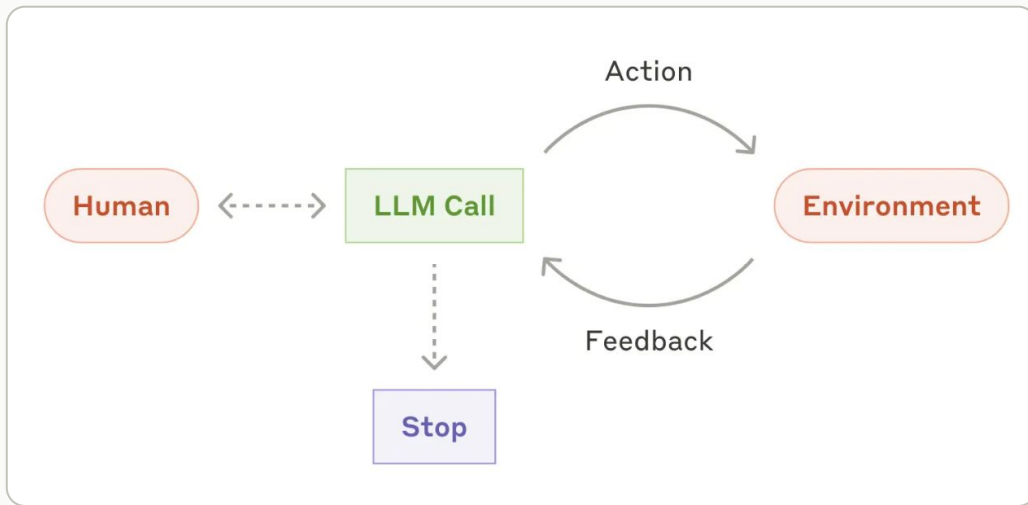
What are agents?

Agents are AI systems that can autonomously plan and execute complex tasks.

Open-ended problems

Difficult to predict steps

Can't hardcode a path



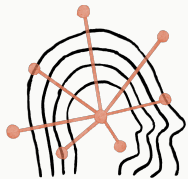
Use cases

Agentic search

Autonomous coding

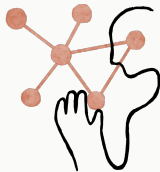
Customer support

What are the features that enable Claude agents?



Claude *understands*

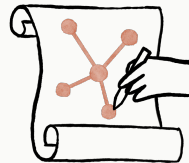
- Reasoning
- Knowledge sources & retrieval
- Memory
- Web search
- Safety: Alignment, interpretability



Claude *communicates*

Ways to talk and interact:

- Chat
- Voice
- Personalization
- Work outputs (Artifacts)
- Proactive suggestions



Claude *acts*

- Interacting with other software (updating systems of record, etc)
- Outputs - e.g. decks, docs
- Computer use
- Safety & human oversight with humans approving Claude actions

Drive productivity across your organization

Marketing



Trend & behavior analysis

Content ideation & creation

Campaign strategy

Performance reports

Sales



Sales call analysis & account planning

Objection handling

Pitch development

Sales metric & KPI analysis

Product Management



Product vision & objectives

Create product specs & requirements docs

Analyze user feedback & usage

Product roadmap development & prioritization

Human Resources



JDs & recruiting materials

Training modules and documentation

Employee development

Analyze employee engagement

Legal



Commercial drafting & redlining

Summarizing laws and regulations

Compliance processes

Litigation support

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Example agent tasks

Where Claude agents are going

	Simple (<1 min)	Medium	Complex
What kinds of tasks?	Factual analysis	Deep research	Execute strategic initiatives
Engineers	Look up syntax and API documentation	Understand framework specific implementation options	Build production software using company knowledge and public documentation
Marketers	Check current trend metrics	Analyze competitor positioning	Update budget allocations and copy dynamically based on market feedback and performance
Sales teams	Generate a simple pre-call prep doc/brief	Analyze prospect needs and create personalized outreach	Develop end-to-end account strategy including customer data, competitive intel, and pricing optimization