

Creatio Recognized as the Only Visionary in the 2026 Gartner® Magic Quadrant™ for CRM Sales Platforms

Evaluated based on Completeness of Vision and Ability to Execute

BOSTON, MA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Creatio](#), an AI CRM and workflow platform where people and AI agents work together — with no limits on users, agents, or scale, has been named the only Visionary in the 2026 Gartner® Magic Quadrant™ for CRM Sales Platforms. This marks the tenth consecutive year Creatio* has been acknowledged in this research, which evaluated 13 vendors in the CRM sales platform market.



Creatio believes this recognition reflects the evolution of CRM for the AI era. As organizations move beyond AI experimentation, they need platforms that embed AI into everyday sales processes, help teams adapt faster, and make intelligent automation accessible across the enterprise. With Creatio AI, including AI Twin that enables every seller to create personal AI agents without technical skills, and its Unlimited Enterprise model, Creatio believes organizations can accelerate AI adoption and realize greater business value.

"Today's sellers spend too much time managing information and too little time engaging with customers," said Burley Kawasaki, SVP of Industries at Creatio. "AI should help change that. In addition to a robust ready-to-use portfolio of sales agents, with Creatio AI Twin, every seller can build personal AI agents without technical skills, spending more time with customers and moving opportunities forward. Combined with our Unlimited Enterprise model, we believe it gives organizations a practical way to scale AI across the enterprise."

Creatio Sales is an agentic sales platform to manage end-to-end sales cycle — with no limits on users, agents, or scale. Combining no-code automation with AI and CRM, it enables organizations to orchestrate every stage of the revenue lifecycle. Purpose-built AI agents assist sellers by automating routine work, delivering contextual recommendations, and executing tasks across

customer workflows. With no-code tools, organizations can rapidly tailor sales processes to industry-specific requirements while continuously adapting as business needs evolve.

Organizations around the world are using Creatio to modernize sales operations and unify sales, marketing, and service with best-in-class customer 360 and AI capabilities.

One example is PSI Software SE, a leading industrial software provider for utilities with over 2,400 employees across 15 countries. PSI selected Creatio's agentic sales platform to modernize its sales organization, going live four times faster than with a legacy CRM provider.

"What excites us is that AI can take over many of the administration tasks so salespeople can focus on what they really want to do – being closer to their customers," commented Karolina, Drozd, Head of Sales Operations, PSI.

"We are most likely three or four times faster than what you would normally see in the industry. We knew exactly what we wanted to achieve, we had the right team in place, and the way Creatio is built makes it very easy for customers to implement," said Claudio Ranaudo, SVP, PSI.

[Read the full report](#) to understand how to evaluate, pilot, and scale sales operations with an AI CRM.

Gartner, Magic Quadrant for CRM Sales Platforms, By Adnan Zijadic, Guy Wood, Wendy Butler-Mafuz, 6 August 2026.

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*Recognized as bpm'online from 2016 to 2019.

About Creatio

Creatio is an AI CRM and workflow platform where people and AI agents work together — with no limits on users, agents, or scale. We help midsize and large organizations run customer workflows in the AI era. Headquartered in Boston, MA, with a global team and a large ecosystem

of partners, Creatio serves thousands of customers in over 100 countries and automates tens of millions of workflows daily. Genuine care for our clients and partners is at the heart of our DNA.

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