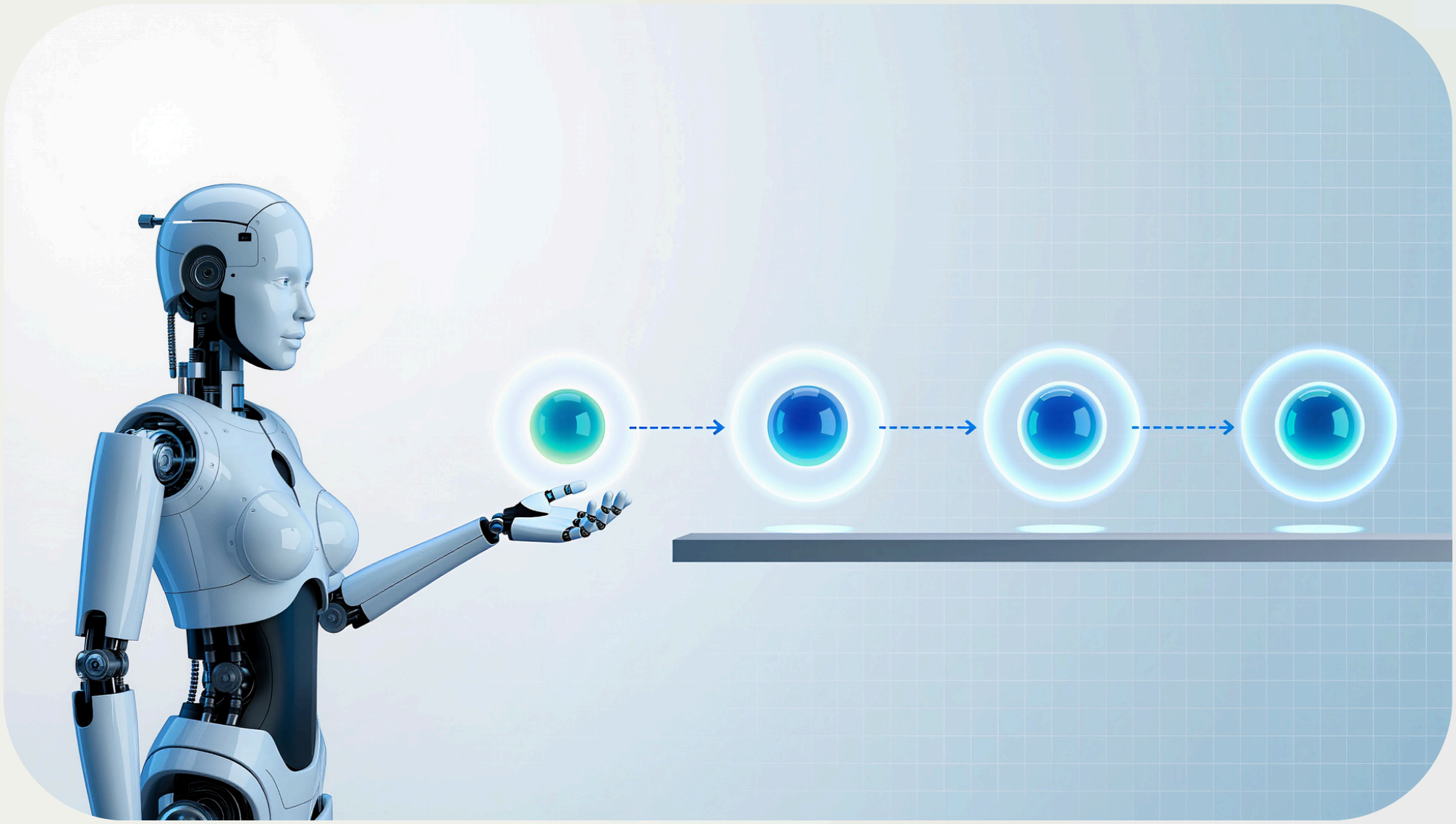
SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

Which AI Approach is Best for YOUR Business?



Rules-Based vs GenAI vs Agentic AI

3 Approaches. 1 Right Choice

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The Three Contenders

Rules-Based AI

Clear logic → predictable outcomes

Perfect for structured high volume tasks

Generative AI / LLMs

Read, summarise, interpret, explain.

The intelligent interpreter for unstructured, complex data

Agentic AI

They plan, sequence, and act across tools.

The orchestrator for multi-system, cross-system workflows

Truth: Real solutions use all three — not just one.

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Rule-Based AI

Key Characteristics:

- Deterministic & explainable
- Fast & cost-efficient at scale
- Requires explicit programming

What They Actually Do:

- Execute predefined logic
- Processes structured data with consistency
- Zero ambiguity, maximum predictability

Popular Use-Cases:

High volume transactional processing

Fraud detection & anomaly identification

Regulatory compliance & audit trails

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GenAI / LLMs

Key Characteristics:

- Handles nuance & ambiguity
- Requires careful prompt engineering
- Potential for hallucinations

What They Actually Do:

- Generate human-like text
- Provide reasoning & explanations
- Context-dependent, probabilistic outputs

Popular Use-Cases:

Document analysis & summarisation

Content creation & translation

Code generation & review

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Agentic AI

Key Characteristics:

- Breaks complex goals into executable steps
- Maintains state across long-running processes
- Requires robust monitoring

What They Actually Do:

- Coordinate multiple AI systems & tools
- Adapt approaches based on outcomes
- Execute Multi-step workflows

Popular Use-Cases:

End-to-end process automation

Investigative & analytical tasks

Adaptive customer journeys

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COMMERCIAL REALITY

Rule-Based AI:

A well-designed rules engine at £10K can outperform a £100K LLM implementation for structured decisions.

GenAI / LLMs:

At £0.03 per 1K tokens, a single complex conversation can cost pounds. Brilliant for high-value, low-volume tasks.

Agentic AI:

McKinsey found that "workflow centricity" determines success. Without the workflow, the agent means nothing.

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Ready to Transform Your AI Approach?

Let's chat about how to actually get results in 3-6 months

Let's Talk

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