



# AI Brand Leader Report

Agent Orchestration Platforms

[itbrandpulse.com](https://itbrandpulse.com)



# Executive Summary

This report presents the results of 226 votes from the AI developer community for Market Leader and Innovation Leader for Agent Orchestration Platforms, 1 of 26 products in the AI Engineering stack covered by March 2026 AI Brand Leader surveys.

This was by far the most difficult product taxonomy we've ever built because the AI engineering market is moving so fast, it's highly fragmented, full of new names, conflicting definitions, and the offerings in the product categories often overlap with the capabilities of products in other categories.

We're confident the taxonomy we use next year will look very different.



We define Agent Orchestration Platforms as frameworks and systems that enable developers to design, coordinate, and manage multiple AI agents working together to complete complex tasks.

These platforms provide capabilities such as agent chaining, memory management, tool use, state handling, and workflow orchestration across models, APIs, and data sources. They represent a foundational layer for building autonomous and semi-autonomous AI systems, where multiple agents collaborate, reason, and act within structured workflows.

The March 2026 IT Brand Pulse survey highlights LangGraph (LangChain) as the Market Leader with 25.2% of votes. In Innovation, LangGraph again leads with 27.9%, followed by CrewAI at 19.9%, while "Others" captures 22.1% of votes.

These results suggest the category remains early-stage, with no single vendor dominating and a large portion of innovation and adoption occurring outside the top named platforms.

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## What it means

Market leadership is not simply about size or revenue. In the AI world, it signals a brand's ability to set direction for the industry. A market leader defines categories, influences standards, attracts ecosystems, and becomes the default choice for buyers who want confidence and continuity.

## Why it matters

AI buyers, especially enterprise buyers, want stability as much as innovation. They want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance.

The AI compute, storage, and networking market is in relentless flux. Technology leaps, pricing shifts, and competitive plays happen at breakneck speed. Brand leadership whipsaws as yesterday's innovators become today's laggards, while new entrants seize fleeting advantages. Perceptions shift constantly, creating volatility in trust, adoption, and market dominance. In this environment, market leadership becomes a stabilizing force.

In AI infrastructure, brands like NVIDIA and Dell demonstrate this dynamic. When IT Brand Pulse surveys AI infrastructure professionals, these brands emerge as primary benefactors, leveraging scale, ecosystems, and innovation to capture mindshare, reinforce leadership, and amplify perceptions of enduring strength and trust.

Market leadership becomes a strategic moat, one that can outlast technological cycles. A strong market leader builds ecosystem gravity that attracts developers, partners, integrations, and corporate alliances. Developers learn CUDA; universities teach CUDA; startups build on CUDA. This ecosystem gravity makes market leadership self-reinforcing in ways that pure technical advantages cannot match.



## What it means

In AI, innovation is not optional. It's survival. Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's not about hype. It's about consistently releasing smarter models, introducing new techniques, improving performance, speed, and efficiency, challenging assumptions and solving previously unsolved problems

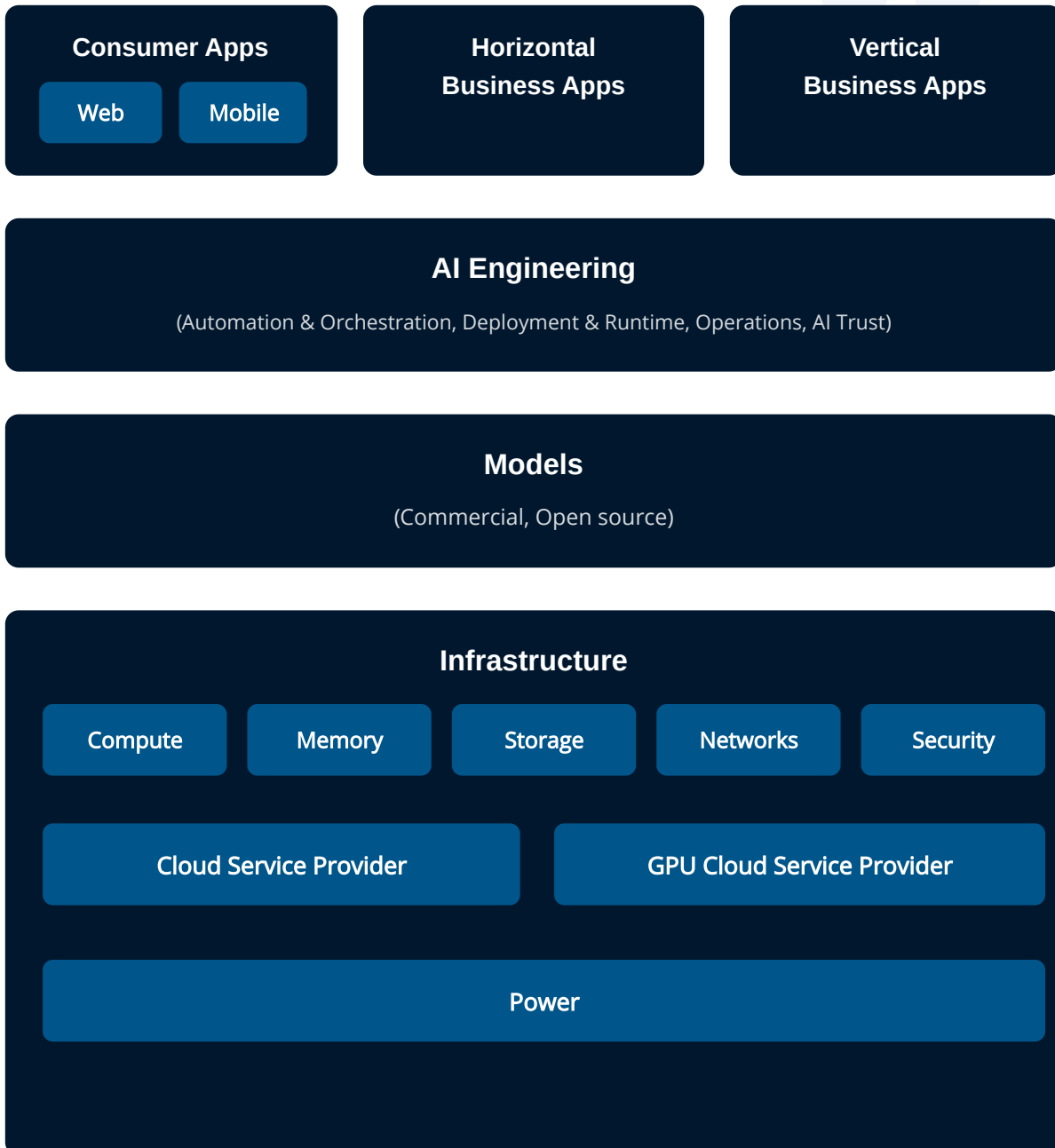
## Why it matters

AI companies are judged by their rate of progress. Buyers want assurance that a brand's solutions won't fall behind as models and hardware evolve. Innovation demonstrates vitality, proof that the brand is not static. Innovation leadership attracts top engineering talent, fuels investor confidence, inspires developers to build on the platform, signals that the brand is shaping the future, not reacting to it.

In a market where yesterday's breakthrough becomes today's baseline, intelligence leadership is one of the strongest predictors of long-term viability. The brands that win are those that make others react to them, not the other way around. Consider how quickly the landscape shifts: a model architecture that was revolutionary six months ago is now table stakes. Inference speeds that were impressive last quarter are now minimum requirements. In this environment, a brand's innovation velocity becomes a signal of its future relevance. Buyers aren't just evaluating what a brand can do today; they're evaluating whether it will still be leading tomorrow.

# AI Product Taxonomy

The Agent Orchestration Platforms covered in this survey are part of the AI Engineering layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



# AI Engineering Stack

Below is the stack of 7 product categories and 26 sub-categories, including Agent Orchestration Platforms, that make up the AI Engineering layer in our AI Product Taxonomy.

## **Development**

- AI Model Development Frameworks
- Foundation Model Platforms
- LLMOps Platforms
- AI Agent Development Frameworks
- AI App Builder Platforms

## **Context & Memory**

- AI Context Engineering Platforms
- AI Memory Platforms
- Multimodal Memory Platforms
- Knowledge Graph Platforms
- Vector Databases

## **Data & Retrieval**

- Feature Stores
- Synthetic Data Platforms
- Data Labeling Platforms

## **Automation & Orchestration**

- AI Workflow Automation Platforms
- Agent Orchestration Platforms
- AI Integration Platforms
- Deployment & Runtime
- Model Serving Platforms
- AI Inference Optimization Platforms
- AI Application Platforms

## **Operations**

- AI Observability Platforms
- AI Evaluation Platforms
- Experiment Tracking Platforms
- Model Registry Platforms

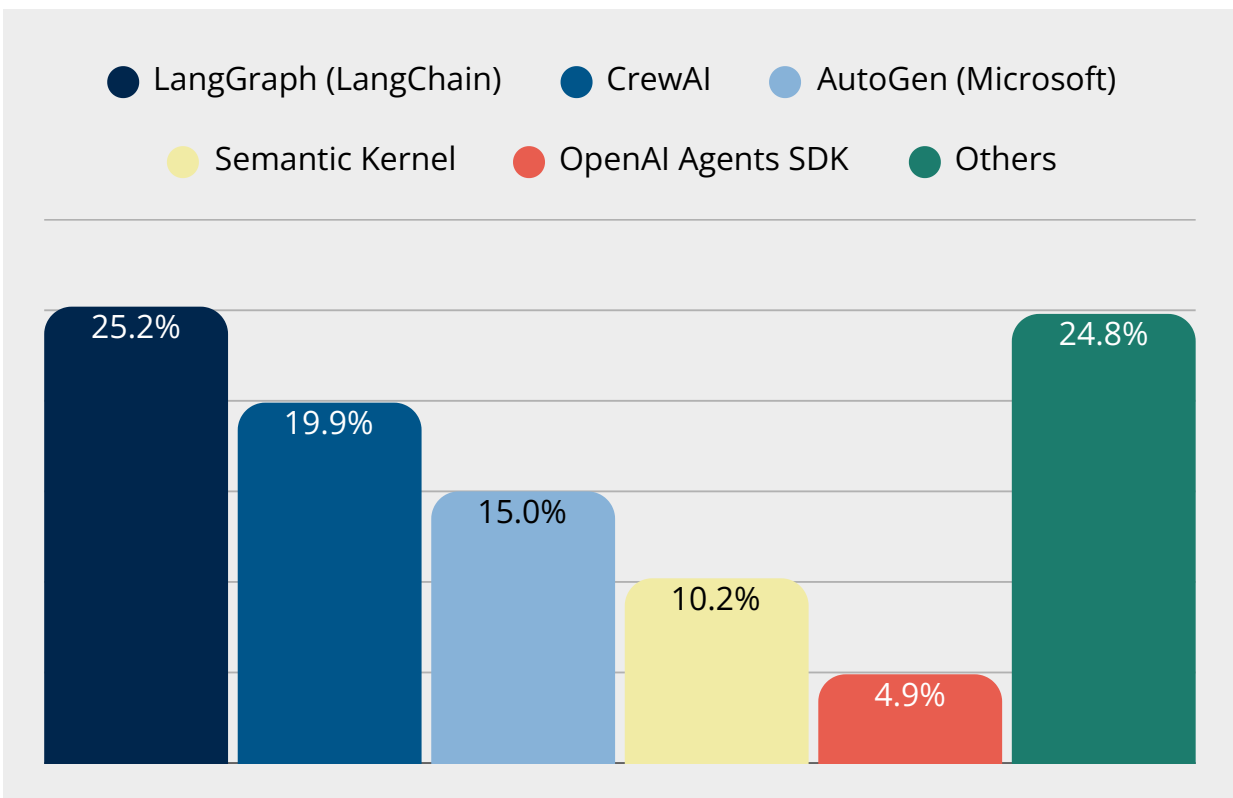
## **AI Trust**

- AI Governance Platforms
- AI Security Platforms
- AI Guardrails Platforms

# Agent Orchestration Platforms



The AI developer community voted LangGraph (LangChain) as the Market Leader with 25.2% of votes, ahead of CrewAI at 19.9%. Nearly a quarter of respondents selected “Others.” This indicates that while LangGraph leads among named vendors, the broader market is still highly fragmented, with developers experimenting across a wide range of emerging tools and frameworks.

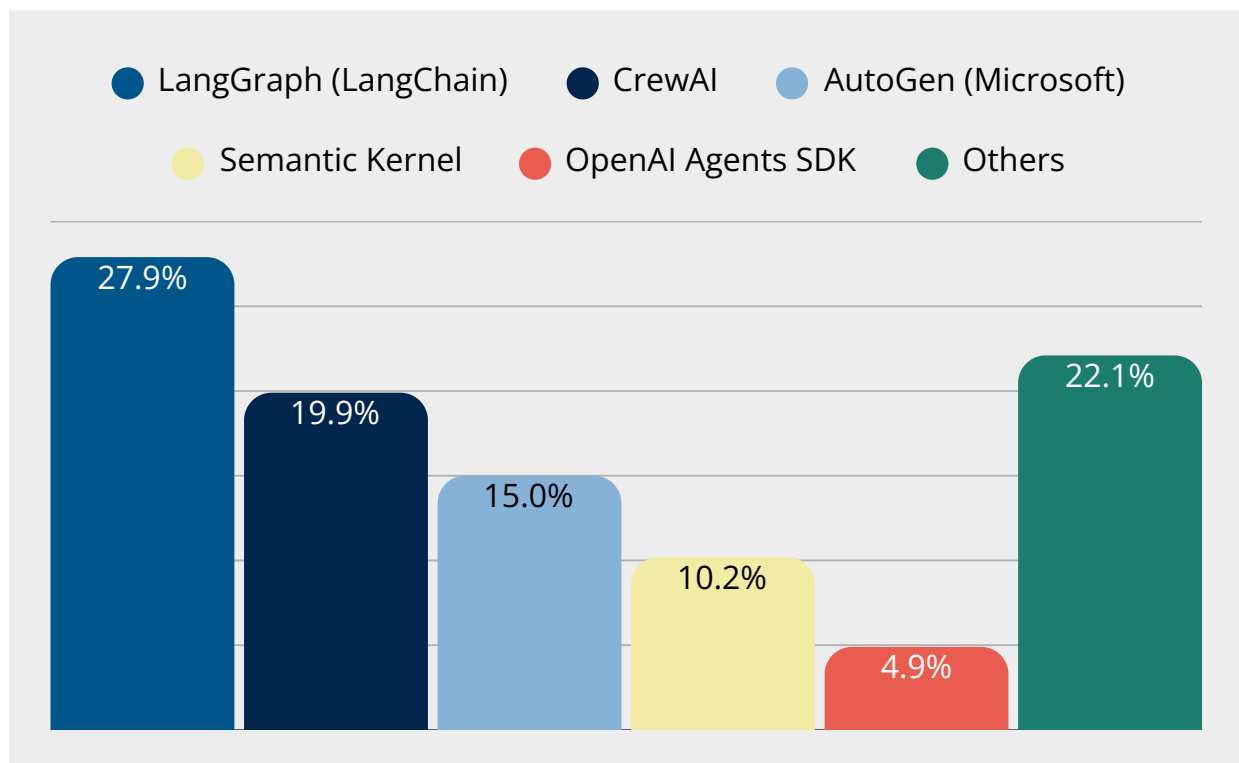


LangGraph’s leadership is largely driven by its association with the LangChain ecosystem, which has become one of the most widely adopted frameworks for building LLM-powered applications. Its focus on stateful workflows, graph-based orchestration, and composability aligns closely with how developers are beginning to structure multi-agent systems.

# Agent Orchestration Platforms



LangGraph also leads the Innovation category with 27.9% of votes. While this is a stronger lead than in market share, it still does not represent overwhelming dominance, particularly given that “Others” accounts for 22.1% of innovation votes. This reinforces the view that innovation in agent orchestration is highly distributed across the ecosystem, with multiple approaches competing to define the category.



There is a clear correlation between market leadership and innovation leadership, with LangGraph leading both categories. However, the lack of a dominant lead and the high fragmentation indicate that leadership is still fluid. Unlike more mature categories, innovation has not yet consolidated into a small number of vendors, and future leadership shifts are likely as the category evolves.

# Looking Forward



## Predictions

### **1. The AI engineering category will reorganize around agent-centric systems.**

AI engineering will shift from model-centric architectures to agent-centric systems, where orchestration, memory, and coordination become primary concerns. IT Brand Pulse will need to evolve the taxonomy to include layers such as Agent Runtime, Agent Orchestration, and Agent Memory, with brand leader voting reflecting control over these emerging layers.

### **2. The development sub-category will evolve into agent system design platforms.**

Development will move beyond frameworks and APIs toward platforms for designing, testing, and operating multi-agent systems. Developers will prioritize environments that support simulation, evaluation, and debugging of agent interactions. Voting will shift from individual frameworks to platforms that enable end-to-end agent lifecycle management.

### **3. Agent Orchestration Platforms will fragment before consolidating into ecosystem leaders.**

In the near term, the category will remain fragmented, with continued innovation across open-source and startup-driven solutions. Over time, however, it will consolidate around platforms that integrate orchestration, memory, tool use, and governance into a unified system. IT Brand Pulse may need to split the category into subcategories such as Open-Source Agent Frameworks, Enterprise Agent Platforms, and Agent Runtime Systems, with future brand leader voting reflecting both ecosystem dominance and architectural completeness.



## AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

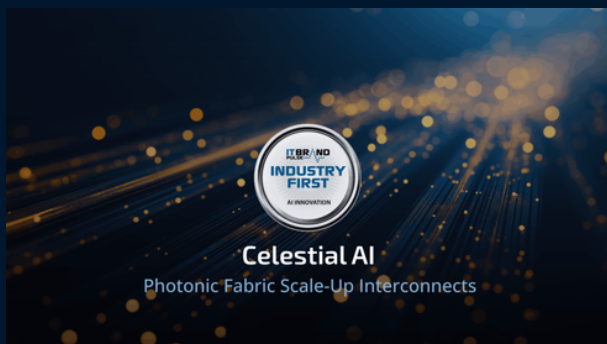




## Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: [itbrandpulse.com/industry-first](https://itbrandpulse.com/industry-first).



**Celestial AI**

Photonic Fabric Scale-Up Interconnects



**XConn**

Hybrid PCIe/CXL Switches



**Deep Frame**

Photorealistic Feature Film



**Cerebras AI**

1-Trillion Transistor AI Accelerator

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