


# How to choose the right AI agent tool

(without falling for the hype)





# AI agent tool comparison: a detailed analysis

AI agents are everywhere in Martech conversations — but with so many tools claiming to do everything, it's hard to know which ones actually deliver, and which are just adding complexity. Finding the right tool can feel like searching for a signal in the noise.

At Luxid Group, we don't just read the press releases — we build real things with real tools, in real workflows. This guide is a product of that hands-on experience. As our AI agent expert, Liam Manderson, puts it, “The most important thing is to understand the sensitivity of the data the agent will handle. This is a primary driver for choosing between open-source and enterprise solutions.”

We've rolled up our sleeves and tested four popular platforms — n8n, Botpress, Flowise, and Microsoft's Azure AI Bot Service — across multiple projects and use cases. Each brings different strengths, and choosing the right one depends on what you need: workflow automation, conversational AI, customizable LLM-powered apps, or enterprise-grade bot solutions.

What follows isn't a product pitch — it's a clear-eyed comparison to help you make an informed, confident decision based on what will actually work in your ecosystem.

Liam also advises companies new to AI agents to think carefully: “If a high level of security around the data is not a problem, then open source can get you there faster, offering the best tools for the job. However, if you have something that has a high level of sensitivity and security, that's where you want the big enterprise solutions. Their tools might not be as flexible, but you can get those data sharing agreements really dialed in and locked down.” He also cautions about the “no-code” myth: “Companies have been telling us since the dawn of the Internet that they have a tool that can build your website with no coding knowledge necessary. This is absolutely never true for enterprise-quality solutions. Often, you will need some coding knowledge in the mix to extend functionality and overcome limitations.”





## n8n:

# a flexible workhorse for AI-driven automations

Imagine a digital Swiss Army knife that connects all your favorite apps and lets you weave powerful AI capabilities directly into those connections. That's n8n in a nutshell.

At its core, n8n is a workflow automation platform, excelling at creating sophisticated, multi-step processes that can automate everything from IT operations and sales lead nurturing to complex marketing campaigns. What makes it particularly relevant for AI agent development is its seamless integration of AI functionalities. You can plugin various Large Language Models (LLMs), build multi-step AI agents that call upon custom tools, and even design entire agentic systems on a single visual canvas. Liam notes it has “nearly 900 different nodes or integrations that you can use out of the box.”

Whether you prefer a drag-and-drop interface or want to dive into JavaScript or Python for custom logic, n8n offers that flexibility. It's a fantastic choice if you're looking to automate existing business processes and then intelligently enhance them with AI, or if you need a robust platform to orchestrate tasks for your AI agents across diverse applications.

Common use cases include automating LinkedIn lead generation with AI scoring, creating AI-powered content summarization pipelines, and building internal tools that leverage AI for data enrichment and decision support. With a strong community and options for both cloud hosting and self-hosting, n8n empowers both technical and semi-technical users to build powerful, AI-infused automations. However, be mindful of its licensing for commercial resale, as Liam points out, “for reselling what you produce, it requires an enterprise license, which can be a significant investment... and necessitates self-hosting their server-based version.”





## Botpress: building brains for the front line

If conversations are the core of your customer experience, Botpress is worth your attention. It's designed for one job — building smart, scalable conversational agents — and it does that job well. Liam calls it “excellent for building chat.”

Botpress positions itself as a complete AI agent platform, providing all the tools you need to create, deploy, and manage production-ready chatbots and virtual assistants.

In our experience, Botpress shines in its ability to leverage the latest LLMs to power natural and engaging conversations. You can easily import your existing knowledge — from websites, documents, or PDFs — to ensure your agents are well-informed and provide accurate responses. A key strength is its focus on the entire agent lifecycle, from visual workflow building in its Agent Studio to managing knowledge bases and integrating with various communication channels like WhatsApp and Telegram. “They have all kinds of features for controlling how the chatbots respond,” Liam adds.

For developers, Botpress offers an API and SDK to extend functionality and build custom integrations, while its user-friendly interface also caters to those with less coding experience. It's particularly well-suited for building advanced customer support agents that can handle complex queries, AI-powered assistants for internal teams, or any application where rich, dynamic conversation is key.

Companies have used Botpress to massively scale their customer support and provide personalized AI agent experiences by syncing with user data and third-party systems. Liam notes its focus: “Its limitation largely is that that's what it is focused on... Not probably overall flexible enough to kind of consider it an agent platform if you are thinking about multi-agent infrastructure.” He also mentions their good data management processes regarding GDPR, though data does go to underlying LLMs.





## Flowise:

# a developer's sandbox for AI innovation

Flowise is what happens when you give AI tinkerers the freedom to build without limits. Open-source and low-code, it lets you visually wire up LLMs, memory modules, databases, and tools — all without waiting for IT approval. Liam highlights that its “interface is learnable reasonably quickly by somebody who’s not a programmer.”

For developers and teams who want maximum control and customization when building LLM-powered applications and AI agents, Flowise offers a compelling solution. Its core strength lies in its visual drag-and-drop interface that simplifies the orchestration of LLMs, allowing you to connect them with memory, data loaders, vector databases, and custom tools with ease.

Built on powerful frameworks like Langchain and LlamaIndex, Flowise is excellent for rapid prototyping and iterating on complex AI agent designs. It’s particularly attractive if you need to run your applications in air-gapped environments or prefer to use local, open-source LLMs, as it’s platform-agnostic and supports self-hosting on various cloud providers or your own infrastructure.

Flowise enables the creation of diverse AI applications, from multimodal chatbots that can handle both text and images, to systems that query SQL databases using natural language, and sophisticated agents that can execute a series of tasks using custom tools or OpenAI Functions. While it provides a low-code approach, its features like API access, an SDK, and embeddable widgets make it highly developer-friendly.

If you’re looking to build highly customized AI agents, experiment with different LLM configurations, or require an open-source tool that you can deeply integrate and adapt, Flowise is a strong contender. Liam considers it “the best option for multi-agent usage because it’s been built from the ground up to be a multi-agent environment... You can organize your agents in libraries; you can build one central agent and then call other agents from that one. It’s just very flexible.” He also points out a current limitation in the broader AI agent field: “No one has got an environment yet where they have a true multi-agent setup where a series of independent agents are doing different jobs and are able to speak and negotiate with each other to complete a task. It’s not there yet.”



## Azure AI Bot Service:

# Microsoft's muscle for enterprise bots

If your company is already swimming in the Microsoft pool (think Azure, Teams, Dynamics 365), then Azure AI Bot Service is definitely one to check out. It's Microsoft's heavy-hitter for building, connecting, deploying, and managing intelligent bots that can talk to your customers or employees across a ton of channels.

Think of it as a comprehensive toolkit for enterprise-grade conversational AI. It plays nicely with Microsoft Copilot Studio, which is their low-code platform, meaning even folks who aren't hardcore developers can get involved in building bots. But if you are a developer, the Bot Framework SDK (in C#, JavaScript, or Python) and the visual Bot Framework Composer give you all the power you need for complex stuff.

One of its big selling points is how it connects everywhere – Teams, Facebook Messenger, Slack, your website chat, Alexa, Twilio, Telegram, you name it. Plus, it's built to handle multiple languages and different ways of communicating (text, speech, those fancy interactive cards, and images). It taps into other Azure AI services like LUIS for understanding what people are saying, QnA Maker for pulling answers from knowledge bases, and Azure AI Speech for voice interactions.

Liam Manderson points out a huge plus for existing Microsoft clients: "One reason why Azure is a real popular choice... is because Microsoft are basically saying that your AI usage, all your knowledge bases, everything you've got comes under the same security license as everything else you're doing... If you're a company who's signed up as we are, you run everything in Teams and all Microsoft products, then you effectively already have an agreement in place for security." This can be a massive time and headache saver for big companies.

However, Liam also offers a balanced view: "The framework is just not yet as flexible... as polished as other options... it's a bit clunky in places and it takes a bit of work to kind of get it to do what you want." He adds, "Main risk or issue is that it will take longer to build in that environment than in others." So, while it's robust and secure, it might not be the speediest for development compared to some more specialized tools.

Common uses? Think customer service bots that actually help, internal helpdesks for employees, sales bots that don't annoy people, and any kind of virtual assistant that needs to be smart and reliable. It's all managed and monitored through the Azure portal, with the scalability you'd expect from Azure.

# AI agent tool comparison table

Feature category	n8n	Botpress	Flowise AI	Azure AI Bot Service
<b>Primary focus</b>	Workflow automation with AI capabilities	Chatbot building, conversational AI	LLM application & AI agent orchestration (open-source)	Enterprise conversational AI, Microsoft ecosystem integration
<b>Key features</b>	Visual workflow builder, ~900+ nodes, code injection, AI integration	Agent Studio, LLM integration, knowledge bases, channels	Visual LLM orchestration, Langchain/ LlamaIndex, multi-agent design	Bot Framework SDK/ Composer, Copilot Studio, multi-channel, Azure AI integration
<b>Primary use cases</b>	IT/Sales/Marketing automation, AI-enhanced processes	Customer support agents, internal assistants	Custom AI apps, multimodal bots, R&D, complex agents	Customer service, internal helpdesks, sales bots
<b>Educational offering</b>	Docs, tutorials, community forum, YouTube	Docs, tutorials, community, Botpress Academy	Docs, GitHub, Discord community	Microsoft Learn, GitHub, Tech Community, courses
<b>Target audience</b>	Devs, tech marketers, ops teams, citizen automators	Devs, conversation designers, CX teams	Devs, AI engineers, researchers, custom solution builders	Enterprise devs, IT, Microsoft-centric businesses, fusion teams
<b>Skill level required</b>	Low-code to Pro-code (JS/Python for custom logic)	Low-code to Developer skills for advanced features	Low-code (visual) to Developer skills for custom tools	Low-code (Copilot Studio) to Pro-code (SDK)
<b>Integration capabilities</b>	Extensive nodes (~900), API	Messaging channels, API, third-party systems	Flexible LLMs, vector stores, data sources, API	Deep Microsoft integration, Azure services, standard channels, REST APIs
<b>Deployment options</b>	Cloud SaaS, self-hosted (Docker, Kubernetes)	Cloud SaaS, self-hosted option available	Self-hosted (Docker, cloud, on-premise)	Azure App Service (cloud)
<b>Pricing model (summary)</b>	Free/Community (self-hosted), tiered cloud, expensive enterprise for resale	Free tier, pay-as-you-go, enterprise plans	Open source (free), infrastructure/API costs apply	Free tier, premium channels per message, Azure resource costs
<b>Community &amp; support</b>	Active community forum, GitHub, paid enterprise support	Active community forum, GitHub, paid support	Growing GitHub/ Discord community (community-driven)	Microsoft enterprise support, MSDN, Stack Overflow, GitHub
<b>Open source/ Commercial</b>	Open source core (Fair-Code), commercial offerings	Open source core, commercial offerings	Open source (MIT License)	Commercial service (SDK/ Composer are open-source)
<b>Key security features</b>	Self-hosting data control, credential mgmt, RBAC (paid)	RBAC, encryption, GDPR compliance	Self-hosting data control, depends on deployment & LLMs	Azure security (AD, encryption, compliance), RBAC, customer data control



# So, which one's for you?

Choosing the right AI agent tool really boils down to what you're trying to achieve, who's going to build and use it, and how it fits into your existing tech world.

- Need to automate across many apps and inject AI smartly? n8n is your flexible friend.
- Focused on top-notch conversational experiences? Botpress is a strong contender for building those chatty brains.
- Want to get your hands dirty with custom LLM apps and multi-agent setups (and love open source)? Flowise offers a powerful sandbox.
- Already in the Microsoft ecosystem and need an enterprise-strength, secure bot platform? Azure AI Bot Service brings the power, though maybe with a bit more development effort.

Liam Manderson's advice is key here: "Think about your data security first. Then consider if you need a simple chatbot or a platform for more complex, multi-agent systems down the line. And remember, even 'no-code' often needs some code for real-world results!"

# Want to know more?

At Luxid Group, we don't just follow Martech trends — we build with them, test them, and help our clients apply them where they matter most. Whether you're exploring AI agents for the first time or refining a more mature Martech strategy, we bring hands-on experience and strategic clarity to every conversation. If you're ready to cut through the noise and make your AI tools work harder — and smarter — we'd be happy to talk.

Contact us

## Disclaimer

This guide was lovingly assembled by our crew in May 2025, and while we've done our best to capture the state of the art, there's a real chance that some details could be overtaken by the next wave of updates, releases, or surprise announcements — possibly in just a few months' time.

We hope this guide gives you a solid sense of what these tools can do and how we at Luxid Group explore them to keep our clients ahead of the curve. Just remember: AI evolves quickly, so if something seems outdated, it's likely just the relentless march of technology.

If you have questions, spot something that's changed, or just want to geek out about the latest in AI, don't hesitate to reach out. We're always testing, learning, and updating — sometimes as quickly as the tools themselves!

Happy exploring, The Luxid team