# OpenAI expands Operator AI agent to major markets but excludes Europe



OpenAI has broadened the reach of its AI-powered agent, known as Operator, to several major markets, notably expanding beyond the United States. Already available to ChatGPT Pro users in key countries such as Australia, Brazil, Canada, India, Japan, Singapore, South Korea, and the UK, Operator has not yet rolled out to users in European nations, including the EU, Switzerland, Norway, Liechtenstein, and Iceland. This development comes after the tool was initially introduced in January.

The Operator is driven by OpenAI's advanced Computer-Using Agent (CUA) model, which merges the innovations of computer vision from GPT-4o with enhanced reasoning capabilities. This AI agent is designed to autonomously execute complex tasks online based on user prompts, minimising the need for human intervention. It interacts with graphical user interfaces (GUIs) similarly to a human operator, capable of comprehending buttons, menus, and text fields while leveraging its dedicated browser to execute actions on behalf of users.

OpenAI’s announcement regarding the expansion was made via a post on X (formerly Twitter), which confirmed that Europe remains an exception in the rollout timeline. The company stated: “Still working on making Operator available in the EU, Switzerland, Norway, Liechtenstein & Iceland.” The delay is speculated to be linked to the more complex regulatory landscape in Europe concerning AI governance and compliance.

By utilising an AI-powered sandbox environment, Operator is equipped to handle various tasks, such as accepting and analysing text and image inputs, interpreting raw pixel data, deploying a virtual keyboard and mouse, and adapting to errors in operations. This functionality allows the agent to streamline repetitive tasks that traditionally relied on human input, significantly enhancing work efficiency.

The expansion of Operator aligns with OpenAI’s rapid growth trajectory; the company recently reported weekly active users exceeding 400 million. This surge in user engagement reflects OpenAI's increasing dominance within the generative AI sector as it explores diverse applications involving AI-driven automation and the execution of real-world tasks.

In parallel, Microsoft has introduced its own suite of autonomous AI agents designed for its Dynamics 365 platform, built to automate routine business processes across sectors such as sales, finance, service, and supply chains. This deployment of generative AI aims to establish Microsoft as a significant player within the business automation landscape, where it faces fierce competition from firms including Salesforce, IBM, and Nvidia.

These autonomous AI agents, according to Microsoft, are set to enhance business operations by functioning with minimal human oversight. The company emphasises that these agents will fulfil diverse roles, enabling organisations to streamline workflows while effectively addressing specific challenges. Keith Pijanowski, a subject matter expert at MinIO, articulated this perspective by stating that traditional large language models (LLMs) serve broad purposes, while autonomous agents function as specialised microservices.

Several early adopters have reported significant improvements due to these AI agents. One notable example comes from McKinsey & Co., which developed an agent that manages client inquiries, identifies the appropriate consultants, and schedules follow-up meetings, reportedly reducing lead times by 90% and decreasing administrative tasks by 30%.

Despite the ambitious projections, caution pervades many businesses regarding full-scale adoption of Microsoft's offerings. A recent Gartner study indicated that most organisations have yet to transcend initial testing phases of Microsoft's technologies, including the Copilot AI tool, which has experienced a slower adoption rate than anticipated.

The competitive landscape continues to evolve, as Salesforce has also launched its own AI agent platform, Agentforce, aimed at refining routine business processes. Salesforce’s CEO, Marc Benioff, has been vocally critical of Microsoft’s Copilot, comparing it to the less sophisticated “Clippy 2.0” from the 90s. Benioff expressed concerns regarding the efficacy and accuracy of Copilot AI.

Amid this competitive dynamic, IBM has also made strides with the introduction of Granite 3.0, featuring AI agent models designed to support advanced reasoning and complex workflows. As Microsoft navigates these challenges, its focus remains on proving that its AI solutions can deliver substantial value in the marketplace.

Market analysts observe a significant shift in organisational attitudes towards AI adoption. Jim Palmer, Chief AI Officer at Dialpad, noted a growing preference for strategic solutions that address specific business needs while seamlessly integrating into existing workflows.

The upcoming months are poised to be critical. Businesses will assess whether Microsoft's autonomous agents and their competitors can substantiate industry claims of revolutionary potential in AI technology, or if they will become yet another innovation that fails to achieve widespread acceptance.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.digitaltrends.com/computing/openai-operator-coming-to-eight-more-countries/> - This article supports the claim that OpenAI's Operator AI agent is expanding to several countries, including Australia, Brazil, Canada, India, Japan, Singapore, South Korea, and the UK. It also mentions that Operator is not yet available in the EU due to regulatory complexities.
* <https://www.silicon.co.uk/cloud/ai/openais-operator-ai-agent-starts-rollout-in-select-countries-600793> - This source corroborates the rollout of OpenAI's Operator AI agent in select countries and highlights its capabilities in automating everyday web tasks.
* <https://techcrunch.com/2025/02/21/openai-rolls-out-its-ai-agent-operator-in-several-countries/> - This article confirms the expansion of Operator to multiple countries and its availability only to ChatGPT Pro subscribers. It also mentions competition from other AI service providers.
* <https://opentools.ai/news/openai-expands-operator-ai-personal-assistant-now-available-in-multiple-countries> - This source provides additional details on Operator's capabilities as an automated personal assistant and its strategic rollout in various countries.
* <https://www.microsoft.com/en-us/dynamics365/ai> - This webpage supports the claim that Microsoft is introducing autonomous AI agents for its Dynamics 365 platform to automate business processes.
* <https://www.salesforce.com/products/agentforce/> - This webpage confirms Salesforce's launch of its Agentforce AI agent platform, aimed at refining routine business processes.