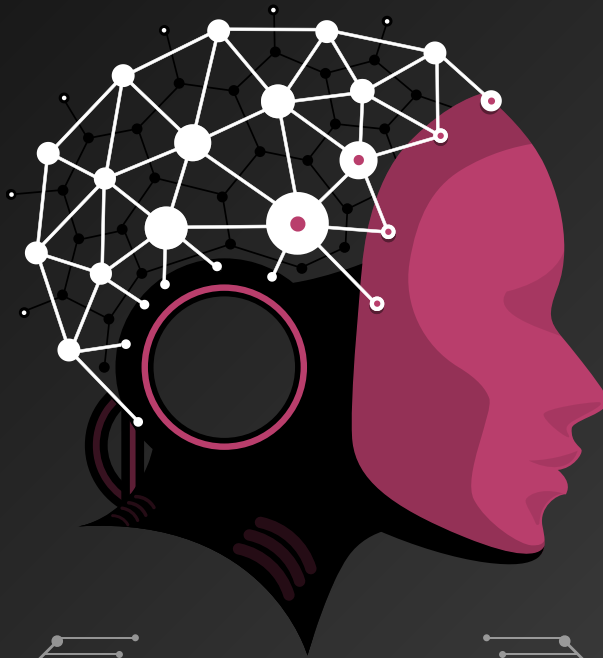


panintelligence

4 REASONS MOST AI PROJECTS FAIL TO DELIVER VALUE



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Executive Introduction

Over the past year, I have had more conversations about artificial intelligence than any other technology in my career.

AI has moved quickly from something organisations were curious about to something many now feel they must adopt. In boardrooms, product teams, and technology roadmaps, the conversation is rarely about whether AI should play a role.



Charlotte Bailey
CEO, Panintelligence

The question now is how quickly organisations can implement it and where it will create the most value.

The Gap Between Adoption and Value

The pace of adoption reflects this pressure: around 88% of organisations are now using AI in at least one business function.

Yet far fewer have managed to embed it into real operational workflows. In fact, only around a third of organisations have successfully scaled AI beyond pilots or isolated use cases.

That gap between adoption and operational value is becoming one of the defining challenges of the current AI wave. It is something I hear about regularly when speaking with product leaders, data teams, and executives across a wide range of organisations.



Adopting AI is relatively straightforward. Making it deliver meaningful operational value is much harder.

88%

of orgs now use AI

(McKinsey State of AI 2024)

32%

have scaled AI beyond pilots

(McKinsey Global Survey on AI)

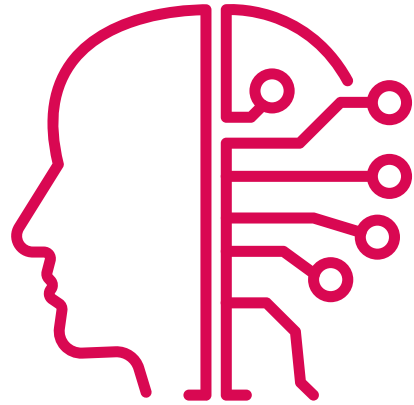
The Problem Is Not the Technology

Many organisations are experimenting with AI. Some have launched impressive pilots and demonstrations. Yet it is still common to see these initiatives struggle to move beyond experimentation.

Models are built but not trusted. Insights are generated but not embedded into the workflows where real decisions are made.

This is not a failure of the technology. AI has extraordinary potential to change how organisations interpret data and make decisions.

As Andrew Ng, one of the pioneers of modern artificial intelligence, has observed, the real opportunity lies not in building ever larger models but in **applying AI effectively to real operational problems.**



Realities of Organisations

But for that potential to be realised, AI must operate within the realities of modern organisations: complex systems, fragmented data, regulatory expectations, and the need for transparency in how decisions are reached.

In that environment, novelty is not enough. **AI must be reliable, explainable, and trusted by the people using it.**

What This Report Explores

This report explores why many AI initiatives still struggle to deliver operational value, and what organisations are doing differently when they succeed.

Because the organisations that benefit most from AI will not necessarily be the ones that adopt it first.

They will be the ones that learn how to:

**apply it thoughtfully, govern
it responsibly, and integrate
intelligence into the decisions
that shape their business
every day.**

Executive Insights

1. AI Adoption is Widespread, But Operational Value Remains Limited

Most organisations are now experimenting with AI across multiple functions. However, relatively few have embedded AI into the operational systems where real decisions are made. The challenge is no longer adoption. It is operational integration.

2. The Gap Between Experimentation and Impact is Widening

Many AI initiatives begin as technical experiments rather than responses to clearly defined operational challenges.

As a result, organisations often build models that generate insights but struggle to translate those insights into practical improvements in decision-making or business performance. This gap between experimentation and operational value is what we describe as **the AI Value Gap**.

3. Data Foundations Determine the Success of AI Initiatives

AI systems depend heavily on the quality and governance of the data that supports them. Organisations with fragmented data environments, inconsistent definitions or poor data governance frequently struggle to scale AI initiatives successfully. Strong data foundations are therefore a prerequisite for reliable and trusted AI.

4. Trust and Explainability are Essential for Operational Adoption

As AI begins to influence real business decisions, organisations must ensure that insights are transparent, explainable and accountable. Users need confidence that AI recommendations are reliable before they incorporate them into operational decision-making.

This is particularly important in regulated industries where organisations must demonstrate how automated decisions are reached.

5. Operational Intelligence is the Next Stage of AI Maturity

The organisations that are realising meaningful value from AI are those that embed intelligence directly into operational workflows. In these environments, insights appear within the systems employees already use and at the moment decisions are made.

This approach transforms AI from a separate analytical capability into operational intelligence that actively improves how the business runs.

The Key Question for Organisations

As artificial intelligence continues to evolve, organisations must move beyond the novelty of experimentation. The real challenge is ensuring that intelligence is trusted, governed, and integrated into the systems that shape everyday decisions.

Is AI delivering real operational value or simply creating the appearance of innovation?



Industry Perspectives

How technology leaders are thinking about the future of AI

”

“Every application will become an AI application.”

Satya Nadella
CEO, Microsoft

”

“The real opportunity with AI is not simply building larger models. It is applying the technology effectively to real operational problems.”

Andrew Ng
Founder, DeepLearning.AI

”

“Artificial intelligence will be the most transformative technology of our time.”

Jensen Huang
CEO, NVIDIA

”

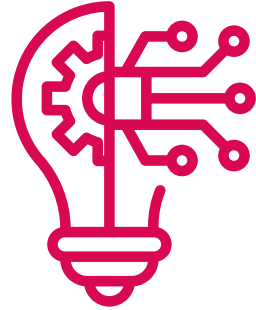
“The future of enterprise AI will be built on trust.”

Marc Benioff
CEO, Salesforce

From Experimentation to Operational Intelligence

Taken together, these perspectives point to a common theme:

The first wave of AI adoption focused on exploring what the technology could do.



The next phase will focus on how intelligence becomes embedded within the systems that organisations rely on every day.

In other words, the future of AI will not be defined solely by innovation, but by how effectively organisations translate that innovation into operational intelligence that improves decisions at scale.

The AI Value Gap

Why Adoption is Easy But Operational Value is Hard

88%

of organisations now use AI in at least one business function. (*McKinsey State of AI 2024*)

32%

have successfully scaled AI across their operations. (*McKinsey Global Survey on AI*)

80%

of AI projects fail to deliver measurable business value. (*RAND Corporation: Why AI Projects Fail*)

Artificial intelligence has moved from a specialist capability to a mainstream expectation in a remarkably short period of time.

The majority of organisations report that they are already using AI in some part of their business. At first glance, this suggests an extraordinary success story. Yet a closer look reveals a different picture.



While AI adoption is widespread, relatively few organisations have successfully integrated AI into the operational systems where real decisions are made.

Studies consistently show that only a minority of organisations manage to scale AI beyond pilot programmes or isolated projects, and an even smaller proportion report measurable financial impact from their initiatives.

In other words, adoption is happening faster than operational value.

This gap between experimentation and impact is what we describe as the AI Value Gap.

Several factors contribute to this challenge:



AI Projects Often Start as Technology Experiments

Many organisations begin their AI journey by exploring what the technology can do rather than by focusing on the operational problems they are trying to solve.

This leads to pilots that demonstrate technical capability but do not always translate into practical improvements in business processes or decision-making.

The result is often a series of interesting experiments that struggle to gain traction within the organisation.



Data Foundations are Frequently Underestimated

AI systems depend heavily on the quality and structure of the data they consume. In practice, many organisations operate across fragmented systems, legacy platforms and inconsistent data definitions. Without reliable data foundations, even sophisticated models struggle to produce outputs that decision-makers trust.

Research from Gartner suggests that poor data quality costs organisations an average of *\$12.9 million each year*, highlighting how difficult it can be to build reliable data foundations at scale.



Trust and Governance Become Critical at Scale

As AI begins to influence real business decisions, organisations face new questions around transparency, accountability and governance.

Leaders need to understand how models arrive at conclusions. Regulators increasingly require organisations to explain automated decisions. Employees need to feel confident that AI outputs are reliable before they incorporate them into their daily work.

Without this trust framework, AI often remains peripheral rather than central to decision-making.



Operational Integration is Harder Than Technical Deployment

The final challenge is often the most underestimated. Deploying an AI model is not the same as embedding intelligence into operational workflows.

For AI to deliver value, insights must appear within the systems people already use, at the moment decisions are made.

When intelligence is disconnected from operational processes, it becomes informational rather than transformational.

Why AI Initiatives Struggle to Deliver Value

If AI adoption is now widespread, why do so many initiatives fail to deliver meaningful operational impact?

In many organisations, the challenge is not the technology itself.

Modern AI tools are increasingly accessible, and the barriers to experimentation have fallen dramatically. What organisations are discovering instead is that creating a working model is only a small part of the problem.



The real challenge lies in turning that model into something that reliably supports decision-making in complex operational environments.

The Five Common Patterns

Several common patterns explain why AI initiatives struggle to move beyond experimentation.

1. Technology is Often Prioritised Ahead of the Problem

Many AI initiatives begin with an exploration of what the technology can do rather than a clear understanding of the operational problem it is intended to solve.

Teams experiment with models, build prototypes and generate interesting insights. While these exercises can demonstrate technical capability, they do not always translate into improvements in real business processes.



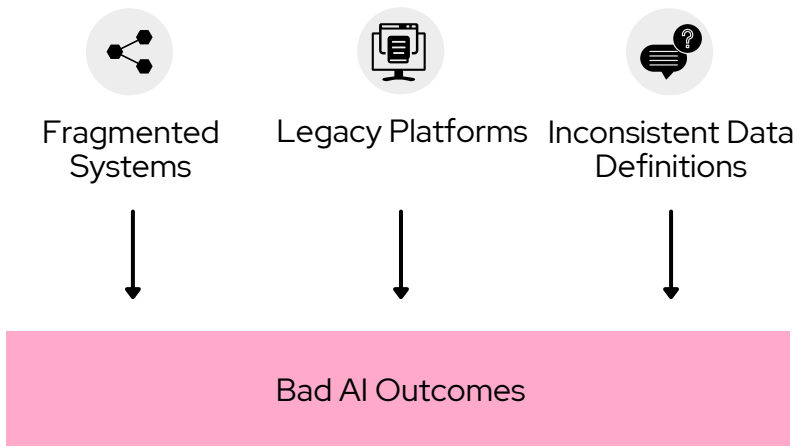
Without a clear connection to operational outcomes, projects often remain confined to innovation teams or research groups rather than becoming embedded within the wider organisation.

Successful initiatives tend to reverse this approach. They begin with a clearly defined decision or operational challenge and then explore how intelligence can improve it.

2. Data Readiness is Frequently Underestimated

AI systems depend heavily on the quality and structure of the data they consume. In practice, many organisations operate across fragmented systems, legacy platforms and inconsistent data definitions.

These environments make it difficult to produce the reliable, well-governed datasets required for accurate models. Even when a model performs well during development, it may struggle once deployed into a live environment where data quality varies or changes over time.



Organisations often discover that the real work of AI is not building models, but preparing and governing the data that supports them.

3. Trust Becomes a Barrier to Adoption

As AI systems begin to influence decisions, organisations encounter an entirely new set of challenges.

- Leaders need confidence that models are producing reliable outputs.
- Employees need to understand how recommendations are generated before they incorporate them into their work.
- Regulators increasingly expect organisations to explain how automated decisions are made.

Without this foundation of trust, AI insights often remain advisory rather than influential.



Reports may highlight patterns or predictions, but decision-makers remain hesitant to rely on them. As Marc Benioff has noted, 'The future of enterprise AI will be built on trust.'

Trust, therefore, becomes a prerequisite for operational adoption.

4. AI Insights are Often Disconnected From Operational Systems

Another common challenge is the way AI outputs are delivered within organisations.

In many cases, insights are generated within analytical environments that are separate from the operational systems where decisions are executed.

Analysts may produce predictions or recommendations, but those insights remain disconnected from the applications that employees use in their day-to-day work.



When intelligence exists outside operational workflows, it becomes informational rather than transformational.

For AI to create real value, insights must appear within the systems people already use and at the moment decisions are made. Only then can intelligence influence behaviour consistently across the organisation.

5. Scaling AI Introduces Organisational Challenges

Even when a model performs well and insights are trusted, scaling AI across an organisation introduces additional complexity.

- Operational processes must adapt.
- Data pipelines must be maintained.
- Governance frameworks must ensure that models remain reliable and compliant over time.

What begins as a technical initiative often becomes a broader organisational transformation, requiring coordination between data teams, technology teams, business leaders and governance functions.



Organisations that underestimate this complexity frequently struggle to move beyond early pilots.

Taken together, these challenges explain why many AI initiatives stall between experimentation and operational deployment.

Building models is increasingly straightforward. *Integrating intelligence into the systems, data environments and decision processes of a real organisation is considerably harder.*

From Experimentation to Operational Intelligence

As organisations gain experience with artificial intelligence, the conversation is beginning to change.

Despite rapid investment and experimentation, relatively few organisations have reached that stage.

The question is no longer whether AI can produce interesting insights. The real question is whether those insights are influencing the decisions that run the business.

Research from Deloitte suggests that **only around 25% of organisations describe their AI initiatives as mature or operationally embedded within their business processes.**



25%

of organisations move
beyond experimentation
(Deloitte – State of AI in the
Enterprise)

The Limitation of Experimentation

Early AI initiatives were often driven by experimentation.

Teams explored what the technology could do, built models to test potential applications and ran pilots to understand where value might emerge.

This phase was an important step in building familiarity with new tools and capabilities.

However, many organisations are now recognising that experimentation alone is not enough.

What Operational Intelligence Really Means

Operational Intelligence is not defined by the sophistication of a model or the novelty of an algorithm. It is defined by whether intelligence appears **at the moment a decision is made.**

In practical terms, this means AI must move beyond experimentation and become part of the systems that people rely on to run the business.

From Experimentation to Operational Integration

In the early stages of adoption, AI initiatives are typically concentrated within data science teams or innovation groups.

Models are developed in controlled environments, often using curated datasets and experimental tools.

While these initiatives can produce promising results, they do not automatically translate into operational value. The insights generated by models must still be connected to the systems and processes that shape real business outcomes.

Organisations that successfully scale AI take a different approach.

Rather than treating AI as a separate analytical capability, they focus on embedding intelligence directly within operational platforms.

This allows insights to appear at the point where decisions are made, rather than in separate analytical environments.

Example:

A predictive model that identifies customer churn risk may produce useful analysis when viewed in a report.

It becomes significantly more valuable when that insight appears directly within a customer management system, prompting a service team to intervene before the customer leaves. In this case, intelligence has moved from analysis to action.

The Growing Importance of Explainability and Governance

As AI becomes embedded within operational systems, the need for transparency and governance becomes more important.

When insights influence real decisions, organisations must be able to understand how those insights were generated. This is particularly important in regulated environments where automated decision-making may require clear justification.

Governance frameworks therefore play an increasingly central role in successful AI deployments.

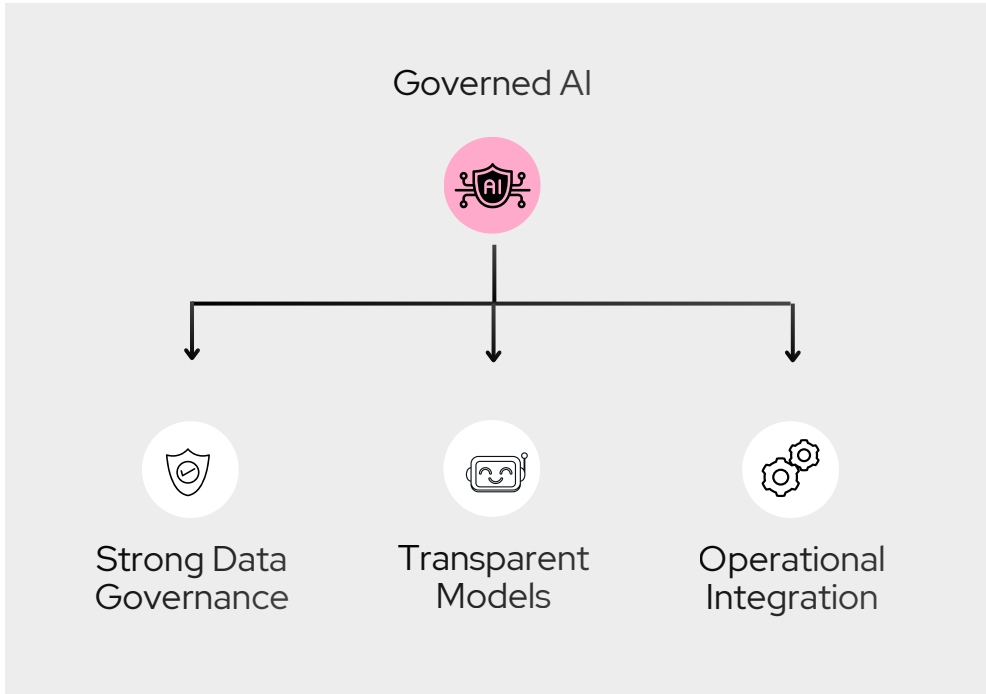
These frameworks ensure that models are trained on reliable data, monitored over time and aligned with organisational policies and regulatory expectations.

Explainability also plays an important role in **building trust.**

When users can understand how models arrive at their conclusions, they are more likely to rely on those insights in their decision-making.

Moving Toward Governed Intelligence

The transition from experimentation to operational intelligence ultimately leads to a broader concept: **governed intelligence**.



In this model, AI capabilities are supported by strong data governance, transparent models and operational integration. Intelligence is not only embedded within business systems but also managed within frameworks that ensure reliability, accountability and compliance.

This approach allows organisations to move beyond isolated experiments and develop AI capabilities that can operate confidently at scale.

A Maturity Journey for AI Adoption

Organisations typically move through several stages as AI matures within their operations. Early stages focus on experimentation and discovery. Later stages focus on integrating insights into operational workflows.

The most advanced organisations combine embedded intelligence with strong governance frameworks to ensure that AI operates reliably and transparently.

Stage 1: AI Exploration

Stage 2: Insight Generation

Stage 3: Operational Intelligence

Stage 4: Governed Intelligence

**01
Explore**

Early pilots and experiments designed to test potential use cases.

**02
Generate
insight**

Models produce predictions and recommendations, often within analytical environments.

**03
Embed
intelligence**

Insights are embedded directly into operational systems and decision workflows.

**04
Govern and
scale**

AI operates within strong frameworks for transparency, governance and accountability.

Organisations that reach these later stages begin to realise the full value of AI, because intelligence becomes part of the decisions that shape daily operations. Ultimately, the organisations that succeed with AI are not simply those that build the most advanced models.

They are the ones that integrate intelligence into the systems and decisions that run the business.

Embedding Intelligence into Operational Workflows

If operational intelligence is the goal, the next question for organisations is how to achieve it in practice.

Many AI initiatives struggle not because the models are ineffective, but because the insights they produce remain disconnected from the environments where decisions are actually made.

To create meaningful value, insights must be delivered directly within the systems people use to perform their day-to-day work.

This requires a deliberate shift in how organisations think about analytics, artificial intelligence and operational software.

Applying This in Real-World Operations

In financial services, anomaly detection models may identify unusual transaction behaviour.

When these insights appear directly within fraud monitoring systems, investigators can respond immediately. When they appear only in analytical reports, the same insight may never trigger operational action.

Rather than treating AI as a standalone capability, organisations must focus on how intelligence integrates with existing workflows.

Factor 1: Deliver Intelligence at the Point of Decision

The most effective AI implementations deliver insights at the precise moment decisions are made.

In each case, the objective is the same: *ensure that intelligence is visible within the tools employees already rely on.*

This might mean surfacing predictive insights within a customer service platform, presenting operational recommendations within supply chain systems or highlighting anomalies directly within financial reporting environments.

When insights appear within familiar systems, adoption increases significantly.



Decision-makers are more likely to trust and act on information that is integrated into their existing workflows rather than delivered through separate analytical tools.

Factor 2: Align Intelligence With Operational Responsibility

Another important factor is ensuring that AI outputs align with the responsibilities of the people using them. Insights are far more valuable when they are directly connected to the decisions an individual or team is accountable for making.



For example, a recommendation presented to a sales manager should relate directly to pipeline performance or customer retention, while operational teams may require insights related to process efficiency or service performance.

When intelligence is aligned with operational responsibilities, it becomes easier for individuals to understand how insights translate into action.

This alignment helps ensure that AI does not simply generate interesting observations but instead supports the practical decisions that shape outcomes.



Factor 3: Ensure Intelligence is Explainable and Transparent

As AI insights begin to influence real decisions, transparency becomes increasingly important.

Users need to understand how models arrive at recommendations, particularly when those insights affect customer relationships, financial outcomes or regulatory compliance.

If users cannot explain why an AI system produced a particular recommendation, they are far less likely to rely on it.

Explainability therefore becomes a critical element of operational intelligence.

Clear narratives, traceable data sources and transparent model behaviour all contribute to building confidence in AI-driven insights.

This transparency also supports governance, allowing organisations to demonstrate accountability in how automated decisions are generated.

Factor 4: Integrate Intelligence Into the Broader Data Ecosystem

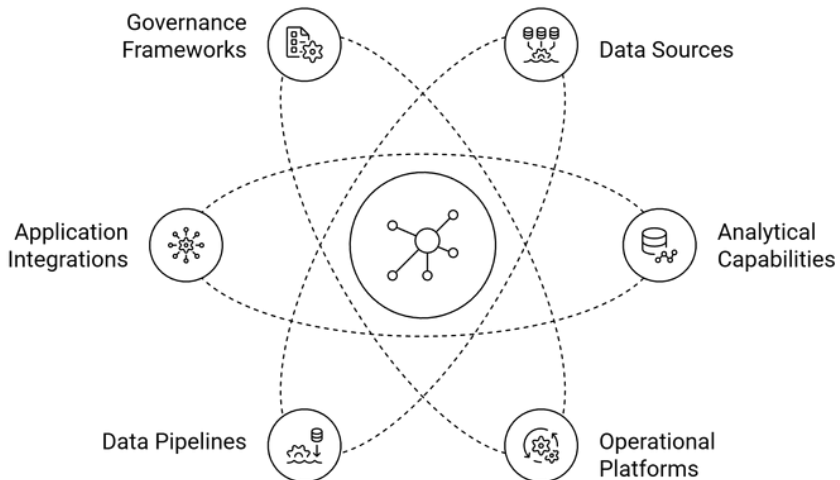
Operational intelligence depends on more than individual models. It requires a broader ecosystem that connects data sources, analytical capabilities and operational platforms.

Data pipelines, application integrations and governance frameworks work together to ensure that intelligence can be delivered reliably across different operational environments.

Organisations that succeed in embedding intelligence often invest in architectures that allow insights to flow seamlessly between systems.

This integration ensures that insights remain consistent and accessible as organisations scale their use of AI.

Building a Comprehensive Operational Intelligence Ecosystem



Factor 5: Moving From Insight to Action

Ultimately, the goal of embedding intelligence into operational workflows is to ensure that insights consistently lead to action.

When AI outputs remain confined to analytical environments, they may influence strategy or planning but rarely affect day-to-day operations.

When intelligence is embedded directly within operational systems, however, it begins to shape decisions in real time.

At that point, the organisation moves beyond analysing the business to *actively improving how the business operates*.

This transition represents one of the most important shifts in modern analytics.

What Successful Organisations Do Differently

While many organisations struggle to move beyond experimentation, a smaller group have begun to embed artificial intelligence successfully into their operations.

These organisations do not necessarily have access to more advanced technology, but they approach AI adoption differently.



Their success is usually the result of deliberate strategic choices rather than purely technical innovation.

Several common patterns emerge when examining how these organisations approach AI.

Pattern 1: They Begin With Decisions, Not Models

Successful organisations start by identifying the decisions they want to improve.

Rather than asking what AI technology can do, they ask where intelligence could meaningfully improve outcomes. This might involve predicting operational disruptions, identifying customers at risk of churn or detecting anomalies in financial activity.

By anchoring AI initiatives to specific decisions, organisations ensure that intelligence is directly connected to measurable outcomes.

This approach also helps avoid a common pitfall in AI adoption: *building technically impressive models that have little relevance to the operational priorities of the business.*

Pattern 2: They Invest in Strong Data Foundations

Data quality and accessibility are often the determining factors in whether AI initiatives succeed. Organisations that scale AI successfully typically invest early in improving the structure, governance and accessibility of their data.

They recognise that the reliability of AI outputs depends on the reliability of the data that supports them.

This often involves establishing clear data ownership, standardising definitions across systems and building infrastructure that allows data to move consistently between platforms.

These efforts may not always be visible to end users, but they are critical to ensuring that AI insights remain accurate and trustworthy over time.

Pattern 3: They Prioritise Explainability and Governance

As AI begins to influence important decisions, organisations must ensure that the outputs of these systems are understandable and accountable.

Successful organisations place strong emphasis on transparency.

They design AI systems that provide clear explanations of how insights are generated and maintain governance frameworks that allow models to be monitored and audited over time.

This focus on governance is becoming increasingly important as regulatory expectations evolve.

In many sectors, organisations are now expected to demonstrate how automated systems arrive at decisions that affect customers, employees or financial outcomes.



By prioritising explainability and governance early, organisations are able to scale AI with greater confidence.

Pattern 4: They Embed Intelligence Within Operational Systems

Perhaps the most important characteristic of successful AI initiatives is where intelligence appears within the organisation.

This ensures that recommendations, predictions and alerts appear at the point where decisions are made.

Rather than presenting insights in separate analytical environments, successful organisations embed intelligence directly within operational platforms.

When intelligence is delivered in this way, it becomes part of everyday workflows rather than an external analytical exercise.



This integration significantly increases adoption because it reduces the effort required for users to interpret and apply insights.

Pattern 5: They Treat AI as an Organisational Capability

Finally, organisations that succeed with AI tend to view it as a long-term capability rather than a short-term project.

Scaling AI requires collaboration between data teams, technology teams and business leaders.

It also requires ongoing:

- monitoring
- governance
- refinement

as models interact with changing data environments.



By treating AI as a strategic capability rather than a one-off initiative, organisations are able to build the structures required to support intelligence at scale.

Integration → Value Experimentation → Stagnation

Across industries, these practices are increasingly distinguishing organisations that achieve meaningful value from AI from those that remain in prolonged experimentation.

The technology itself continues to evolve rapidly, but the organisations that benefit most from AI are those that focus not only on innovation, but on how intelligence integrates into the everyday decisions that shape their operations.

Conclusion: Moving Beyond AI Adoption

Is AI Delivering Real Value Or Just the Appearance of Innovation?

Artificial intelligence has become one of the defining technologies of the current decade.

Investment continues to grow, new capabilities are emerging rapidly, and organisations across every industry are exploring how AI can improve the way they operate.

Yet as adoption accelerates, organisations are beginning to confront a more difficult question.

Experimentation Was the First Step, Not the Outcome

Across many organisations, the first wave of AI has focused on experimentation. Teams have explored what the technology can do, built models to test potential use cases and introduced new analytical capabilities into their environments.

These initiatives have been valuable. They have helped organisations understand the possibilities of AI and develop the skills required to work with it.

However, experimentation alone does not create lasting impact.

Where Real Value Is Created

The organisations that are now realising meaningful value from AI are those that have moved beyond experimentation and begun embedding intelligence directly into their operational systems.

In these environments, AI is not treated as a separate analytical capability but as part of the everyday decision-making processes that shape how the business runs.

From Insight to Action

This shift is subtle but significant. When intelligence is embedded within operational workflows, insights appear at the moment decisions are made.

Recommendations guide actions rather than simply informing them. Data becomes an active component of how organisations operate rather than something that is analysed after the fact.

What It Takes to Get There

Achieving this level of integration requires more than technological capability. It requires:

- Strong data foundations
- Clear governance frameworks
- A deliberate focus on how intelligence supports real decisions

It also requires organisations to rethink how analytics and AI are deployed within their systems.

Rather than asking how AI can generate more insights, leaders increasingly need to ask a different question:

How can intelligence be integrated into the operational platforms **where those insights can influence outcomes?**

The Next Phase of AI

The organisations that succeed in answering that question will move beyond the early phase of AI adoption and into a more mature model of intelligence.

The Real Distinction: AI as Innovation vs. AI as Infrastructure

AI as Innovation	AI as Infrastructure
<ul style="list-style-type: none">• Isolated experiments• Interesting insights• Limited impact	<ul style="list-style-type: none">• Embedded in operations• Decision-driven insights• Continuous impact

This is ultimately the difference between AI as innovation and AI as infrastructure.

Organisations that treat AI as a series of isolated experiments may generate interesting insights but struggle to translate those insights into measurable outcomes.

Those that embed intelligence within their operational environments begin to create systems where data, analytics, and decision-making work together continuously.

Why This Distinction Matters

As artificial intelligence becomes more widely adopted, this distinction will become increasingly important.

Because the real question organisations now face is no longer whether they are using AI.

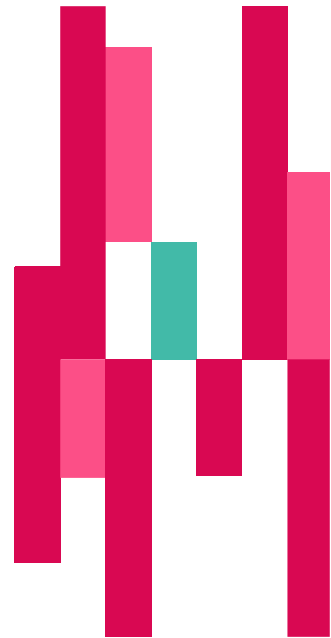
The question is whether that AI is improving how the organisation operates.

In other words, whether AI is delivering real operational value or remains closer to vanity than value.

The True Measure of AI Success

The organisations that succeed with AI will not simply adopt it. They will ensure that intelligence becomes part of the decisions that shape their business every day.

Because the real measure of AI success is not the sophistication of the technology, but whether it consistently improves the decisions organisations make.



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 - McKinsey & Company – *McKinsey Global Survey on AI*
 - RAND Corporation – *Why AI Projects Fail*
 - Deloitte – *State of AI in the Enterprise*
 - Gartner – *The Cost of Poor Data Quality (2021)*
-

Methodology

This white paper is based on research conducted by Panintelligence as part of the AI Innovation Review 2026. Our analysis draws on published research from McKinsey & Company, Deloitte, RAND Corporation, and Gartner, combined with insights from interviews and conversations with technology leaders, data teams, and executives across multiple industries.

Key sources include the McKinsey & Company State of AI 2024, the RAND Corporation's research on AI project failures, Deloitte's State of AI in the Enterprise, and Gartner's analysis of data quality costs in modern organisations.

READY TO CLOSE YOUR **AI VALUE GAP**?

See how Panintelligence embeds operational intelligence directly into your product and workflows.

[Book a Free Demo](#)

About Panintelligence

Panintelligence is a software company helping organisations transform how they harness data and artificial intelligence. We build platforms that help teams embed intelligence directly into the systems and workflows where decisions are made, moving organisations beyond experimentation toward operational intelligence.

Our mission is to help organisations realise the true value of AI through strong data foundations, transparent models, and effective operational integration.