VALUE-LED AI

Creating value from Enterprise AI

AI is not the hard part. Getting value from it is.

Frontier capability improves on a weekly cycle. The share of companies turning that into margin has barely moved. No number of licences closes that gap.

TIME

248 days

Avg time from signed contract to production. Multi-use-case rollouts run **4 to 9 months**, Large ones take **12 to 24 months**.

Enterprise deployment benchmarks, 2026

DELIVERY

88%

Of pilots never graduate to production. Blocked by evaluation gaps, governance friction and reliability.

Enterprise agent survey, 2026

RETURN

Only 5 to 8%

Report measurable ROI, avg budget of $186m. Only **25%** hit the return leaders expected. Done properly it returns **$3.70 per $1**, and the best get **$10.30**.

BCG and KPMG, 2,100+ execs · IBM, 2,000 CEOs · IDC and Microsoft

THE GAP

Why are most companies struggling to get value?

01

It starts in tech, not the business

The first question is which tools, not which problems need solving or which numbers need to move.

02

Use Case hunting, in silos

Ask each function what it needs and you get a list shaped like the fragmented structure you already have.

03

Processes built for a non-AI world

Sign-offs and review layers exist to cover for people making mistakes. Automate them and you automate the inefficiencies with it.

08

The playbook itself is different

How do requirements & design, how you architect, , how you decide buy vs build and more - no longer match with how digital transformation playbook everyone still runs.

The gap is not one thing. It is multi-dimensional

04

Governance built for meetings

Forums, committees and hierarchical sign-off, designed for a manual world. Every agent queues at the same gate.
44% say their own process is too slow

07

No space for experimentation

Organisations are not built for experimentation. AI needs structured experimentation, fast. Existing processes, playbooks, operating models and environments don't allow it. So comparing models, trialling tools and red-team testing doesn't get operationalised.

06

Systems and data are not connected

Business systems sit apart, or joined in ways that they cannot be used contextually. Everything else waits behind it. **96% need their own data · 36% have connected it**

05

The stack and architecture are different

Architecture for an AI-native business has almost nothing in common with the one built for personal productivity.



Rujuta Singh

AI OperatingPartner & Fractional Chief AI Officer

24+ years in business transformation across PwC, Accenture, Wipro and Microsoft, in financial services, insurance, private equity, retail, energy and technology.

Currently working as:

- AI Operating Partner across PE Portfolio
- AI Lead for major UK energy enterprise,
- AI Advisor for two global investment firms

She combines neuroscience-based advanced collaboration methods, design thinking, and deep expertise in AI strategy and transformation, to hit the commercial objectives companies actually care about.

Top 1% facilitator.

- **£500m** programmes, reporting to the executive board
- **30+** Fortune 500 companies
- **150+** sprints and workshops delivered
- **100K+** LinkedIn followers. Top AI transformation voice.

THE METHOD

Value-Led AI

Start from the strategic objectives and the value targets, work back to what has to change, and buy the tool last.

Weeks 1 to 2

1 Assess

Where you are now. What has been rolled out and what came of it.
The structures, tools, systems and data you have today, including your current ways of working & operating model.

Weeks 2 to 7

2 Direction

Ask where the business needs to get to, and why it is not there.
Clean Sheet the products & services end to end, cross-functional people in the room together, aligned to the business objectives.
Case the value, sized, with a roadmap an investment committee can sign.

Runs alongside

3 Foundations

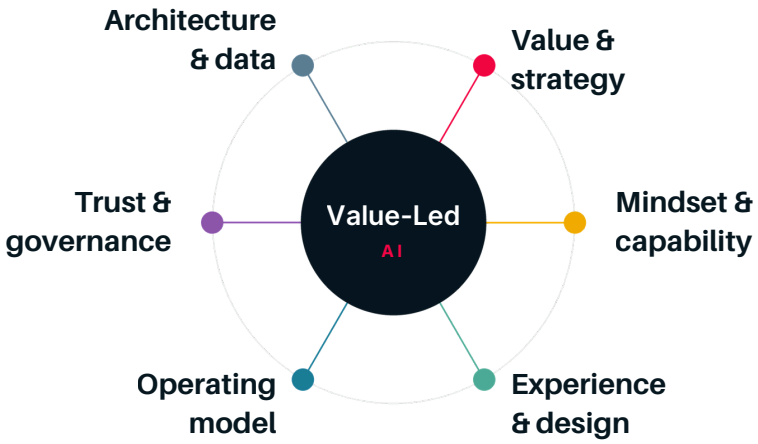
Build the skeleton once, so use case two costs a fraction of use case one.
Buy or build by size and sector. Stack, data, security, governance, and the operating model during the change and after it.

Three-week cycles

4 Execute

One prioritised value case per lab, running by the end of it. Processes redesigned rather than automated. Change management with the teams whose work changes. Value tracked against the case.

WHAT WE WORK ON



RECENT WORK

£4.4m
saved. A £5m ERP quote tracking to £600K, three years to nine months.

£5m
a year, case built across Retail Buying function.

3x
sales calls from the same team, no extra headcount.