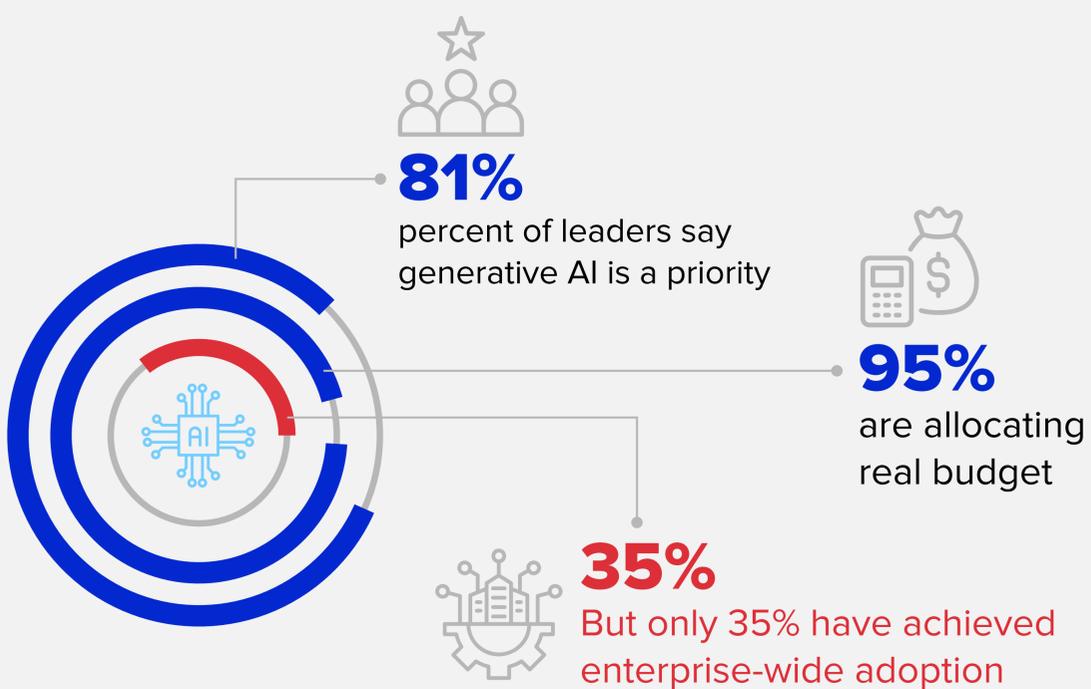


# The Transformation Gap: When Enterprise AI Investment Meets Organizational Reality

Our research reveals why generative AI isn't delivering



The funding is there.  
What's missing: **Organizational Transformation**

## Four focus areas to close the gap

### ESTABLISH TRUST

**45%**  
of leaders are stuck  
in pilot purgatory

Pilots don't scale without trust. Trust requires knowing your system's accuracy, failure points, and improvement paths. What doesn't get trusted doesn't get used—or create value.

### DEFINE AND MEASURE SUCCESS

**40%**  
of leaders are prioritizing  
growth and personalization  
over efficiency

Too many organizations deploy AI without defining success quantifiably and lack the measurement infrastructure to prove it works.

### ADDRESS CHANGE MANAGEMENT

**66%**  
of leaders say their  
operating model makes  
change difficult

**59%**  
have tech and  
marketing teams  
operating with  
separate strategies

**38%**  
have alignment  
between their  
business and  
technology teams

These are change management problems, even when labeled as "data silos" or "infrastructure limitations."

### PREPARE YOUR DATA

**40%**  
of organizations  
have an enterprise  
data strategy

AI is only as good as its underlying data. Siloed, inconsistent, or inaccessible data stunts progress, no matter how sophisticated your models are.

The bottom line: Technology maturity alone isn't enough. You need a plan that aligns your platforms and your business. **Let's create a roadmap to make AI value a reality.**