

— A PRACTICAL GUIDE TO —  
**BUILDING ENTERPRISE-WIDE  
INTELLIGENCE**

A New Operating Model for Enterprise AI



A practical guide to building enterprise-wide intelligence.

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# Executive Summary

Enterprise AI has entered a new phase. Organizations are investing at unprecedented levels in models, infrastructure, copilots, and AI agents. Yet despite rapid adoption and growing budgets, relatively few enterprises are translating those investments into measurable business outcomes.

**The challenge is no longer adopting AI; it's operationalizing AI across the enterprise to unlock meaningful business value.**

Most enterprises already possess the building blocks of AI success. What they lack is the operating layer that connects intelligence across systems, orchestrates actions across teams, and continuously learns from outcomes. In absence of orchestration, AI remains trapped in isolated pilots instead of delivering measurable value at scale.



## Why enterprises stay stuck in pilot mode

Exploring why so many AI initiatives fail to move beyond early-stage pilots.



## The structural barriers preventing scale

Understanding the organizational, technical, and operational challenges that prevent enterprise AI from scaling.



## A new operating model that converts intelligence into business outcomes

Introducing an orchestration-first operating model that transforms AI investments into measurable business value at scale.

### AI INVESTMENT VS. BUSINESS IMPACT



# \$2.59T

Global AI spending (2026)



# +47%

YoY growth



# 20%

Organizations reporting AI-driven revenue growth



## The AI Paradox

# More Investment, Less Impact



Over **80% of enterprise AI** pilots never reach production. The pilot—not the technology—is where most AI initiatives lose momentum.

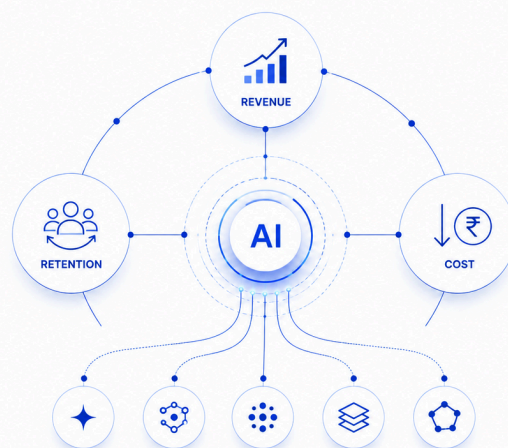


Most AI pilots solve a **single use case**, remaining disconnected from enterprise-wide workflows, systems, and decisions.



The average enterprise now uses **11.4 AI vendors**—nearly triple the 4.2 it used two years ago—yet lacks a unified operating layer to orchestrate them.

Across industries, the pattern repeats: significant budget, credible pilots, and still no clear line from AI activity to revenue, retention, or cost. Leadership starts asking the same question in every review cycle.



### KEY QUESTION

If AI investment keeps rising, why does business impact keep lagging behind it?



### THE REAL ANSWER

The answer isn't another model, pilot, or an AI vendor. The challenge begins after the pilot ends. Without the right intelligence and enterprise orchestration, AI remains fragmented instead of becoming a scalable business capability.



# The Fragmentation Trap

Most enterprise AI efforts don't fail from a lack of ambition. They fail from a lack of coordination — and the true cost never appears on a single dashboard. It surfaces only once, when leadership is asked to explain, in aggregate, what the enterprise's AI investment has actually returned.

Today's enterprise AI landscape

**i. Isolated pilots**  
Run one business unit at a time, with no path to scale beyond it.

**ii. Siloed copilots**  
Deployed team by team, each reinventing what another team already solved.

**iii. Departmental point solutions**  
Bought independently, and never built to talk to each other.

**iv. Disconnected data environments**  
Separate stores of truth that were never meant to connect.

The cost of fragmentation

**i. Duplicated effort**  
The same capability, rebuilt independently across departments.

**ii. Slower deployment cycles**  
Every initiative starts from zero instead of compounding on what came before.

**iii. ROI invisible at the enterprise level**  
Value stays stranded inside individual pilots, impossible to add up.

**iv. Leadership trust eroding**  
Each unproven pilot chips away at confidence in the next—**42% of enterprises abandoned an AI initiative in 2025, at an average sunk cost of \$7.2M (Deloitte, 2026).**

## Reality Check

Organizations don't have an AI shortage  
They have:

Fragmented Intelligence

Disconnected Workflows

Isolated Decision-making

Low Outcome Visibility

## Leader Quote

“

AI transformation does not have to mean starting over. The greater opportunity is to make everything the enterprise has already built more intelligent.

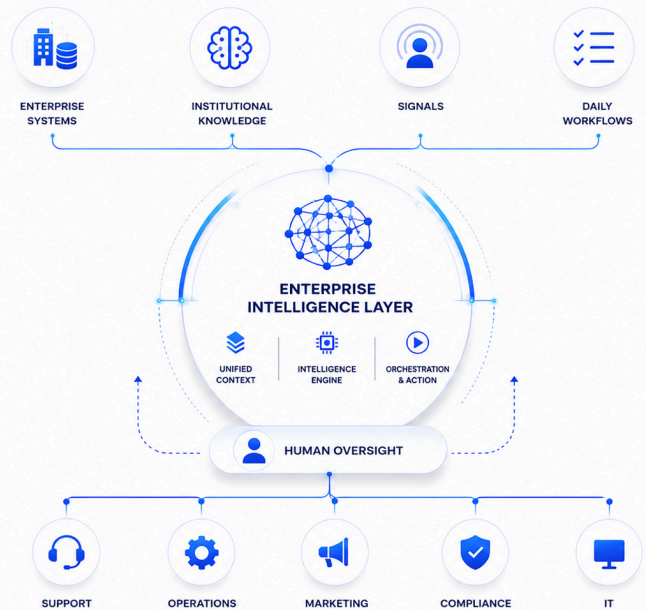
**Anubhav Mehrotra**  
Vice-President Customer Experience, Tata 1mg

”

# From Fragmented AI to Enterprise Intelligence

Leading enterprises are solving the AI adoption and scale challenge by replacing isolated tools with one layer that connects enterprise systems, institutional knowledge, customer signals, and daily workflows into a single view. The objective is to generate the right intelligence to the right team at the right time.

The shift is from AI as a collection of tools to AI as infrastructure — one layer underneath every function, instead of a dozen tools beside a handful of them. With human oversight built in, this layer not only generates context-aware intelligence but also orchestrates decisions and execution across the enterprise.



## The outcomes that follow:



**15%** ↑  
Revenue Growth



**25%** ↓  
Churn Reduction



**35%** ↑  
Higher CLTV

Every decision and outcome becomes a learning signal, continuously improving future recommendations and maximizing the value of existing AI investments. What enterprises need is a new operating model that generates the right intelligence, orchestrates enterprise-wide action, and continuously improves through every outcome.

## Leader Quote

“



The true power of AI lies in empowering customer-facing teams to deliver hyper-personalized experiences at scale while continuously learning from every interaction, decision, and outcome to improve how enterprises serve their customers.

**Gaurav Mathuria**  
Director, Deloitte

”

## AI Command Central

# A New Operating Model for Enterprise AI

AI Command Central powers this new operating model. Sitting between enterprise systems and business outcomes, it brings together enterprise data, knowledge, AI models, workflows, and human expertise to deliver the right intelligence to the right teams, orchestrate decisions, automate execution, and continuously learn from every interaction.

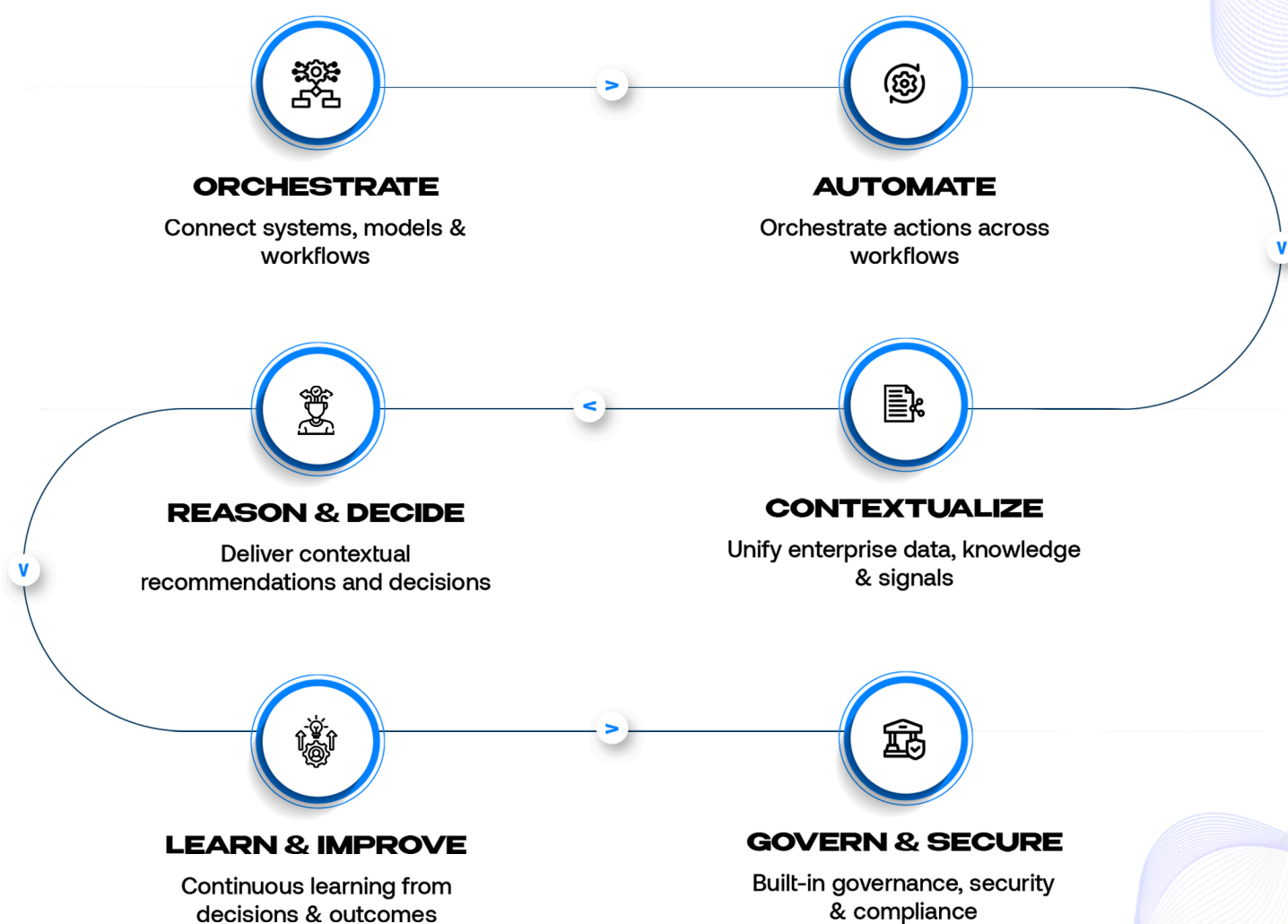


Rather than replacing existing AI investments, AI Command Central enables them to work together, transforming fragmented AI capabilities into coordinated enterprise intelligence that drives measurable business outcomes.



# A New Operating Model for Enterprise AI

From orchestration to governance, each cycle strengthens the next, refining how the system responds with every pass. What the system learns while automating and deciding becomes the intelligence that shapes how it contextualizes signals and governs decisions.



Every decision sharpens judgment, and performance compounds continuously across teams and workflows, turning interactions into lasting institutional knowledge instead of scattered, disconnected learnings.

# The Four Pillars of the Enterprise AI Operating Model

AI Command Central is built on four interconnected pillars that work together as a unified operating model. Rather than functioning as standalone capabilities or sequential phases, they embed intelligence into everyday work, preserve institutional knowledge, govern AI responsibly, and continuously measure business impact.



## Embedded Operational Intelligence

Intelligence where work happens

- Embedded in CRM, ERP, contact center, and business applications
- Connects with 40+ enterprise systems
- Delivers intelligence in existing workflows

 **75% User Adoption vs 20% industry avg**

## Institutional Intelligence

Knowledge that compounds

- Learns from every decision and interaction
- Captures organizational expertise
- Converts tribal knowledge into enterprise intelligence

 **Compounding Advantage**

## Sovereign Architecture

Enterprise control by design

- Hybrid deployment
- Model-agnostic architecture
- Built-in governance, security, and compliance

 **Zero Vendor Lock-in**

## Outcome Accountability

AI measured by business outcomes

- Production-ready deployments
- Real-time ROI measurement
- Continuous outcome tracking

 **2-3X Documented ROI**

Together, these four pillars create a continuous enterprise intelligence loop—where every decision strengthens the next.

## Leader Quote

“



AI creates transformative value only when enterprises trust its recommendations and consistently translate them into decisions that improve customer as well as business outcomes.

**Jhilmil Bhansali**  
Marketing Manager: Product & Communications, Dish TV

”

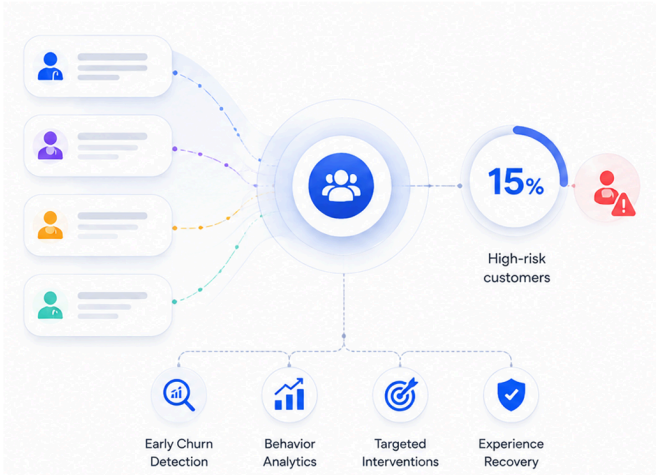
# What This Looks Like in Practice

The following examples are drawn from live enterprise deployments. Both show the same underlying mechanism: recommendations that translate directly into measurable, repeatable outcomes.

## Case Study 1

### Retention & Win-Back Intelligence (DTH)

Analysis of 9,000+ conversations found churn was predictable by the second interaction — and concentrated, with 15% of customers driving most of the churn risk. Experience failure, not pricing, was the primary driver of departures.



## Case Study 2

### Smart Segmentation (NBFC)

Analyzed 576K conversations to identify five customer segments, quantify revenue leakage, and prioritize the highest-value conversions, win-back, and cross-sell opportunities.



## Case Study 3

### Debt Collection (ARC)

A leading Asset Reconstruction Company managing a ₹8,000+ crore replaced blanket outreach with targeted next-best-action, routing effort to the accounts most likely to pay.





# The Next Era of Enterprise AI

The enterprises succeeding with AI today started at the same point as everyone else: real budget, credible pilots, and no way to prove what any of it returned. What separated the ones that broke through wasn't more AI. It was one connected system instead of a dozen isolated ones, built to get smarter with every decision made rather than start over with every new tool.

That's the math behind 80% of pilots stalling before production, and it's the same math running in reverse once those pilots were connected into one operating layer instead of run alone: 23.8x return, not from more AI, but from AI that finally added up.



## The Way Forward

**The enterprises pulling ahead haven't spent more than their competitors. They've stopped paying for AI a dozen times over and started paying for it once, in a system built to compound.**

**That's what AI Command Central is built to be: not a bigger AI budget, but one loop, running under every function, getting sharper with every decision a human makes inside it.**

# CONNECTED INTELLIGENCE. COORDINATED ACTION. MEASURABLE OUTCOMES.

Where intelligence informs decisions, orchestrates action,  
and compounds through outcomes.

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Loved by customers



Rating : 4.6/5