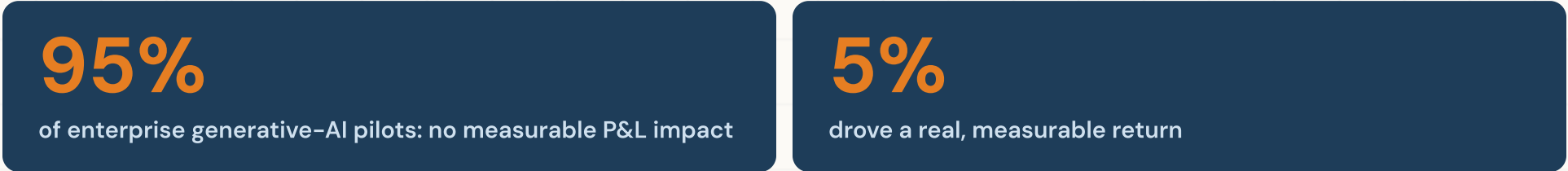


95% of AI pilots fail. The reason isn't the AI.

MIT NANDA put a number on it: ~95% of enterprise generative-AI pilots showed no measurable P&L impact, and ~5% drove a real return. Same models, same era – the line between them was never the model. It was the operation underneath it.

THE HEADLINE NUMBER MIT NANDA · Aug 2025



MIT NANDA, "The GenAI Divide: State of AI in Business 2025." 150 executive interviews, a 350-person survey, 300 public deployments. Treat the headline number as a strong signal, not proof – the method has been part of the public conversation too, so read the source yourself.

READ AS
~~AI doesn't work.~~

ACTUALLY
The operation around it didn't.

THREE ROOT CAUSES – THE REPORT'S OWN none of them are model problems

- I

The learning gap
Dropped in without the structure to improve.
 - No process, no feedback loop, no owner – so it stalls instead of getting better.
- 2

Budget misalignment
The money chased the demo, not the return.
 - Over half the spend went to sales and marketing. The real return sat quietly in the back office.
- 3

Build versus buy
Bought and partnered beat built in-house.
 - Teams that bought from specialists or partnered succeeded roughly 2x as often as teams that built it all themselves.

THE DIVIDE five layers, one framework



The five percent had these. The ninety-five percent skipped straight to the model and hoped the foundation would sort itself out.

Monday morning

YOUR FIRST MOVE

Before you fund the next pilot, or greenlight the one a vendor is pitching this quarter, take the one use case you care about most and ask the question the 95% never asked: not "can we build this" but "can our operation carry this once it's live."

Walk it against the five layers, honestly: governed, clean data, standard process, controls, a named owner for the day after launch. Self-check: wherever you hesitate, you've just found the reason it would have joined the 95%.

OPERATOR INSIGHT · SEASON 2

"The line between the 5% and the 95% was never the model. It was the operation underneath it."

"Your AI maturity will never exceed your operational maturity."

Free

Score your own operation – the AI-Ready Operations Assessment runs it on your systems.

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