practus
Results. Delivered.

Pathsetter AI

The Future of Enterprise Intelligence: Integrating Gen AI for Competitive Advantage

www.pathsetter.ai

www.roibypractus.com

Introduction

We're at a turning point. Businesses today are no longer struggling with a lack of data – they're overwhelmed by it. Dashboards, reports, KPIs: they all promise insights, but too often, the signal gets buried in the noise. What decision-makers need is not more data, but sharper, faster, contextual intelligence that drives outcomes, not just talking points and observations.

That's where Enterprise Intelligence comes in, and when paired with the power of Generative AI, it's not just a tech upgrade: it's a strategic leap. Gen AI doesn't just summarize data; it unlocks what matters most: real-time, relevant insights that improve agility, sharpen decisions, and uncover opportunities that others miss. At Practus, we've always believed that business performance isn't a buzzword or a metric on a dashboard: it's something – an outcome – you actively engineer. And Pathsetter AI has demonstrated firsthand how AI, when built with empathy for the end-user, can be transformative. That belief brought us together to create Disrupt IQ: a powerful business analytics tool that combines Gen AI, Big Data Analytics, Machine Learning, and automation to empower CXOs and business teams to make smarter decisions, faster.

This white paper is a reflection of that shared belief. We'll explore how Enterprise Intelligence is evolving, how Gen AI is reshaping business performance, and why organizations must go beyond experimentation to execution. Through real-world use cases, frameworks, and a clear focus on business outcomes, we hope to spark a conversation that helps enterprises rethink how decisions get made – and how value gets delivered.

Because in the end, it's not about the tech. It's about what tech makes possible.

Deepak Narayanan
Founder & CEO
Practus

Sridhar Gadhi
Co-Founder
Pathsetter AI

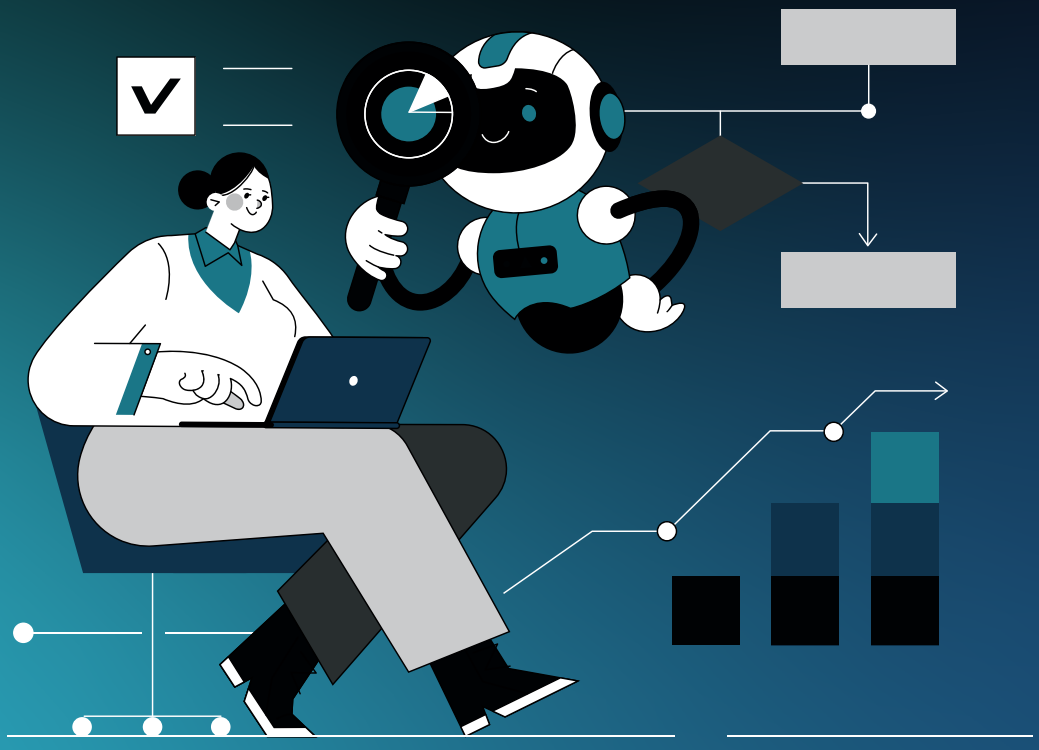
Enterprise Intelligence (EI) is the strategic use of data, analytics, and advanced technologies to drive sharper decision-making, streamline operations, and unlock new growth opportunities. It's about turning insight into action—and doing it faster than ever before.

Generative AI (Gen AI) amplifies EI by cutting through noise to surface high-impact insights. Whether it's helping CXOs make sense of overwhelming data, automating routine decisions, or identifying new revenue opportunities, Gen AI brings real-time, contextual intelligence into the boardroom. The result? A sustainable competitive edge, faster adaptability, and innovation that's grounded in business outcomes, not just tech experimentation.

What is Enterprise Intelligence?

Enterprise Intelligence (EI) is a forward-looking, strategic approach to data-driven decision-making (DDDM). It brings together advanced tools like AI, machine learning, real-time analytics, and enterprise architecture – not just to analyze what happened, but to shape what's next.

Unlike traditional Business Intelligence (BI), which focuses on hindsight, EI delivers a real-time, predictive view of how an organization runs: across systems, processes, and data silos. It enables leaders to act proactively, not reactively, and to align decisions with dynamic business realities.



The Shift Toward Intelligent Enterprises

According to Alation, 97% of data leaders admitted their companies struggle to make the most of their data for better decision-making. Overlooking DDDM leads to missed revenue opportunities, inaccurate forecasts, and bad investments. Despite the recognized importance of data, many organizations struggle with its overwhelming volume.

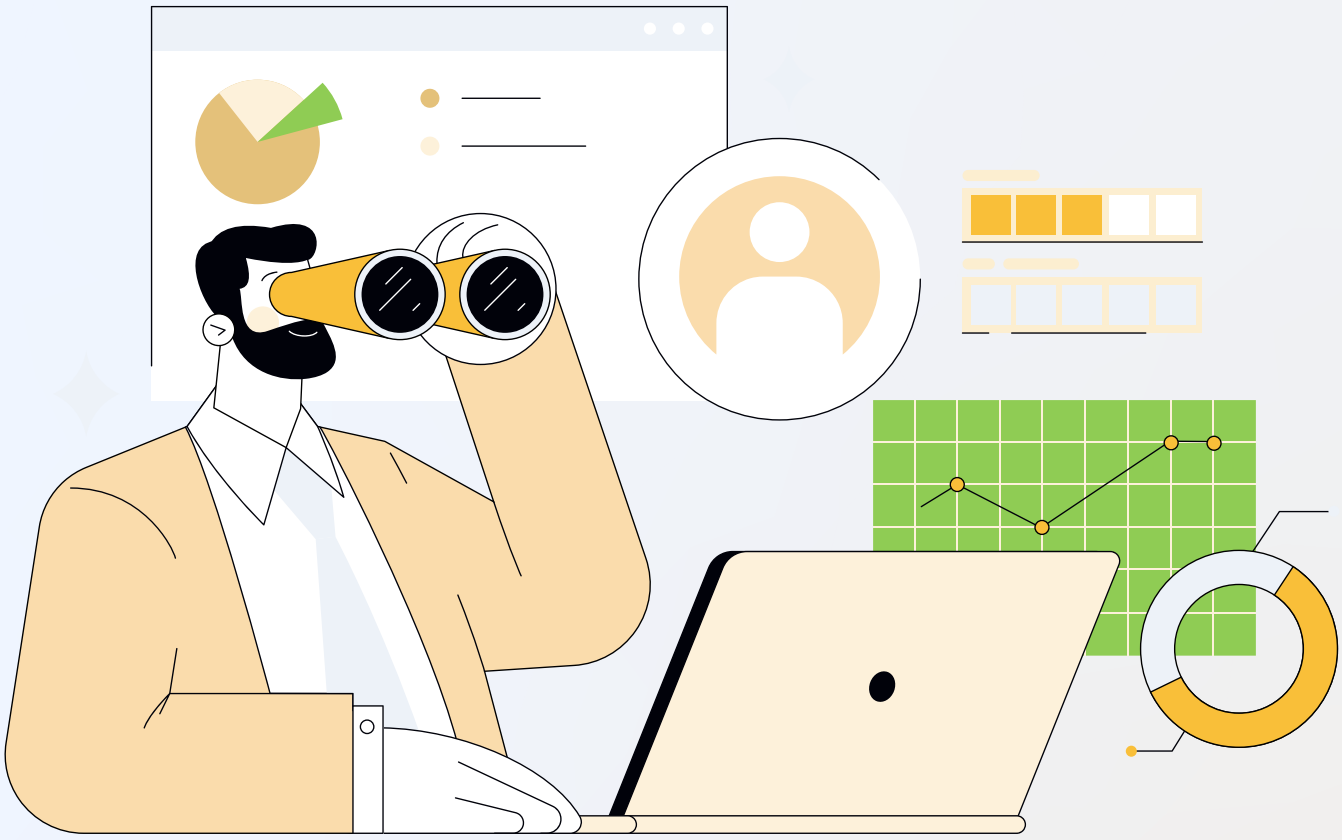
Traditional Business Intelligence (BI) has long helped organizations analyze historical data, but it's no longer enough in today's fast-moving business environment. BI tools often rely on static dashboards and manual data preparation, which means by the time insights are generated, the opportunity to act may have already passed. For instance, a retail chain using traditional BI might identify a sales drop only after the quarter ends—too late to course-correct pricing, promotions, or inventory.

Enterprise Intelligence (EI) shifts this paradigm. By integrating real-time data, AI, and predictive analytics, EI enables business leaders to detect patterns as they emerge, simulate scenarios, and make decisions in the moment, with far greater precision and speed.

To stay competitive, businesses must move beyond retrospective analysis and embrace real-time, predictive, and automated decision-making. Rapid technological advancements have driven this shift toward intelligent enterprises.

A 2024 Oracle survey found that 86% of respondents say excessive data complicates decision-making, while 72% admit data overload and distrust prevent them from making any decision. As a result, 70% of business leaders prefer automation to streamline decision-making.

Organizations can cut through data complexity, reduce human error, and accelerate decision-making by implementing automated analytics and Gen AI-powered decision-making tools. Unlike traditional BI, which relies on manual analysis, Gen AI autonomously processes vast data sets, generates real-time insights, and recommends actions in natural language. It eliminates the need for manual updates by continuously learning from new data, ensuring insights remain current and relevant.



According to Gartner*, by 2025, 40% of ABI platform users will bypass governance by sharing analytics via Gen AI chatbots; by 2027, 75% of new analytics will be tailored for intelligent applications through Gen AI, enabling seamless connections between insights and actions.

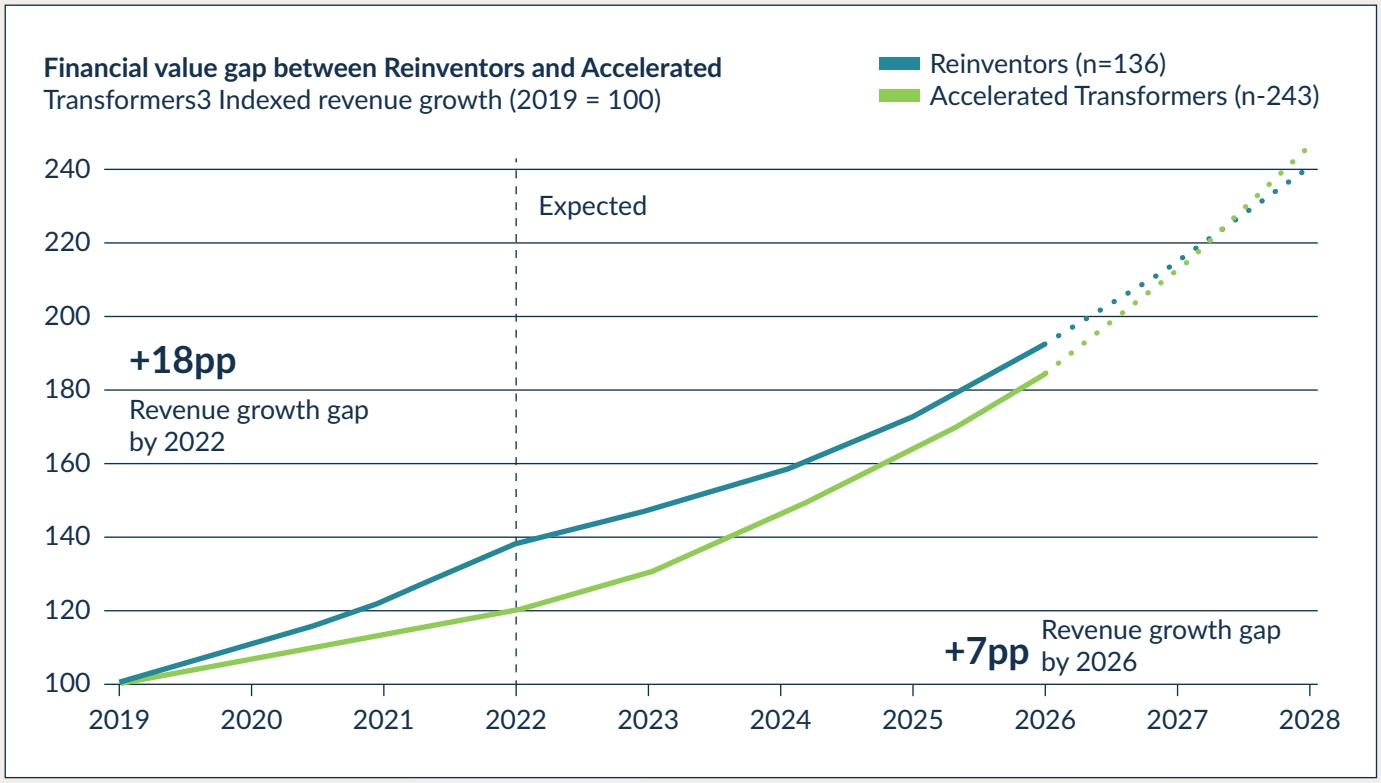
*Source: Gartner® Predicts 2024

Gen AI democratizes EI, allowing business users across departments to access AI-driven insights without needing data science expertise. It accelerates decentralized decision-making to enhance agility.

Gen AI in Enterprise Intelligence

Gen AI uses advanced algorithms to generate new content, ideas, and insights from data inputs. By combining generative models with deep learning, it tailors outputs to business needs, making intelligence not just faster, but more contextual. Its growing adoption is redefining how decisions are made and how enterprises operate.

Gen AI accelerates the speed, sharpens the accuracy, and widens the accessibility of data-driven insights. It integrates seamlessly into existing workflows—automating analysis, surfacing patterns, and generating predictive models with minimal human effort. From enhancing customer experiences to streamlining supply chains, businesses are already seeing measurable impact.



Source

According to Accenture, 82% of organizations are using Gen AI to reinvent business functions, and those that act early are projected to outperform their peers in revenue growth over the next five years. For enterprises today, the message is clear: the window to explore, pilot, and scale Gen AI is now. Waiting risks falling

How Gen AI Creates Competitive Advantage

What makes Gen AI revolutionary is its ability to deliver real business results. Here's how organizations are seeing major improvements with Gen AI:

Improved efficiency

Gen AI automates tedious tasks like data processing and insight generation, freeing up resources for more important work.

Faster adaptability

Gen AI processes data in real time to quickly identify market changes and opportunities. Businesses can use insights to address issues faster and more effectively.

Personalized experiences at scale

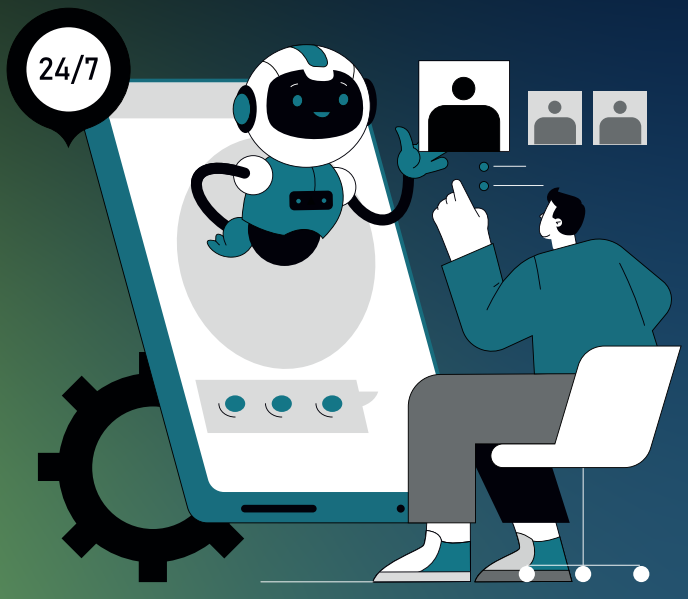
Gen AI uses behavioral data to create highly personalized customer experiences. From targeted marketing to custom product recommendations, businesses can use EI to connect more meaningfully with their audiences.

Streamlined operations

Automation powered by Gen AI reduces costs and eliminates inefficiencies across business processes, making operations run smoother.

New product innovation

Gen AI helps businesses explore new product designs, test ideas, or even collaborate with users through AI-generated suggestions.



Key Applications of Gen AI in Enterprises

Financial Planning and Forecasting

Financial leaders face increasing complexity in managing budgets, forecasting revenue, and mitigating risks. Gen AI enhances financial decision-making through:

Gen AI-driven scenario modeling:

Gen AI enables CFOs to model multiple financial scenarios by analyzing historical data, market trends, and economic indicators. Unlike traditional forecasting methods that rely on static models, Gen AI continuously refines predictions based on live data. AI-driven tools automate budget planning to generate optimized budget recommendations tailored to company objectives and market conditions.

Risk management and fraud detection with predictive analytics:

Gen AI models assess market volatility, credit risks, and operational risks, allowing finance teams to take preventive actions. Gen AI can analyze transaction patterns to flag suspicious activities in real time, improving fraud prevention. It also ensures adherence to financial regulations by automatically reviewing transactions against compliance frameworks.

Operations and Supply Chain Optimization

Efficient supply chain management helps minimize costs and maximize operational efficiency. Gen AI enhances supply chain and logistics through:

Gen AI-powered demand forecasting:

Gen AI models analyze sales trends, seasonality, and factors like weather or geopolitical events to optimize inventory. They predict shortages and trigger purchase orders to prevent overstocking or stockouts. Gen AI also helps businesses anticipate supply chain disruptions and create contingency plans.

Intelligent automation for procurement and logistics:

Smart contract negotiation tools powered by Gen AI analyze supplier performance, pricing, and contract terms to optimize vendor selection. Gen AI-driven logistics platforms calculate efficient transportation routes, cutting fuel costs and delivery time. Additionally, Gen AI-powered warehouse automation improves inventory management with automated sorting, tracking, and order fulfillment.

Key Applications of Gen AI in Enterprises

Customer Experience and Engagement

Gen AI helps businesses deliver personalized and seamless experiences to meet the changing customer expectations at scale. Here is how it works:

AI chatbots and virtual assistants for enhanced CX:

Gen AI-powered chatbots handle customer inquiries instantly, helping reduce wait times and improve service quality. Advanced NLP models enable Gen AI chatbots to engage customers in multiple languages and understand the context of interactions. These algorithms also analyze customer conversations to gauge satisfaction and suggest improvements.

Personalized marketing through Gen AI-driven content generation:

Gen AI-powered hyper-personalized campaigns tailor marketing messages based on customer preferences, browsing history, and buying behavior. It automates content creation, producing high-quality blog posts, product descriptions, and ad copies customized for specific audiences. Gen AI also improves email and ad targeting by refining audience segmentation, ensuring marketing efforts reach the right people at the right time.

Compliance and Risk Management

Regulatory requirements are constantly evolving, making compliance and risk management a top priority for enterprises. Gen AI enhances compliance processes through:

Gen AI-driven regulatory compliance monitoring:

Gen AI enables real-time compliance tracking by monitoring transactions, contracts, and internal processes to spot non-compliance. It also simplifies regulatory reporting by automating the preparation of compliance reports, saving time, and reducing errors. Additionally, Gen AI automatically updates compliance policies to reflect changes in regulations and industry standards.

Automated audit and fraud detection:

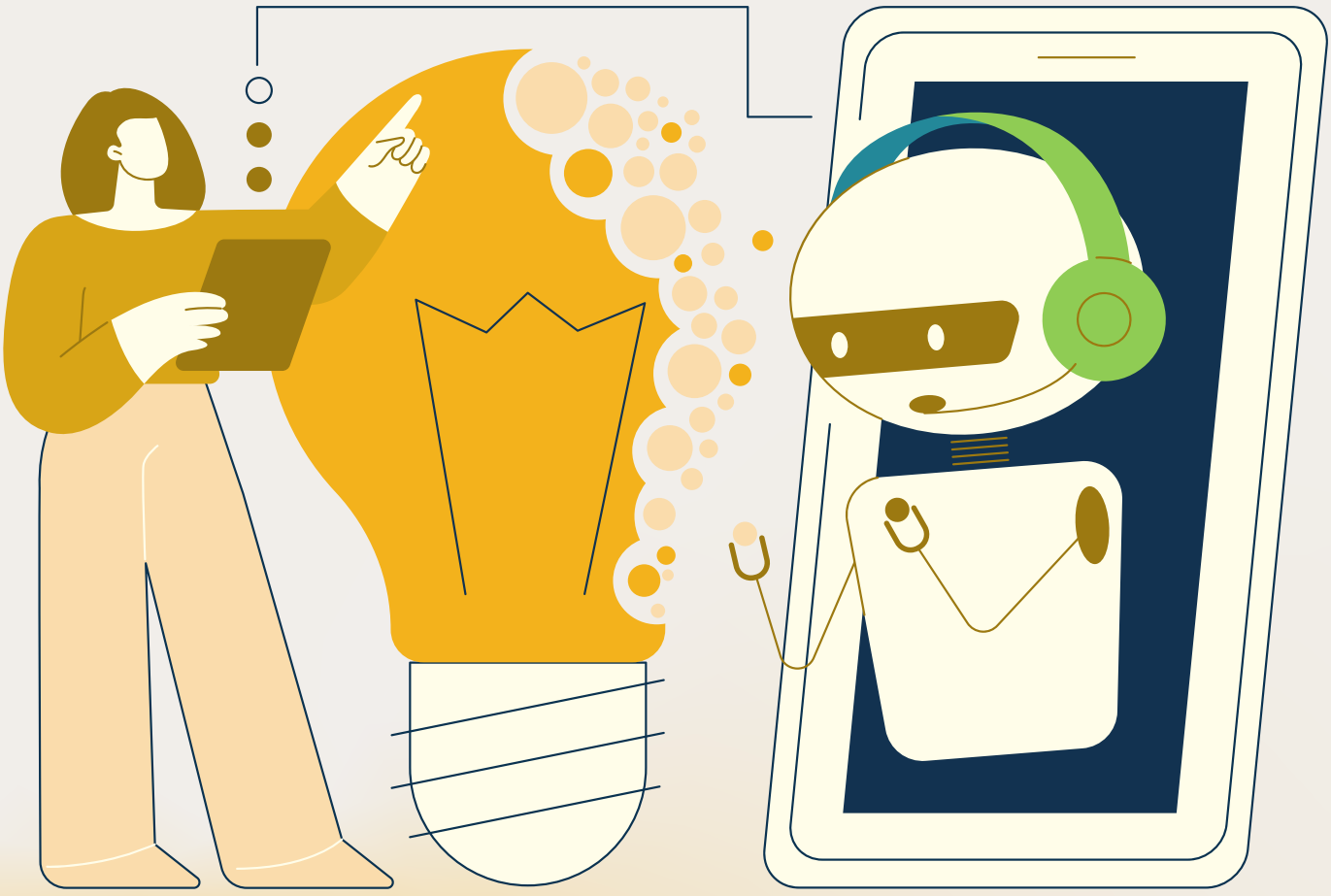
Gen AI prevents fraud by scanning financial records and transactions for unusual activity, making it easier to spot risks. Gen AI checks business processes against compliance standards for regulatory risks and identifies issues early.

Measuring Business Value in Generative AI Initiatives

The Strategic Imperative

Success in the Gen-AI landscape extends far beyond technological implementation—it demands rigorous assessment of tangible business outcomes. Initiatives must not be evaluated solely on their technological sophistication, but rather on their ability to deliver measurable business results – in other words, their ROI. Be it enhancing customer experiences, streamlining internal processes, or creating new revenue channels, Gen AI projects must align closely with the organization's strategic objectives to transform from mere technical showcases into essential components of business strategy.

Businesses must therefore develop a comprehensive framework for measuring business value that looks beyond conventional metrics to capture the full spectrum of Gen AI's organizational impact. By employing a holistic evaluation approach that encompasses diverse KPIs – spanning operational efficiency, user experience, scalability, and return on investment – enterprises can develop a nuanced understanding of how Gen AI contributes to their larger goals.



The Strategic Value of Business Metrics in Gen AI Proof of Concepts

The importance of establishing and tracking business metrics in Gen AI Proof of Concepts (POCs) is paramount for organizations seeking to maximize their technology investments. A strategic and methodical approach to evaluating Gen AI initiatives ensures that promising technologies translate into measurable business outcomes.

Beyond Technical Feasibility: Strategic Alignment with Enterprise Goals

While technical implementation represents an important initial milestone in Gen AI projects, the ultimate measure of success extends further. A cutting-edge Gen AI solution that fails to impact key business indicators such as revenue growth, customer satisfaction, or operational efficiency, needs to be re-evaluated with regard to its suitability to the company's goals. Evaluation frameworks must therefore pivot from purely technical assessments to comprehensive business impact analyses.

Effective Gen AI implementation lies in alignment with strategic enterprise objectives. This ensures that Gen AI functions as an integral component of a broader business strategy rather than sundry isolated technological experiments. Whether the goal involves transforming customer interactions, optimizing operational workflows, or creating new growth opportunities, the success of Gen AI POCs should be rigorously measured against these strategic aims.

Enabling Data-Driven Decision Making

Systematic measurement of business value in Gen AI POCs serves as a catalyst for informed decision-making. By establishing clear, quantifiable success metrics, organizations can navigate the complexities of Gen AI implementation with greater precision and confidence. This enables leadership to identify which Gen AI projects offer the greatest potential for achieving business objectives, allowing for more effective resource allocation and investment prioritization; it also facilitates a better understanding of Gen AI's ROI for the organization, empowering CXOs to make data-driven decisions that are aligned with long-term strategies.

Fostering Continuous Improvement

Measuring the business value of Gen AI POCs is essential for driving continuous improvement and cultivating innovation. Organizations can iterate and refining Gen AI projects based on performance against established KPIs, allowing them to adapt their strategies to better respond to market dynamics and emerging opportunities. This iterative approach maximizes the value of ongoing Gen AI initiatives and lays the ground for future innovations.

Defining Key Performance Indicators for Gen AI Evaluation

Aligning KPIs with Enterprise Objectives

As more and more organizations turn to Gen AI, aligning Key Performance Indicators (KPIs) with enterprise objectives has become critical to ensuring meaningful business value. But alignment involves more than selecting appropriate metrics – businesses must create a strategic connection between Gen AI capabilities and their fundamental goals.

By carefully identifying and prioritizing KPIs that reflect both the capability of the technology and their strategic direction, organizations can tailor their Gen AI initiatives toward outcomes that deliver significant impact.

Establishing Clear Business Objectives

The first step in aligning KPIs with business objectives involves clearly articulating what the organization aims to achieve by leveraging Gen AI. These objectives may include enhancing customer satisfaction, increasing operational efficiency, driving innovation, or developing new revenue streams.

Clearly defined objectives are essential, as they guide the selection of relevant KPIs. Without well-defined objectives, evaluating impact becomes challenging, as does justifying Gen AI's value to stakeholders.

Selecting Relevant KPIs

Once the objectives are clearly defined, the next step involves selecting KPIs. This process involves several key considerations:

Relevance:
KPIs should be mapped to the stated business objectives.

Measurability:
The selected KPIs must be clearly measurable, allowing them to be tracked over time.

Actionability:
Upon analysis, the KPIs should offer actionable insights that can translate to business decisions or opportunities for improvement.

Comprehensive KPI Framework for Gen AI Transformation

Strategic KPIs

Metric	Description	Calculation Method	Target Range
Innovation Rate	Percentage of new products/services developed using Gen AI insights	(Gen AI-influenced innovations / Total innovations) × 100	25-40%
Time-to-Decision	Reduction in business decision cycles	(Previous cycle time - Current cycle time) / Previous cycle time × 100	40-60% reduction
AI Adoption Rate	Percentage of employees regularly using Gen AI tools	(Active Gen AI users / Total employees) × 100	Year 1: 30-40% Year 2: 50-70%
Data Utilization	Percentage of available data being analyzed for insights	(Data processed by Gen AI / Total available data) × 100	Year 1: 40-50% Year 3: 70-80%
Strategic Alignment Score	Degree to which Gen AI initiatives support core business objectives	Quarterly survey rating (1-10 scale)	8+

Financial KPIs

Metric	Description	Calculation Method	Target Range
Cost Reduction	Operational savings from AI-driven process optimization	(Previous costs - Current costs) / Previous costs × 100	15-30%
Revenue Growth	Incremental revenue attributed to Gen AI initiatives	(Revenue from Gen AI initiatives / Total revenue) × 100	5-15% growth
ROI on AI Investment	Return on investment for specific Gen AI deployments	(Net benefits - Total costs) / Total costs × 100	Year 1: 30-50% Year 3: 150-300%
Profit Margin Improvement	Enhanced margins from AI-optimized operations	Current margin - Previous margin (percentage points)	2-5 percentage points
Cost Avoidance	Savings from prevented issues identified by predictive analytics	Estimated cost of prevented incidents	Function-specific

Operational KPIs

Metric	Description	Calculation Method	Target Range
Process Automation Rate	Percentage of tasks automated through Gen AI	(Automated tasks / Total tasks) × 100	25-40%
Error Reduction	Decrease in errors/rework compared to manual processes	(Previous error rate - Current error rate) / Previous error rate × 100	50-80% reduction
Resource Allocation Efficiency	Improved utilization of human resources	Time saved through automation (hours/week/employee)	5-10 hours/week
Forecast Accuracy	Improvement in prediction precision	1 - (Absolute forecast error / Actual value) × 100	85-95% accuracy
Time-to-Insight	Time required to generate actionable business insights	Average time from data collection to insight generation	Reduction from days to hours/minutes

Customer Experience KPIs

Metric	Description	Calculation Method	Target Range
Customer Satisfaction Score	Improvement in CSAT from AI-enhanced interactions	Post-interaction surveys (1-10 scale)	15-25% improvement
Response Time	Reduction in customer query resolution time	(Previous response time - Current response time) / Previous response time × 100	60-80% reduction
Personalization Effectiveness	Conversion rate uplift from AI-driven personalization	(Personalized conversion rate - Standard conversion rate) / Standard conversion rate × 100	20-40% improvement
Customer Retention	Improvement in customer lifetime value	Year-over-year retention rate improvement	5-15% improvement
Self-Service Resolution Rate	Percentage of issues resolved without human intervention	(AI-resolved queries / Total queries) × 100	60-75%

Examining Successful Gen AI Transformations

The Coca-Cola Company:

Revolutionizing Global Content Creation
Coca-Cola, faced with a growing demand for creative, localized content across 200+ markets and languages, grappled with the high costs and inefficiencies of traditional content production. The need to maintain brand consistency while adapting to diverse cultures was a monumental challenge, compounded by limited creative testing capabilities and slow turnaround times. Coca-Cola deployed a custom Gen AI platform, engineered to ideate, generate, and refine marketing content with unprecedented speed and accuracy. Their strategy included training Gen AI models on the company's historical brand materials, developing multilingual capabilities, and integrating AI-generated outputs with their digital asset management systems. Human creative teams collaborated closely with AI, treating it as an assistant rather than a replacement.

The results were transformative: a 30% reduction in content production time, 25% cost savings across campaigns, and a 40% surge in A/B testing capabilities. The company witnessed a 15% boost in consumer engagement and achieved a 300% increase in localized content output — all while improving creative team satisfaction by 22%. Coca-Cola not only enhanced their marketing efficiency but built a scalable model for AI-augmented creativity that will fuel future innovation.

Klarna: Reinventing Customer Support with Intelligent Automation

Klarna, the fintech giant, faced a daunting challenge: an 85% year-over-year surge in customer inquiries across 45+ markets, creating an unsustainable need for scaling customer support staff. Multilingual support complexity, seasonal spikes, and the handling of sensitive financial data further compounded operational risks. To tackle this, Klarna developed an integrated Gen AI-powered customer service ecosystem. AI agents intelligently triaged incoming inquiries, resolving simple issues autonomously while escalating complex queries to human agents with rich, AI-generated context. Natural language models enabled support in 45+ languages, while advanced sentiment analysis prioritized urgent issues.

The impact? 67% of inquiries were resolved without human intervention, customer response times shrank by 78%, and customer satisfaction rose by 22%. Moreover, Klarna tripled its support capacity without a proportional increase in staffing and cut the cost per customer interaction by 54%. The initiative also transformed internal culture, with 42% lower agent turnover and new career paths created for AI trainers and specialists — proving that intelligent automation, when done right, empowers people instead of replacing them.

Both Coca-Cola and Klarna's Gen AI transformations reveal that technology alone isn't enough: success depends equally on managing people, trust, and continuous learning. At Coca-Cola, addressing initial resistance by positioning AI as a creative collaborator safeguarded brand integrity while allowing scalable innovation. Klarna's journey emphasized transparency with customers, prioritizing human empathy for complex cases, and protecting sensitive data from the start.

Both organizations found that phased adoption, ongoing model retraining, and human-in-the-loop governance were crucial. Empowering employees to collaborate with AI, rather than compete with it, not only improved outcomes but also created new career opportunities, proving that AI is most powerful when it augments human capabilities.

The Gen AI Transformation Journey

Phase 1: Assessment & Discovery (1-2 months)

Objectives:
- Evaluate readiness
- Identify impact opportunities
- Establish baselines

Activities:
Evaluate organizational readiness → Identify high-impact use cases → Align key stakeholders

Deliverables:
- Data readiness report
- Prioritized use case inventory
- Stakeholder engagement plan

Phase 2: Strategy Development (1 month)

Objectives:
- Define success metrics
- Develop governance
- Plan resources

Activities:
Define measurable objectives → Establish governance frameworks → Allocate resources

Deliverables:
- Gen AI strategy document
- AI governance framework
- Resource and budget plan

Phase 3: Pilot Implementation (2-3 months)

Objectives:
- Validate AI value
- Build capabilities
- Gather feedback

Activities:
Select targeted use cases → Develop & integrate AI solutions → Deploy & collect data

Deliverables:
- Functional pilot solutions
- Performance assessment reports
- Lessons learned documentation

Phase 4: Capability Building (Ongoing)

Objectives:
- Develop AI literacy
- Build technical expertise
- Share knowledge

Activities:
Build organization-wide AI literacy → Train technical teams → Create knowledge sharing networks

Deliverables:
- Training programs
- Technical documentation
- Knowledge sharing infrastructure

Phase 5: Scale & Optimization (6-12 months)

Objectives:
- Expand pilots
- Optimize solutions
- Integrate into core business

Activities:
Standardize deployment → Refine models → Embed AI in core processes

Deliverables:
- Enterprise-wide implementation plan
- Optimization reports
- Process integration documentation

Phase 6: Transformation & Innovation (12+ months)

Objectives:
- Explore new business models
- Create AI-first products
- Establish competitive advantage

Activities:
Develop AI-enabled business innovations → Build AI-driven products → Continuously evolve

Deliverables:
- New business model concepts
- AI-first product roadmap
- Long-term evolution strategy

Benefits of Gen AI Adoption by Enterprises

Direct Financial Benefits

Benefit Category	Description	Calculation Approach
Labor Cost Reduction	Savings from automated tasks	FTE reduction × average salary
Process Efficiency	Reduced operational costs	Previous cost - current cost
Error Reduction	Savings from fewer mistakes	Error rate reduction × cost per error
Increased Throughput	Greater output with same resources	Additional output × profit margin
Resource Optimization	Better utilization of assets	Utilization improvement × asset value

Revenue Enhancement Benefits

Benefit Category	Description	Calculation Approach
Increased Sales	Revenue from improved conversion	Conversion lift × average order
Customer Retention	Value of reduced churn	Churn reduction × customer lifetime value
New Product Revenue	Income from AI-enabled offerings	Units sold × price × margin
Market Expansion	Revenue from new market	New customers × average revenue
Price Optimization	Revenue from optimal pricing	Transaction volume × price increase

Risk Reduction Benefits

Benefit Category	Description	Calculation Approach
Fraud Prevention	Savings from reduced fraud	Fraud reduction × average fraud
Compliance Improvements	Avoided penalties and fines	Historical violations × fine amounts
Security Enhancement	Reduced breach likelihood	Breach probability reduction × breach cost
Quality Improvement	Reduced defect-related costs	Defect reduction × cost per defect
Forecast Accuracy	Improved inventory management	Inventory reduction × carrying cost

Strategic Value Benefits

Benefit Category	Description	Calculation Approach
Time-to-Market	Value of faster product launches	Launch acceleration × opportunity value
Decision Agility	Value of faster decision cycles	Decision acceleration × opportunity cost
Innovation Capacity	Value of increased innovations	New innovations × average innovation value
Competitive Positioning	Market share protection/growth	Market share impact × total market value
Brand Enhancement	Value of improved perception	Brand value improvement percentage

Challenges and Considerations in Gen AI Adoption

Gen AI offers great potential for businesses, but it also comes with its complexities. You must understand these hurdles and consider best practices to ensure you use Gen AI in an ethical, secure, and responsible way at your organization.

Data security, privacy, and ethical concerns:

Gen AI operates on vast amounts of data, making security and privacy critical concerns. Mishandling sensitive information can lead to compliance violations, reputational damage, and financial losses.

Data exposure risks:

AI models need large amounts of training data, which may include sensitive information. Without proper access controls, data leaks or misuse can happen.

Privacy compliance:

Regulations like GDPR, CCPA, and HIPAA require strict data usage and retention rules, which AI insights must follow to avoid penalties.

AI errors and misinformation:

Gen AI can produce inaccurate or biased outputs, leading to misleading decisions. Ethical concerns: AI bias can reinforce stereotypes or result in unfair decisions related to hiring, lending, or law enforcement.

Best Practices

- Implement strict data governance policies to control how data is collected, stored, and used in Gen AI models.
- Use AI explainability tools to ensure transparency in how Gen AI arrives at conclusions.
- Monitor Gen AI-generated outputs for bias and accuracy using human oversight and regular audits.
- Leverage synthetic data to train Gen AI models while protecting accurate user data.

Integration with Legacy Systems and Existing BI Tools

Many enterprises rely on legacy systems and traditional BI tools, making it hard to integrate Gen AI tools. The key challenges they face are:

Data silos:

Enterprise data is scattered across departments, on-premise systems, cloud platforms, and third-party apps, making analytics inaccurate.

Compatibility issues:

Older IT systems may lack APIs or the power needed for Gen AI analytics.

Data inconsistencies:

Legacy databases may store incomplete, outdated, or unstructured data, complicating AI integration.

Best Practices

- Adopt a cloud-based AI strategy to improve interoperability between Gen AI models and BI tools.
- Use middleware and APIs for seamless data exchange.
- AI-powered data cleaning tools enhance enterprise data accuracy before feeding it into AI models.

Managing Change: Upskilling Teams for AI-Driven Decision-Making

Adopting Gen AI in the workplace requires a cultural change. Employees must understand, trust, and use AI insights effectively to make better business decisions. Here are the key challenges to prepare for:

Resistance to AI adoption:

Employees may fear Gen AI will replace their jobs instead of enhancing their work.

Lack of AI literacy:

Users may lack the technical expertise to interpret AI-generated insights.

Trust and transparency issues:

Employees may hesitate to rely on Gen AI recommendations.

Best Practices

- Provide Gen AI training to employees at all levels to help them understand how AI aids decision-making.
- Adopt a human-AI collaboration approach to position Gen AI as a tool to enhance human expertise.
- Use explainable AI (XAI) models to make AI recommendations transparent.
- Encourage teams to integrate AI insights into daily workflows.

Emerging Trends in Gen AI Applications

The next wave of Gen AI innovation is poised to unlock even deeper levels of automation, creativity, and strategic planning within enterprises. Autonomous decision systems are being developed to independently manage routine tasks such as inventory management, dynamic pricing, and resource allocation, while still requiring strong governance controls. Multimodal Gen AI, capable of generating text, images, audio, and video, will redefine how businesses approach product design, customer engagement, and employee training.

Collaborative intelligence networks, where multiple Gen AI agents work together alongside humans, will drive more complex research, development, and problem-solving initiatives. Synthetic data generation and AI-powered simulations will enhance strategic planning while safeguarding sensitive information. Finally, embedded Gen AI capabilities within physical products, IoT devices, and industrial systems will shift AI from a backend tool to a frontline business enabler, requiring robust edge computing strategies for real-time decision-making.

Outcomes as a Service

A New Operating Model for Gen AI-Driven Enterprises

As enterprises evolve into AI-powered organizations, the shift from traditional technology deployment models toward Outcomes as a Service (OaaS) is gaining momentum. OaaS reframes the enterprise AI journey, not as a tool adoption or platform implementation, but as a commitment to delivering tangible business outcomes as the core value proposition.

Unlike conventional models where enterprises invest in technology and hope for results, OaaS emphasizes shared accountability for measurable results.

Vendors, platforms, or internal innovation teams are no longer judged solely on delivery or uptime, but on KPIs such as cost savings, customer retention, time-to-insight, or revenue uplift.

Key Principles of Outcomes as a Service

Outcome-Driven Contracts:

AI projects are structured around clear deliverables – e.g., 15% reduction in operating costs or 20% improvement in forecasting accuracy – rather than feature completion or SLA uptime alone.

Dynamic KPIs & Feedback Loops:

A/B testing, real-time analytics, and human-in-the-loop mechanisms ensure Gen AI models are evaluated and adjusted based on live business data.

Continuous Value Realization:

Gen AI systems are monitored and optimized continuously to ensure they evolve with the business context, rather than being treated as static deployments.

Co-Ownership Models:

In some OaaS arrangements, vendors share in the upside (or downside), incentivizing both parties to drive toward real, sustained value.

Why Gen AI Makes OaaS Feasible

Gen AI's inherent characteristics – autonomy, scalability, explainability, and personalization – make it ideal for the OaaS model. From personalized marketing outcomes to reduced supply chain latency, Gen AI can be directly tied to specific KPIs, enabling enterprises to track ROI in real time.

Sample Use Cases

Customer Experience Optimization:

Rather than deploying a chatbot, OaaS targets "20% reduction in customer wait times" as the success metric.

Financial Planning:

Instead of offering an AI forecasting tool, the engagement is tied to "10% improvement in revenue forecast accuracy."

Supply Chain Automation:

Outcomes are framed as "15% reduction in inventory carrying cost" rather than just system deployment.

The Maturing Enterprise AI Landscape

OaaS marks a significant milestone in the enterprise AI journey. It signals a move from experimentation to execution, and from data accumulation to decision acceleration. It empowers enterprises to de-risk AI investments while ensuring that technology initiatives remain aligned with core business objectives. It also fosters a culture of agility, accountability, and cross-functional collaboration, making Gen AI not just a capability but a value delivery engine.

By integrating Gen AI into a service model that prioritizes business outcomes, enterprises can unlock the full potential of their data and AI investments and gain a true competitive advantage.

In this paradigm, Gen AI is no longer the centerpiece. Outcomes are. And Gen AI becomes the intelligent engine that drives them – continuously, predictably, and measurably.

Conclusion: Making Gen AI Count

Gen AI-powered Enterprise Intelligence is no longer a futuristic idea: it's here, and it's redefining how businesses operate. But the real advantage lies not in the technology itself, but in how it's used. The winners will be the ones who shift from pilots to performance, who adopt Gen AI not as a toolset, but as an engine for driving measurable outcomes across the business. Whether it's faster decisions, sharper forecasts, better customer experiences, or leaner operations, success will depend on relentless execution and a clear link to enterprise strategy. As OaaS models gain traction, enterprises must anchor every AI initiative to business value—tracking ROI, empowering teams to act, and keeping humans in the loop. Ethical governance, continuous learning, and human-AI collaboration will be non-negotiables.

In this new era, Gen AI isn't the destination. It's the vehicle. Outcomes are the goal. And the time to act is now.

Gen AI-powered Enterprise Intelligence is no longer the stuff of sci-fi novels; it is a competitive advantage in the present and will be a hygiene factor in the future. By moving beyond traditional analytics and embracing real-time, predictive, and autonomous decision-making, organizations can unlock new growth opportunities, drive operational excellence, and deliver unparalleled customer experiences. Competitive advantage will increasingly hinge on an enterprise's ability to rapidly adopt, adapt, and scale AI capabilities, with AI-native challengers disrupting traditional incumbents. Ethical AI practices, including explainable AI models and corporate AI ethics boards, will become standard, especially in highly regulated sectors. To thrive, organizations must also prioritize continuous learning, upskill employees to navigate AI-driven workplaces, and embed innovation loops that evolve alongside technological advancements. Success with Gen AI requires more than just technology adoption; it demands a strategic approach grounded in measurable outcomes, ethical governance, continuous learning, and human-AI collaboration. As emerging trends like multimodal AI, autonomous decision systems, and embedded intelligence reshape industries, enterprises that invest early and with a strong focus on ROI will be best positioned to lead.

The future belongs to businesses that view Gen AI not simply as a tool, but as a transformational partner in redefining enterprise intelligence.

> Enterprise Intelligence is about turning insight into action, faster, smarter and with tangible impact. Gen AI isn't just about automating reports. It's about engineering better decisions at scale. As this paper shows, the winners in this new era will be those who shift from dashboards to direction—from pilots to performance. At Practus, we see Gen AI as a strategic enabler of ROI, not a science experiment.
>
> **Deepak Narayanan**
> Founder & CEO, Practus