

WHY ENTERPRISE AI ROI IS BROKEN

56% of CEOs report no revenue or cost impact from AI
PwC Global CEO Survey, 2026

12% achieved both revenue growth and cost reduction
PwC Global CEO Survey, 2026

6% qualify as AI high performers – real EBIT impact attributed to AI
McKinsey State of AI, 2026

The gap between AI spend and AI outcomes is not a technology problem. It is an operating model problem.