



# The 5% Playbook

— How the top 5% of AI projects  
deliver real business outcomes

MIT research shows that **95% of enterprise AI pilots fail** to move the needle. But the top **5% succeed** — delivering measurable ROI, productivity, and growth.

1.

## Start with one pain point

- Don't boil the ocean.
- The 5% zero in on a single, *high-impact use case* (fraud reduction, compliance automation, customer upsell).
- Success builds confidence, budget, and scale.



### The Play:

Pick a use case with a clear KPI, measurable in <6 months.



# 2.

## Connect AI to context

- Generic AI tools fail because they lack enterprise context.
- The 5% tie AI into their **data, policies, and workflows** so outputs are relevant and trustworthy.



### The Play:

Enrich AI with your own data layer, not just public LLMs.

# 3.

## Build guardrails, not experiments

- AI pilots collapse when they're "cool demos."
- The 5% treat AI like infrastructure: secure, governed, and explainable.
- Guardrails = deterministic controls around a probabilistic model.



### **The Play:**

Enforce policies and access controls before scaling.



# 4.

## Partner smartly

- Winners didn't go it alone. They tapped **specialized vendors** for data integration, security, and orchestration.
- The 5% avoided DIY traps by focusing on business value, not plumbing.



### The Play:

Outsource complexity. Keep strategy in-house.



# 5.

## Measure → Learn → Scale

- The 5% treated AI like product development.
- They ran **tight feedback loops**, measured business outcomes, and iterated fast.
- Only after proving value did they expand to the next use case.



### The Play:

Create a "success flywheel" — pilot → measure → scale → repeat.



# IndyKite powers the 5%

IndyKite gives enterprises the foundation that separates hype from outcomes

- **Context-Aware AI:** Enriches AI with knowledge graph context, identity, and trust-centric metadata such as provenance and trust scoring.
- **Deterministic Guardrails:** Fine-grained, policy-driven authorization ensures only the right people, systems, and agents access data.
- **Faster Time-to-Value:** Ready-to-use services connect cleanly to apps and AI, skipping months of DIY plumbing.
- **Security by Design:** Every actor — human, machine, or AI — is authenticated and authorized at runtime.

The 5% don't gamble on AI. They **design for certainty**, connect to context, and build trust from day one.



## The Play:

Use IndyKite to connect context, secure data, and enforce policies so your AI pilots land in the *5% that succeed*.

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Don't just run  
AI pilots, **use  
IndyKite to  
win with AI at  
scale**

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Want to  
learn more?

For more information on how IndyKite can help you with AI, book in for a call or demo with the IndyKite team at [indykite.com/contact-us](https://indykite.com/contact-us).

