

AI Sparks

Cutting through the AI hype with one clear insight each week

The End of Software as We Know It

For decades, software has been designed around a simple premise: help people do work. Create a report, launch a campaign, approve an invoice. The better the software, the faster the task gets done.

But what if we are entering an era where the task is no longer the bottleneck?

AI can already generate reports, build dashboards, analyze data, write code, create content, and execute workflows. The cost of completing many tasks is rapidly approaching zero. Which raises a bigger question: *If AI can do the work, what is the role of software?*

The answer may be surprisingly simple. Software's job is shifting from helping people do work to helping people make decisions. The next generation of software won't win because it helps people execute more tasks.

It will win because it helps people determine what matters most, from identifying the right customers and opportunities to evaluating investments, experiments, and risks.

For years, software has been a system of record. Tomorrow, it may become a system of judgment. And that may be one of the biggest shifts in enterprise technology since the birth of SaaS itself.

AI doesn't eliminate the need for software. It changes the job description of software.



Your spark for the week:

As AI makes execution increasingly abundant, the companies that create the most value may be those that enhance judgment rather than simply improve productivity.

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.