

AI Value Accelerator: A Framework for Enterprise AI Deployment

Why most enterprise AI initiatives stall for VP & Directors,
and how leading organizations operationalize AI at scale.

About BPX

Blueprintx is a global consultancy for the intelligent front office across marketing, commerce, sales & service, loyalty, and analytics. We connect people, technology, and AI to turn fragmentation into performance.

Advisory

Guides clients from vision to activation with clear models and smart tech choices.

Delivery Transformation

Delivers programs that connect front-office capabilities and drive measurable results.

BPX Portfolio & Capabilities

Operate and Innovate

Runs and improves enterprise platforms through automation, services, and continuous innovation.

AI, Cloud & Engineering

Sales & Service (CRM)

Data Orchestration

Commerce

Marketing

Loyalty

Our Success

1,750+
Successful
Projects

A proven track record of successful customer launches

Our Experience

300+
Active
Customers

Across a diverse range of industries & business size

Our Reach

10+
Countries

Supporting global teams across regions, languages, and operating models

Our Confidence

4.9
Out of
five CSAT

With over 100 five-star reviews on the Salesforce AppExchange



Locations

London | New York | Sydney | Budapest | Singapore | Liverpool | Dallas | Melbourne

CONTENTS

About BPX

Executive Summary	1
AI OPPORTUNITY ASSESSMENT	2
THE STATE OF ENTERPRISE AI	3
THE BPX AI VALUE ACCELERATOR	5
AI READINESS SNAPSHOT	7
STRATEGIC RECOMMENDATIONS	8
CONCLUSION	10
CITATIONS	11

EXECUTIVE SUMMARY

Enterprise AI has entered a new phase. Adoption is widespread, yet measurable business value remains rare.

- 78% of organizations use AI in at least one business function [1]
- Enterprise AI abandonment rates are approaching 42% in 2025 [2]
- AI leaders achieve more than 2x ROI versus less advanced peers [3]
- AI could impact 25% of current work tasks across the US and Europe [5]

The gap has become the defining challenge of the AI era. Most initiatives fail for predictable reasons:

- Weak ownership
- Fragmented governance
- Unclear KPIs
- Poor workflow integration
- Lack of operational accountability

This gap is often referred to as the “Valley of Death,” the stage where promising AI pilots collapse before reaching enterprise scale.

BPX’s **AI Value Accelerator** was built specifically to solve this transition problem. As an **Anthropic Claude Partner**, Blueprintx combines certified expertise with a proven framework to deliver secure, scalable AI with measurable business outcomes.

AI OPPORTUNITY ASSESSMENT

1. What are your top business challenges?

2. Which areas have the most operational friction?

- ☐ Sales ☐ Marketing ☐ Operations ☐ Customer Service
☐ Finance ☐ HR ☐ IT ☐ Other

3. Which teams are already using AI?

- ☐ Sales ☐ Marketing ☐ Operations ☐ Customer Service
☐ Finance ☐ HR ☐ IT ☐ None ☐ Other

4. How would you measure AI success?

- ☐ Revenue Growth ☐ Cost Savings ☐ Productivity ☐ Customer Experience
☐ Risk Reduction ☐ Other

5. Who owns AI strategy today?

- ☐ Executive Team ☐ IT ☐ Operations ☐ Innovation Team ☐ No Formal Owner

6. Where could AI create the greatest impact?

7. How quickly could you scale a successful AI pilot?

- ☐ <30 Days ☐ 30—90 Days ☐ 3—6 Months ☐ 6+ Months

8. What is your highest-priority AI opportunity?

THE STATE OF ENTERPRISE AI

Enterprise AI has entered a new phase. Adoption is widespread, but measurable business value remains rare.

Research from Stanford HAI, Boston Consulting Group, Gartner, and Goldman Sachs reveals a growing divide between organizations experimenting with AI and those successfully operationalizing it.

Stanford HAI reports that 78% of organizations now use AI in at least one business function, up sharply year over year. [1] Yet most deployments remain limited to productivity tools, chatbot interfaces, and narrow workflow automation. The deeper, integrated systems that generate measurable enterprise value remain far less common.

At the same time, Gartner estimates that at least 30% of GenAI pilots will be discontinued due to weak governance, poor data readiness, rising costs, or unclear business value. [2] Broader enterprise AI abandonment rates are approaching 42% in 2025.

42%

2025 Enterprise
AI Abandonment Rate

BPX refers to this transition gap as the “Valley of Death,” the stage between experimentation and scalable enterprise value.

Organizations solving this transition early are beginning to separate structurally from competitors. Research found that AI leaders expect more than twice the ROI of less advanced peers and successfully scale more than twice as many AI initiatives across their organizations. [3]

The organizations adapting fastest are redesigning workflows, governance structures, and operational models now, before disruption forces their hand.

THE STATE OF ENTERPRISE AI CON'T

Meanwhile, AI capability continues to accelerate rapidly. Google DeepMind's Gemini Ultra became the first AI model to outperform human experts on the Massive Multitask Language Understanding (MMLU) benchmark, achieving a score of 90.0%. [4] Goldman Sachs also estimates that AI could replace or significantly augment 25% of current work tasks across the US and Europe. [5]

The organizations adapting fastest are redesigning workflows, governance structures, and operational models now, before disruption forces their hand.

The issue is rarely the model itself.

Most failures stem from operational breakdowns:

- Weak stakeholder sponsorship
- Fragmented governance
- Undefined KPIs
- Poor workflow integration
- Lack of accountability

The solution requires a strong operational foundation.

- Active Executive Sponsorship
- Unified Governance
- Business-Aligned KPIs
- Seamless Integration
- Clear Ownership

THE BPX AI VALUE ACCELERATOR

Most organizations struggle to turn pilots into measurable business outcomes.

The BPX AI Value Accelerator is a structured framework designed to move organizations from AI experimentation to operational deployment.

Assess

Evaluate AI readiness and organizational alignment

Prioritize

Identify the highest-value AI opportunities

Align

Build the business case and success metrics

Activate

Launch rapid AI and agentic proofs of concept

Scale

Establish governance and enterprise capability

The BPX framework consists of five components:

1. AI Readiness
2. Use Case Prioritization and Operating Model
3. Executive Business Case
4. Rapid AI and Agentic POC Activation
5. AI Center of Excellence (COE)

The organizations that will define the next decade of enterprise performance will be those that operationalize AI fastest, with the clearest governance, strongest alignment, and most disciplined execution models. Book a strategy session with BPX to identify your organization's highest-impact AI opportunities.

THE AI READINESS SNAPSHOT

Rate each area:

Executive ownership of AI is defined

YES	PARTIAL	NO
☐	☐	☐

AI initiatives are tied to business KPIs

YES	PARTIAL	NO
☐	☐	☐

High-value use cases have been identified

YES	PARTIAL	NO
☐	☐	☐

Data and systems are AI-ready

YES	PARTIAL	NO
☐	☐	☐

Governance and compliance standards exist

YES	PARTIAL	NO
☐	☐	☐

Teams are prepared to adopt AI workflows

YES	PARTIAL	NO
☐	☐	☐

Assessment:

- **5—6** = Ready to scale AI initiatives.
- **3—4** = Strong opportunities exist.
- **0—2** = Foundational work needed.

Next Step

Schedule a BPX strategy session to identify your highest-impact AI opportunities and create an actionable roadmap for deployment.

STRATEGIC RECOMMENDATIONS FOR ENTERPRISE LEADERS

Treat AI as an Enterprise Transformation Initiative

AI ownership must extend beyond IT or innovation teams.

BCG finds that nearly three-quarters of CEOs now personally own their organization's AI strategy. [3]

Diagnose Before Deploying

- Workflow fragmentation and operational readiness determine deployment success.
- Stanford HAI research confirms that the gap between adoption and operational scaling remains one of the defining challenges across industries. [1]

Tie AI Directly to Business Outcomes

Every initiative should connect to measurable KPIs.
The AI Value Accelerator anchors deployment to:

- Defined baselines
- Financial outcomes
- Named owners
- Measurement methodologies

CERTIFIED ANTHROPIC PARTNER



Blueprintx x ANTHROPIC

ADD CLAUDE TO YOUR WORKFLOW

Talk with Blueprintx about how Claude and Anthropic can be aligned to deliver measurable outcomes in your environment.

[CLICK TO CONTACT US](#)



growth@blueprintx.com | blueprintx.com



**The issue is rarely the model itself.
Most failures stem from operational breakdowns:**

- **Weak stakeholder sponsorship**
- **Fragmented governance**
- **Undefined KPIs**
- **Poor workflow integration**
- **Lack of accountability**

Ready to move from Agentforce testing to production performance?

Talk with Blueprintx about how Agentforce, Data 360, and enterprise workflows can be aligned to deliver measurable outcomes in your environment.

CLICK TO CONTACT US



growth@blueprintx.com | blueprintx.com

CONCLUSION

What CMOs Tell Us

Competitive advantage will not belong to organizations with the largest experimentation budgets.

It will belong to organizations capable of operationalizing AI across workflows, governance structures, and decision systems.

- **Stanford HAI** confirms that adoption has reached 78% of enterprises. [1]
- **Gartner** confirms that large percentages of pilots still fail before reaching production. [2]
- **BCG** confirms that organizations solving this transition early are compounding advantages that grow harder to close with every passing quarter. [3]

The BPX AI Value Accelerator was built specifically for this moment, transforming fragmented experimentation into scalable enterprise capability. [6]

The organizations that treat 2026 as the year they stopped experimenting and started scaling will look back at this moment as the inflection point.

The ones that do not will spend the following years trying to close a gap that only grows wider.

CITATIONS

- [1] Stanford University Human-Centered Artificial Intelligence (HAI). AI Index Report 2025. Stanford HAI, 2025. <https://hai.stanford.edu/ai-index/2025-ai-index-report>
- [2] Gartner. Lack of AI-Ready Data Puts AI Projects at Risk. Gartner Newsroom, February 2025. <https://www.gartner.com/en/newsroom/press-releases/2025-02-26-lack-of-ai-ready-data-puts-ai-projects-at-risk>
- [3] Boston Consulting Group. AI Adoption in 2024: 74% of Companies Struggle to Achieve and Scale Value. BCG, October 2024. <https://www.bcg.com/press/24october2024-ai-adoption-in-2024-74-of-companies-struggle-to-achieve-and-scale-value>
- [4] Google DeepMind. Gemini: A Family of Highly Capable Multimodal Models. Google DeepMind Technical Report, 2023. https://storage.googleapis.com/deepmind-media/gemini/gemini_1_report.pdf
- [5] Goldman Sachs. The Potentially Large Effects of Artificial Intelligence on Economic Growth. Goldman Sachs Global Investment Research, March 2023. <https://www.goldmansachs.com/insights/pages/generative-ai-could-raise-global-gdp-by-7-percent.html>
- [6] Blueprintx (BPX). AI Value Accelerator and Operating Model: A Comprehensive Deployment Strategy for Launching AI Initiatives and Scaling Through an AI COE. Version 3, January 2026.

Blueprintx

growth@blueprintx.com

blueprintx.com