Our Bearings:
Where we Stand TODAY

The Gartner Hype Cycle™
Typical phases with any technology driven change

VISIBILITY

TIME

The Gartner Hype Cycle™
Where Gen AI / Traditional AI stand in 2025

VISIBILITY

Peak of Inflated Expectations

Multimodal Generative AI
Agentic AI
Open-Source LLMs
GenAI Application Orchestration Frameworks
AI-Augmented Software Engineering
Prompt Engineering
Reinforcement Learning From Human Feedback
Domain-Specific GenAI Models
GraphRAG
Agent Development Frameworks
Generative AI Workload Accelerators
Artificial General Intelligence
AI TRiSM
Model Ops
Generative AI-Enabled Applications
Retrieval-Augmented Generation

Innovation Trigger
Peak of Inflated Expectations

Source: Gartner
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Foundation Models
Synthetic Data
Edge AI
Generative AI

Trough of Dis

Technology Trigger

Innovation Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

TIME

EXPECTATIONS

As of June 2025

Source: Gartner
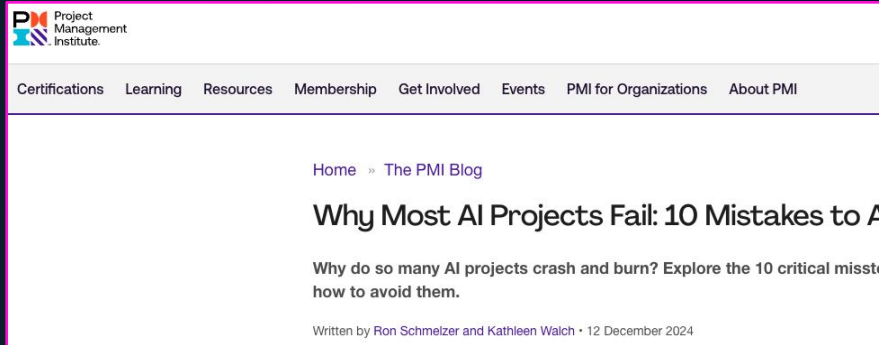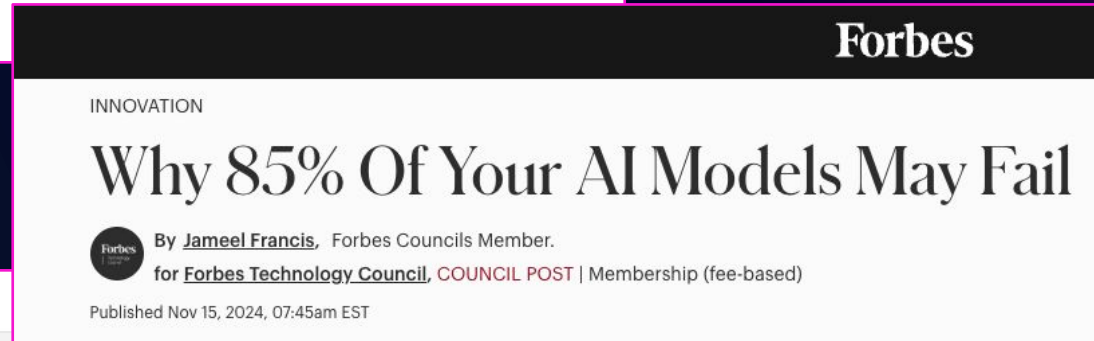© 2025 Gartner, Inc. and/or its affiliates. All rights reserved. CTMKT_3823654

Take it with a grain of salt...
But the chatter has started!

Between 70-85% of GenAI deployment efforts are failing to meet their desired ROI

Are your own employees sabotaging these efforts?

https://tinyurl.com/2zcsrdkf

Forbes

INNOVATION

Why 85% Of Your AI Models May Fail

By Jameel Francis, Forbes Councils Member.

for Forbes Technology Council, COUNCIL POST | Membership (fee-based)

Published Nov 15, 2024, 07:45am EST

https://tinyurl.com/dyd53tyr

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Why Most AI Projects Fail: 10 Mistakes to Avoid

in Share   Share   X Post   Share

Why do so many AI projects crash and burn? Explore the 10 critical missteps—from neglecting data quality to overpromising—and learn how to avoid them.

Written by Ron Schmelzer and Kathleen Walch • 12 December 2024

https://www.pmi.org/blog/why-most-ai-projects-fail

https://tinyurl.com/fyp7au7a

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AI/ML Uncategorized

80% of AI Projects Fail – Why? And What Can We Do About It?

The Execution Approach: Addressing Implications Directly

A deeper dive on implications of known challenges

Use Cases: Siloed or Departmental

- *Unit-level use cases are likely low-value*
- *Response to pressure / hype over real need*
- *Vetted / sandbox-tested vs. "wrapper" uses*
- *Internal friction / competition*

Outcomes over KPIs

- *Traditional / convenience KPIs don't always ladder well to outcomes*
- *Addressing financial gaps, especially when using labor / time-efficiency metrics*
- *KPIs don't always account for governance restrictions; outcomes do*

# A deeper dive on implications of known challenges
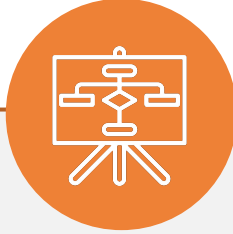
Overestimating Readiness

- Enterprise level alignment on projects

- Current vs. future technical architecture

- Significant revenue or growth impediments for the organization / category

- Level of risk-taking appetite

- Governance implications by org / industry

Leapfrogging the Gaps

- AI is not an answer for core missing or underdeveloped solutions

- Gap between explainability and recommendations

- Process / solutions for recalibration or correction of outputs

- Size of the differentiation moat

My Key Takeaways & Insights
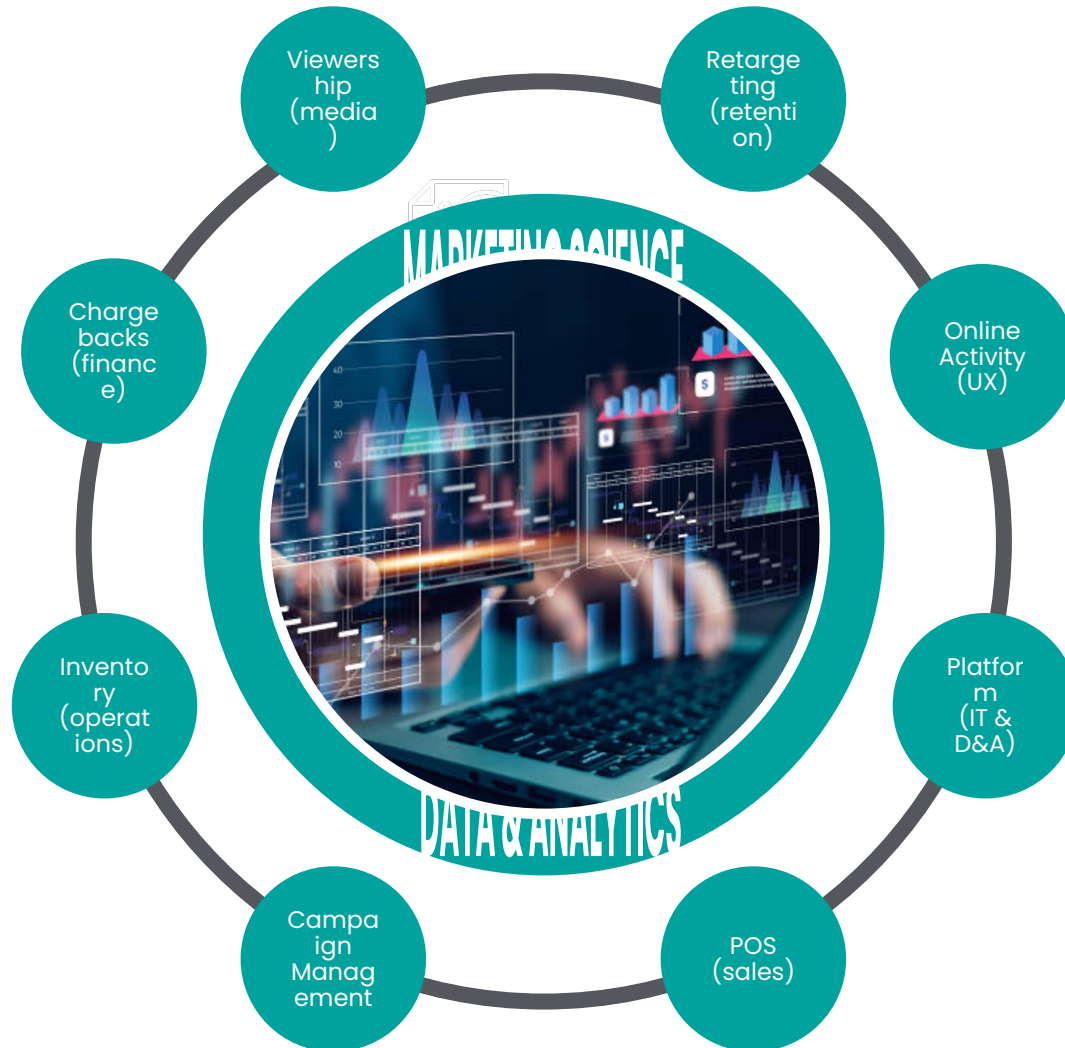
Finding related key needs across organization to secure and right-size investment

A holistic view for use case selection

Numerous **internal joint development explorations** before development

Tough discussion on **overlap and value assignment**

Willingness to **forego / minimize attribution** in favor of building trust & reliance

Moving up KPIs to align to *organizational outcomes*

Channel expansion to pull levers that will drive incrementality

| Approach	Proposed Change	Business Impact
Segment Refinement & Acquisition		47% reduction in wasted spend
Select Inventory Sources		28% Increase in RoAS
Placement Prioritization & Bidding		22% Increase in Promoted RoAS
Sales Messaging		Reduce time spent, and iterate on creative learnings

Value Extraction is a Team Sport

Find efficiencies on your team to support building composable (ML) enterprise modules

NEON

HOW DO WE DO IT?
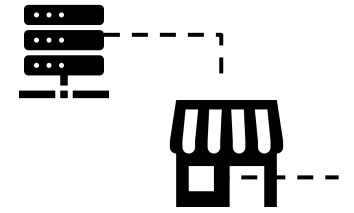
Scratch build specific connectors
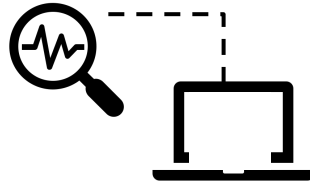
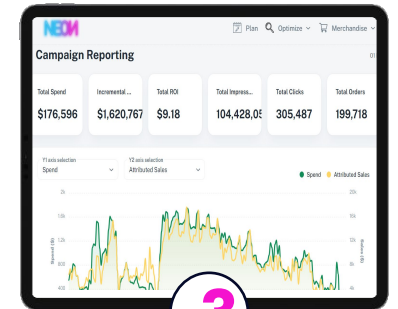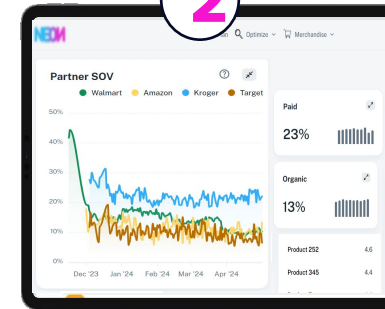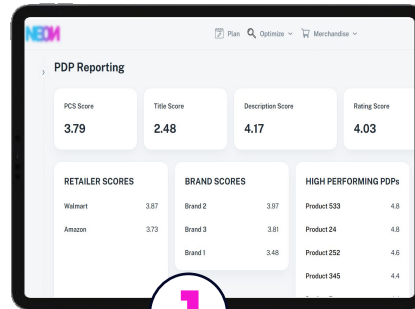**Enable functionality for media & CX team**

Unify dataset and index

Process data daily

Pushed to shared access

Publish standard optimize routines

HOW CAN I USE IT?

1

PDP Reporting

PCS Score	Title Score	Description Score	Rating Score
3.79	2.48	4.17	4.03

RETAILER SCORES		BRAND SCORES		HIGH PERFORMING PDPs	
Walmart	3.87	Brand 2	3.97	Product 533	4.8
Amazon	3.73	Brand 3	3.81	Product 24	4.8
		Brand 1	3.48	Product 252	4.6
				Product 345	4.4

2

Partner SOV
● Walmart ● Amazon ● Kroger ● Target

Paid 23%

Organic 13%

| Product 252 | 4.6 |
| Product 345 | 4.4 |

Dec '23 Jan '24 Feb '24 Mar '24 Apr '24

3

Campaign Reporting

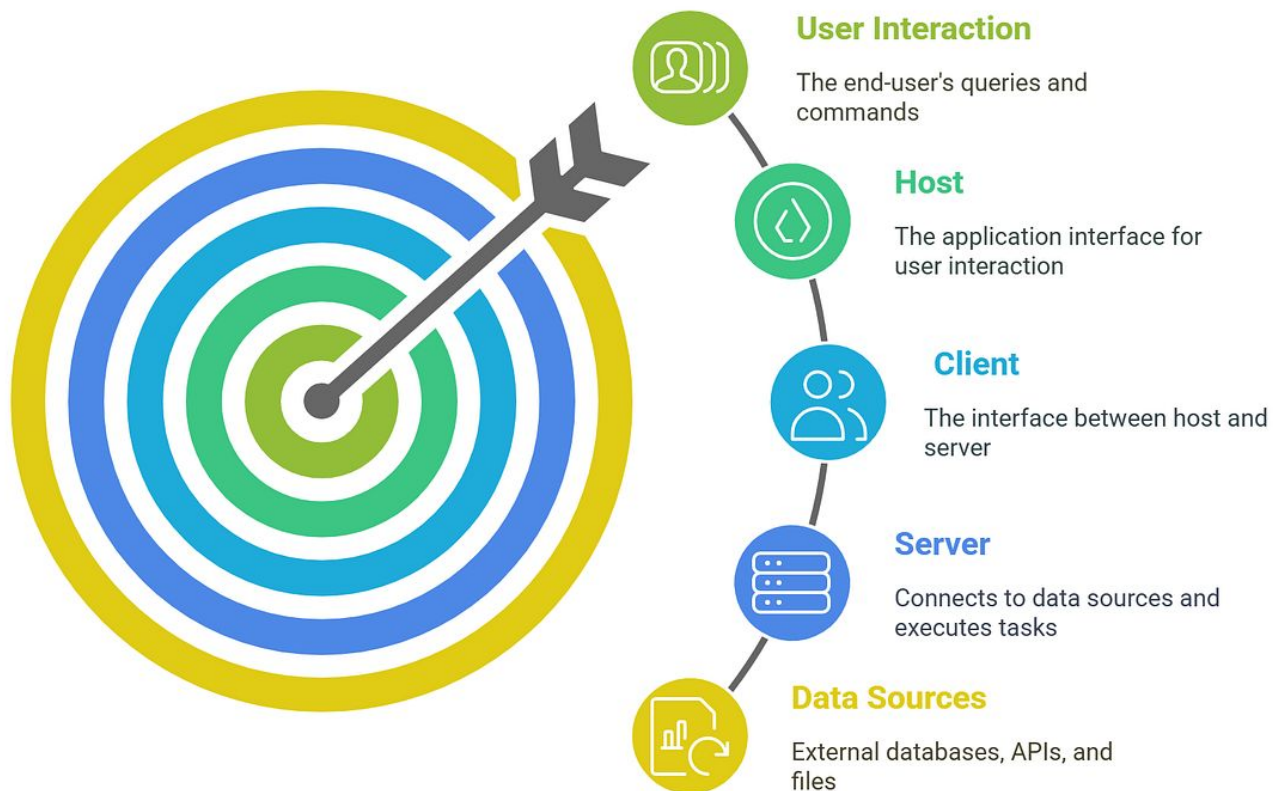| Total Spend	Incremental...	Total ROI	Total Impress...	Total Clicks	Total Orders
$176,596	$1,620,767	$9.18	104,428,0...	305,487	199,718

WHAT CAN I EXPECT?

+1,400
Avg. search rank improvement

2X
Increase in incremental sales

+23%
Increase in week-on-week traffic

Model Context Protocol (MCP) Architecture

User Interaction
The end-user's queries and commands

Host
The application interface for user interaction

Client
The interface between host and server

Server
Connects to data sources and executes tasks

Data Sources
External databases, APIs, and files

Technical expertise, somewhere on the (distributed) team, is critical

Using the right architecture and composable solutions is a requirement for Enterprise Value Creation with AI

NEON

Enterprise applications can use Gen AI to simplify delivery of created value
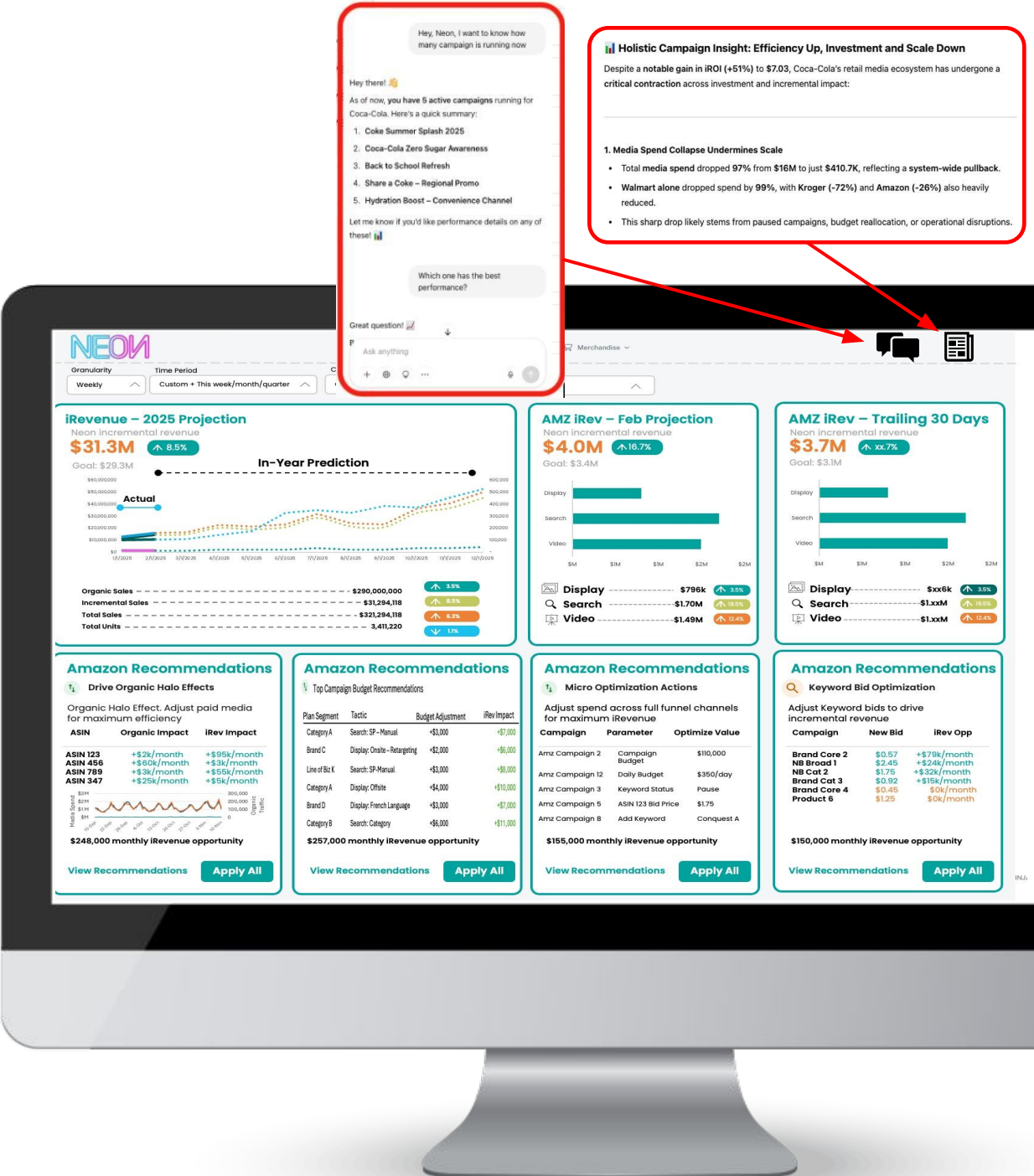
In Closing:

Prioritize the following to deliver tangible value with AI:

1. Evaluate readiness, and prioritize projects to fill the gap

2. Align and report on key business outcomes

3. Create an implementation plan including cross-functional solutions

4. Ensure value creation is a tight but portfolio metric. Don't over-index on attribution of benefit

5. Technical skills is a "must have"

6. Use AI wrappers to deliver the created value

Thank You

Dr. Ram Singh

Chief Data Officer
Horizon Commerce (Horizon Media)