



Enterprise AI Strategy

Methodology



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Navigating the Challenges of Enterprise AI Strategy

For many organisations, the biggest hurdle in adopting Artificial Intelligence (AI) is knowing **where to start**. The landscape is vast, with countless tools and providers promising transformative impact. However, without a clear strategy, businesses struggle to identify where AI can create **real value**, which providers to **trust**, and how to build a compelling **ROI case** to justify investment. These challenges often result in hesitation, fragmented efforts, or stalled initiatives - leaving businesses behind in an increasingly AI-driven world.

At Gen25, we use these challenges as the foundation of our approach. Our process is designed to guide organisations through the complexity of AI strategy and implementation, ensuring they make informed, high-impact decisions at every stage:

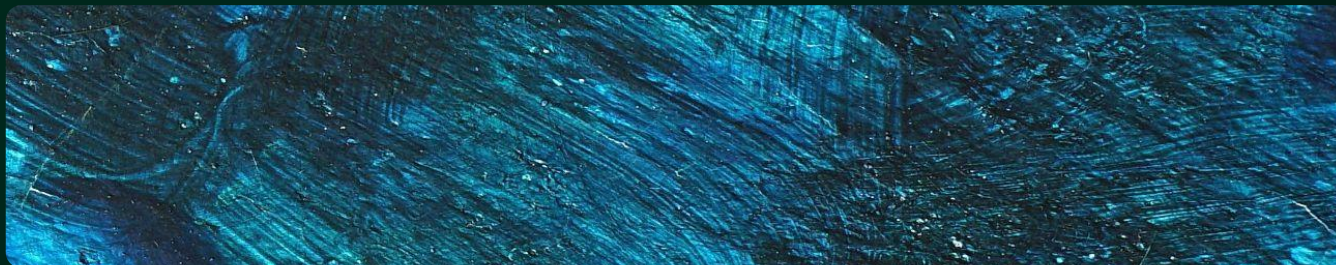
- **Discovery:** We conduct in-depth fieldwork to pinpoint the areas where AI can drive efficiency, increase output, or unlock new opportunities.
- **AI Tooling Profiles:** Through analysis, we define the AI capabilities best suited to each client's unique needs - ensuring solutions are practical and fit-for-purpose.
- **Market Fit & Provider Selection:** Leveraging our network of enterprise-grade AI providers, we identify the best market-fit solutions from trusted partners.
- **Business Case Development:** We craft detailed business cases that outline the impact of AI tools, including speed to value, ROI, and strategic benefits.
- **Implementation Roadmap:** We provide a clear, step-by-step roadmap for AI adoption - whether through pilots, proof-of-concept projects, or enterprise-wide deployments.
- **Training & Change Management:** We ensure successful implementation by supporting adoption, training, and tracking, helping AI tools become embedded in day-to-day operations.

Why Work With Us?

At Gen25, we don't just help clients explore AI - we help them build and execute a **clear, outcome-driven AI strategy**. Our expertise ensures that AI adoption isn't a gamble but a structured, high-value transformation. With our industry experience and established relationships with leading AI providers, we accelerate enterprise AI strategy development and implementation, focused on delivering real, measurable business impact.



Fieldwork



Fieldwork Approach - the Discovery Process

Our project discovery phase employs a systematic approach to understand the current operational landscape of an organisation and its AI transformation potential. **We'll conduct intensive workshops engaging key stakeholders** through structured discovery sessions. These workshops are strategically designed to map critical processes and identify opportunities for AI-driven enhancement across the organisation's core functions.

Through this process, our team systematically documents and analyses operational challenges across different business units, revealing both department-specific pain points and broader enterprise-wide opportunities. By methodically cataloguing these challenges and quantifying their operational impact, we develop a clear hierarchy of opportunities for AI implementation.

Key opportunity areas identified in Discovery Process

Through our analysis, several consistent opportunities will emerge, for example:

1. Automation of routine data processing and reporting tasks
2. Enhanced search and retrieval capabilities across systems
3. Improved forecasting capabilities for various business functions
4. Streamlined document management and processing
5. Enhanced real-time data access and analysis capabilities

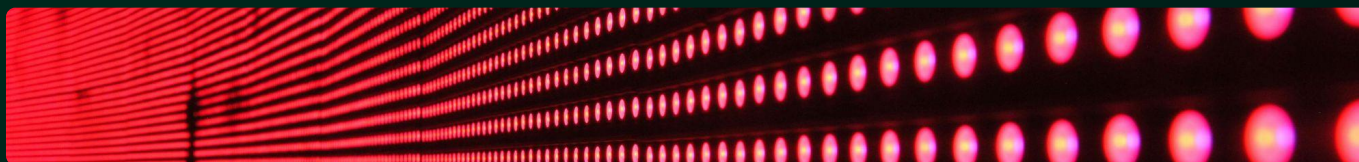
There could also be particular interest in exploring emerging technologies, including:

- Natural language processing interfaces for improved data access
- Enhanced visualisation and reporting capabilities
- Automated document processing and analysis tools
- Predictive analytics for forecasting and planning

These findings will provide our foundation for identifying targeted AI solutions that address specific operational challenges while building toward a more comprehensive, enterprise-wide AI implementation. Our approach will focus on delivering both quick-win solutions to address immediate pain points and long-term strategic initiatives that build sustainable AI capabilities for the future.



AI Partner Profiles



Current AI Landscape Overview: Determining Market Fit

The AI landscape continues to evolve rapidly, but as it stands today, there are four key dimensions of enterprise AI solutions that are providing impactful value to enterprise clients. By understanding these distinct yet interconnected solutions - the Agentic Layer, Retrieval Augmented Generation with Natural Language Processing, Platform Solutions with AI Functionality, and Purpose-Built AI Solutions - we have developed our recommendation framework that address specific challenges and opportunities.

Agentic Layer

Agentic AI represents a cutting-edge advancement in enterprise AI, utilizing intelligent digital assistants powered by Large Language Models (LLMs) to autonomously reason, learn, and execute complex tasks. These solutions act as collaborative partners, understanding context and ensuring consistency, thereby enhancing human capabilities across diverse business functions.

RAG with NLP

Retrieval-Augmented Generation (RAG) with Natural Language Processing integrates advanced language models with proprietary data (in both structured and unstructured formats), enabling systems to understand and respond to natural language queries by accessing internal knowledge bases, documents, and databases, bridging traditional data sources with modern AI capabilities.

Platform Solutions with AI Functionality

Leading enterprise platforms and SaaS solutions are quickly incorporating AI capabilities into their core functionality, allowing organizations to integrate AI within their existing technology stack. These native AI enhancements improve workflows and processes without the need for separate AI implementations or major infrastructure changes.

Purpose-Built AI Solutions

Purpose-built AI solutions are designed to address specific business challenges or enhance particular functions within an organization. These specialized tools leverage AI to meet distinct operational needs, from automating routine tasks to providing deep analytical insights, delivering targeted value through their dedicated functionality rather than trying to be all-encompassing solutions.

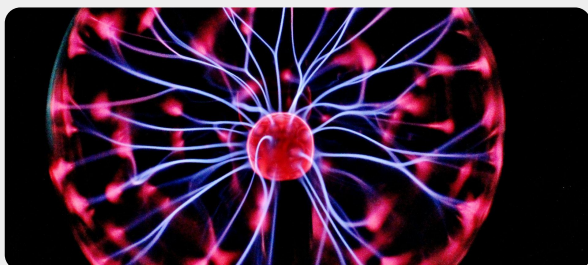


We'll summarise areas of opportunity into AI Profiles, for example:



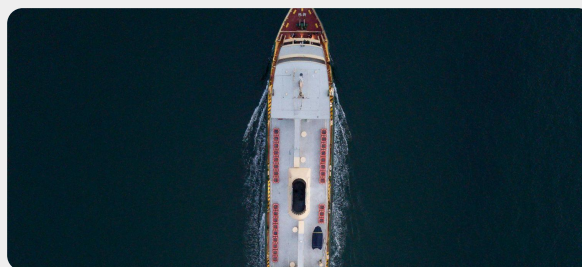
Access to data with natural language command

Across the organisation, employees at all levels face significant challenges in accessing and retrieving data efficiently from multiple systems, repositories and archives, with many relying on technical colleagues or manual searches through complex databases. A natural language interface would transform how teams interact with corporate data, enabling them to query information conversationally and receive instant, relevant results without requiring technical expertise.



Vertical process enhancement tools

Across various business functions, teams currently dedicate substantial time to repetitive administrative tasks and manual processes, limiting their ability to focus on strategic initiatives and value-adding activities. Implementation of function-specific AI tools would streamline these routine operations, enabling specialists to concentrate on complex decision-making while improving efficiency and maintaining operational excellence.



Operational optimisation through AI-enabled planning

Current supply chain operations rely heavily on manual processes and spreadsheet-based tracking for critical functions like project management, supply chain, forecasting and inventory management, resulting in resource-intensive reconciliations and limited real-time visibility. Implementation of AI-driven operational analytics would enable predictive demand forecasting and automated inventory optimisation, transforming resource allocation and reducing manual intervention while improving accuracy.



Design and creative workflow enhancement

Design/creative teams currently face workflow bottlenecks and efficiency challenges in their content creation and collaboration processes, leading to extended delivery timelines and resource constraints. By implementing AI-powered design tools and automated creative capabilities, we can significantly accelerate the production of creative assets while maintaining quality standards and enabling teams to focus on higher-value creative tasks.



Business Cases



Market Fit & Provider Selection

After identifying key areas of potential and opportunity within your organisation through fieldwork and analysis, we leverage our network of enterprise-grade AI partners to select the best market-fit solutions aligned with your AI profiles.

Decision Criteria for Selecting AI Providers

Integration and Compatibility with Existing Systems

Verify compatibility with our client's technology stack (CRM, data warehouses, etc.), data types (structured/unstructured), and ensure critical integrations are supported.

Support and Customer Service

Evaluate the provider's implementation plan, training and onboarding materials, ongoing support, and customer success management to ensure long-term value. Identify where our clients will handle implementation, where Gen25 will support implementation, or where provider will support implementation.

Security, Privacy, and Compliance

Ensure robust data security protocols, compliance with relevant regulations (e.g., GDPR, ISO, SOC2) and that any solutions are compliant in all global regions where our clients operate.

Vendor Reputation and Reliability

Investigate the provider's market reputation, financial stability, client satisfaction rates, and overall reliability to ensure long-term viability.

Cost and Return on Investment (ROI)

Assess the potential return on investment by analyzing how specific business improvements — such as increased revenue opportunities, enhanced operational efficiency, or cost savings — could positively impact the bottom line. This includes estimating the financial gains from these improvements and determining the timeline for achieving a return on the investment.





Business Cases for AI Providers

After conducting due diligence on the best market-fit providers for your AI profiles, we develop comprehensive business cases tailored to your unique business requirements. These business cases equip executives and senior leadership with the insights needed to make informed go/no-go decisions on AI implementations and investments.

1

Attaching AI Providers to Opportunities

We will deliver an executive summary along with a comprehensive breakdown of the AI tool's functionality, key differentiators, benefits, integration capabilities, and security compliance - demonstrating how it addresses your organisation's needs.

Additionally, we will highlight the tool's competitive advantages and outline the objectives and goals for a successful enterprise-wide implementation.

2

ROI & Recommendations

We will conduct investment due diligence to outline the cost structure - covering both implementation and ongoing fees - while providing a clear return on investment timeline based on the expected impact of the proposed AI tools.

Based on this analysis, we will deliver strategic recommendations on implementation and projected business outcomes.

Operational Excellence

Revenue Growth Enablement

Cost Optimisation

Executive Summary



Key Features and Differentiators



Objectives and Goals



Business Case for Implementation



Organisational Use Cases



Risks and Mitigation



AI Partner Scorecard



Cost Breakdown



Return on Investment



Implementation & Training



Key Milestones & Timeline



Conclusion & Recommendation





Roadmap & Implementations



Go-forward Timeline

We will ensure that we deliver you a methodical approach to developing the enterprise AI strategy, structured into distinct phases with varying levels of investment and impact.



Go/No-Go

Our comprehensive AI strategy, tailored to your organisational needs, empowers your leadership to make informed go/no-go decisions on AI investments and implementations.

With our guidance, you can move from strategy to execution, driving transformation and accelerating your business objectives.

Pilots and POCs

Before a full-scale enterprise implementation, pilots and proof-of-concepts (POCs) are essential to validate that AI solutions align with your organisational requirements and deliver on their intended use cases.

This phase enables quick wins, accelerates user adoption, and builds confidence in long-term AI integration.

Our team designs, manages, and oversees all pilot and POC activities, ensuring your AI strategy remains on track and maintains momentum.



Enterprise solution

Following pilots and POCs, we assess the efficiency gains and performance of the in-scope AI tools, using these insights to shape a strategic enterprise implementation plan.

Enterprise-wide deployments can be complex, but our team brings the expertise to ensure successful implementation - delivered on time, with measurable impact and tangible results.

Strategy into
Action

Validation

Enterprise Value



Let's get to work!

Gen25 has the expertise to help companies create real value with AI, based on expertise and company specific research. Our methodology has proven itself in practice with new challengers on the market and organisations in digital transformation.

AI partner agnostic

Our team is happy to discuss to your business challenges with you and how we can leverage AI to resolve these. Gen25 has been an implementation partner with Salesforce for over 15 years, however in our Business Consulting practice, we have remained partner agnostic, especially as it relates to AI.

We do not have formal partnerships or arrangements with any AI providers, instead we have developed relationships across the industry to facilitate our consulting engagements. We value our independence, therefore we do not gain any financial benefit from any AI provider in our recommendations of their services.

Contact us

We're looking forward to be in touch with you on your business challenges and discover how we can make a real impact using AI for your specific organisation.



James Cronyn

Director of Business Consulting

James' background is in guiding businesses through large-scale, complex change projects. He has guided multiple tech companies through scaling exercises leading to acquisition, and has guided the merger and acquisition efforts for one of the largest tech companies in North America.

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Bas Verkleij

Sales Director

Bas is a seasoned professional with 20 years of experience in consultancy and commercial (management) roles across both financial services and the IT sectors. He worked with several start-ups and scale-ups to achieve a platform for scalable growth.

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