AI does not create value.
Adoption does.

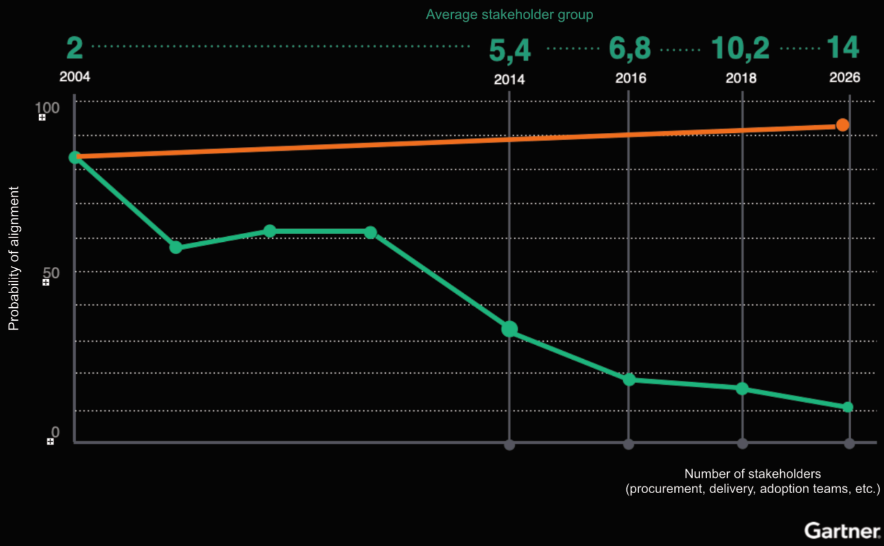
- Technology does not create change — people do.
- The best AI solutions fail when the organization is not on board.
- Adoption is not a step — it is the prerequisite.

Only 4% achieve strong results with AI.
They don't fail on technology — but on Adoption.

Turn AI into a business case.

- Drive broad involvement.
- Bring new data into the meeting room.
- Create alignment and make better decisions.

Alignment doesn't start in the meeting room



Again and again, we see the same pattern: uncertainty creeps in among customers and delays—or completely stalls—decisions. Much to the frustration of us as vendors, who see opportunities left unrealized.

Since 2004, the number of stakeholders involved in decision-making processes has only increased—and it has become significantly harder to create alignment in the meeting room. Even with just a few stakeholders, the likelihood of achieving alignment and reaching a decision drops noticeably.

For years, the solution has been to limit the number of stakeholders. But that's a misconception. The problem isn't the number of people—it's the lack of shared insight.

When companies instead involve broadly and bring data from across the organization into the decision room, the dynamic changes. Insights from employees create a shared f oundation that is difficult to dismiss. This makes it easier to build alignment, reduce resistance, and unite stakeholders around a clear direction.

The result is stronger alignment and real momentum—for sales, delivery, and CX/aftersales.

INVOLV3 AI+

Do you want to create real value with AI?