



SYNAPTIX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

Everyone's racing on AI.
Should you be?



Fast rollouts often **fail**.

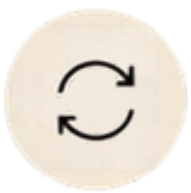
The tech usually holds up, but what's often missing sits underneath it.



A clear use case
(still debated)



Trusted data
(hard to get)



Rushed rollouts
(lead to rebuilding and higher costs)

Miss that foundation now and you're not saving time,
you're borrowing it against a rebuild later.





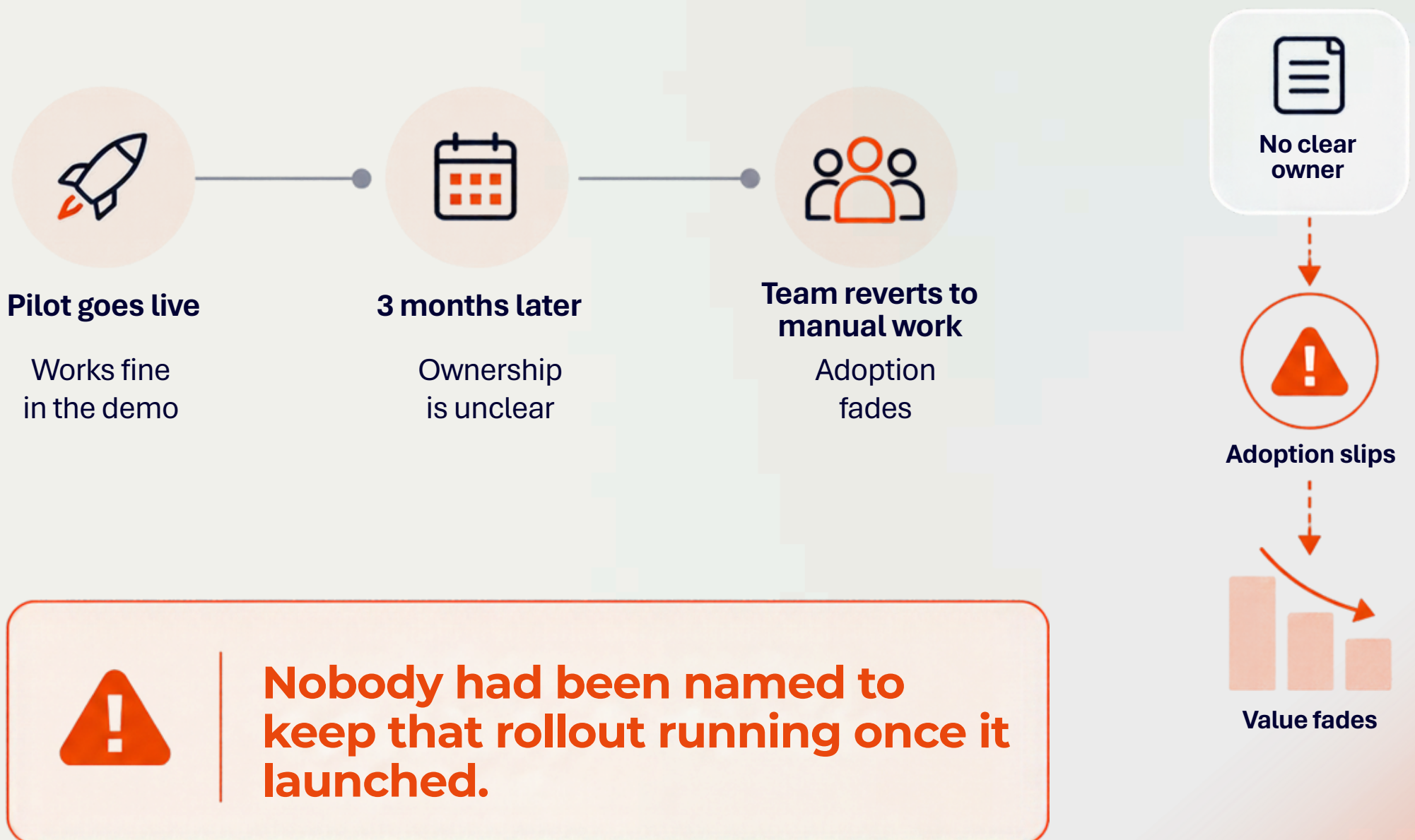
SYNAPTIX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

What breaks first, **usually**

A pilot goes live in six weeks and works fine in the demo.

Three months later, nobody remembers who owns it, and the team is back doing the work by hand.





SYNAPTIX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

Three studies, same verdict



80%+

AI projects fail

Source: RAND



95%

**pilots show
zero ROI**

Source: MIT NANDA



40%+

**agentic projects
cancelled by 2027**

Source: Gartner

Three research teams. Same pattern.





SYNAPTIX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

It's rarely the **model**



Nobody agreed on the problem

RAND studied 65 AI practitioners. Top cause of failure was no agreement on the problem before the build started.

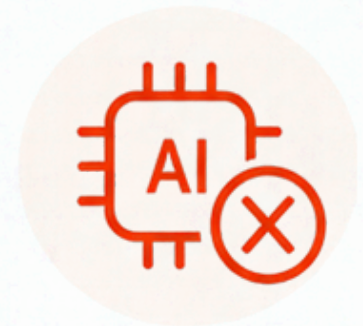
RAND, 2024



The data wasn't ready

63% of organisations lack AI-ready data practices. Gartner expects 60% of AI projects abandoned by 2026 because of it.

Gartner, 2025



The tool never learned the job

MIT found pilots stall on tools with no memory or customisation, sitting outside the workflow they were meant to change.

MIT NANDA, 2025

Upstream problems

All three get decided before a model is chosen. None of them get fixed by picking a different one.





SYNAPTIX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

What the 5% **do differently**



Name an owner before launch not once adoption starts slipping



Commit to one problem for a year, not a rotating list of pilots



Partner rather than build alone 2x the success rate

Source: MIT



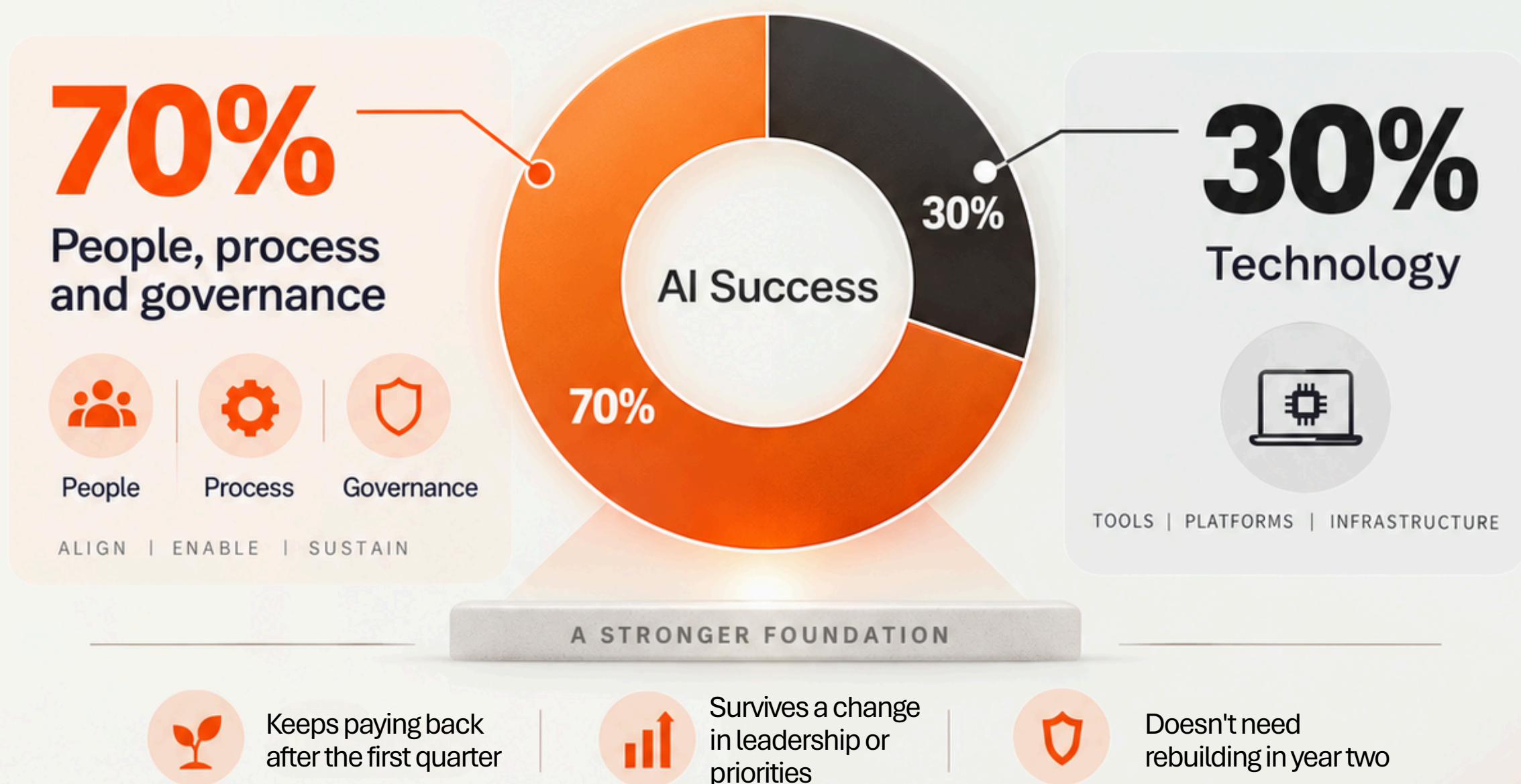
Fund data infrastructure before the model, not after it stalls

Check your own rollout against this list.



A slower, stronger approach lasts.

A solid foundation keeps working long after the first 6 months.



If your AI plan is moving because everyone else looks like they're moving, **slow down and check the foundation first.**



Rushing your AI rollout, or building it to last?

Tell us where yours stands. We read every reply.

corp@synaptyx.ai

