

OSF DIGITAL

Overcoming AI Innovation Abandonment:

Moving from Traditional Multi-Cloud Projects to Outcome-First MVPs

osf.digital

Executive Summary

Enterprise leaders are facing a tough reality: while boards push for fast digital transformation, ***roughly 42% of companies abandon their primary AI initiatives before they ever reach production.*** This sharp jump from last year's 17% failure rate points to a fundamental flaw in how tech programs are planned, funded, and rolled out.

When organizations try to scale their operations with new models, they usually hit identical roadblocks: rigid legacy systems, messy data, and team fatigue. This isn't a failure of the technology itself. Rather, these projects fall apart because of slow, all-or-nothing delivery models. ***To succeed, businesses need to dial back on rip-and-replace multi-year plans and prioritize an outcome-first approach.***

This white paper examines why large-scale AI transformations stall, and what it takes to break the cycle. We explore the case for a dual-speed implementation model that balances platform stability with targeted business outcomes, offer a practical diagnostic to assess your organization's readiness to scale, and outline five strategies for moving AI initiatives from pilot to production — with real-world examples of how this approach delivers measurable value faster and with far less risk.

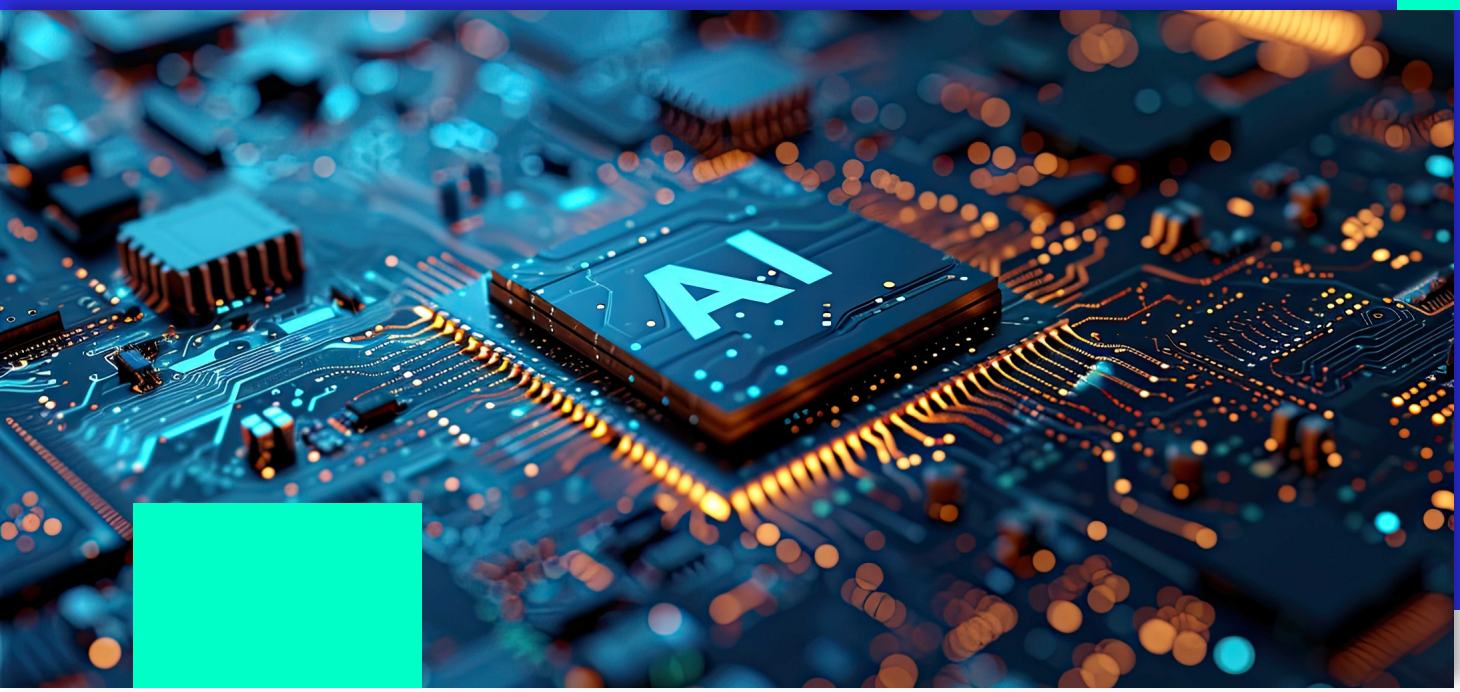


Table of Contents

1. The Multi-Million Dollar Trap: Why Large-Scale Transformations Stall 4

2. Dual-Speed Execution: Balancing Stability with Innovation 5

3. Diagnostic Checklist: Is Your Tech Strategy Ready to Scale? 7

4. 5 Practical Strategies to Prevent AI Abandonment 8

5. Real-World Results: How Leading Brands Deliver Fast Value 10

    Case Study #1 10

    Case Study #2 10

6. Conclusion: Take the Next Step 11

The Multi-Million Dollar Trap: Why Large-Scale Transformations Stall

The traditional formula relies on a tech-first approach with long implementation timelines. ***Companies spend millions on a multi-cloud strategy with an 18- to 24-month delivery cycle,*** but this approach often backfires. Platform teams may hamper progress as they struggle to ensure system stability, while innovation teams are left stranded in sandbox environments.

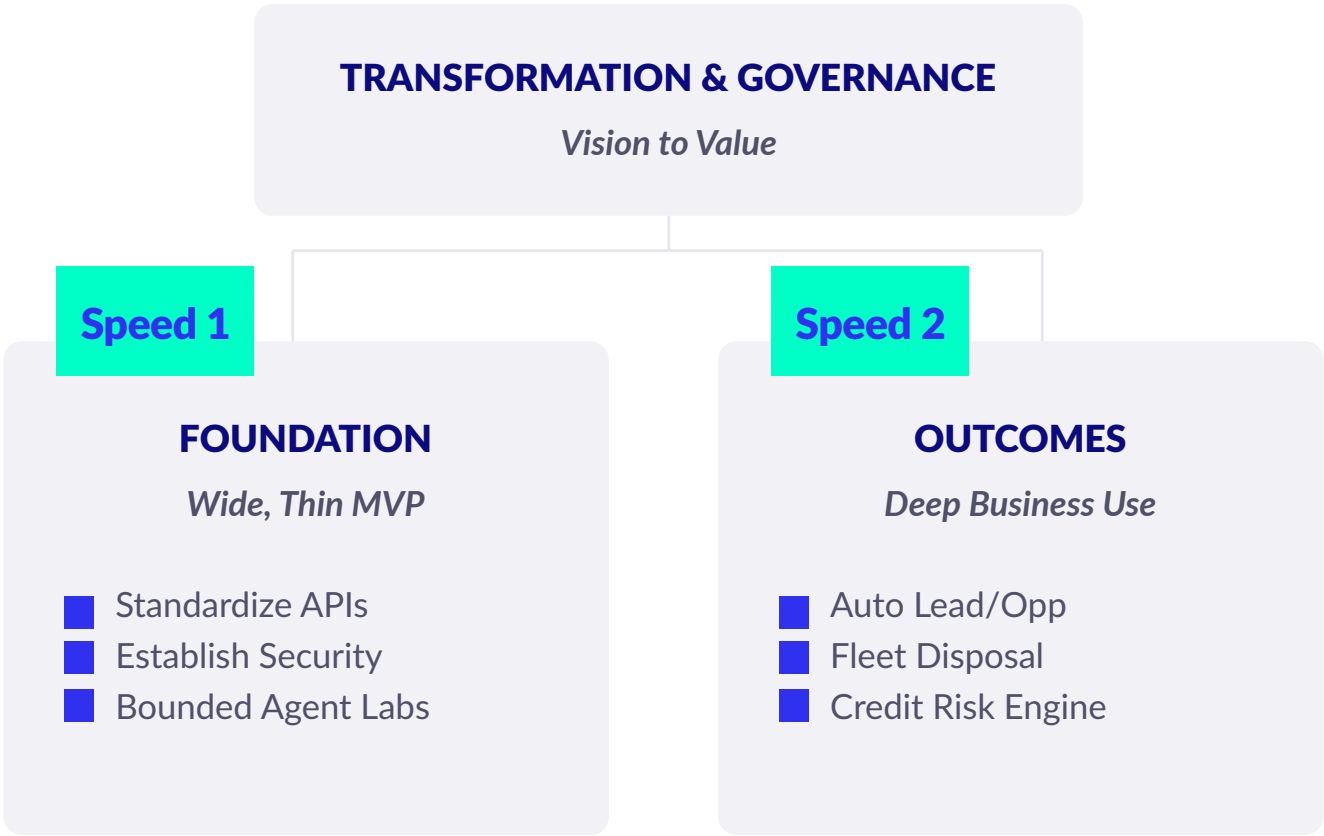
This friction leads to project delays and frustrated stakeholders. By the time a system is ready to support advanced workflows, the business rules, regulations, or market demands may have changed. Delays are especially painful if you are trying to roll out Agentic AI. A basic chatbot can easily write a draft email, but it cannot autonomously run complex, multi-step processes without clean, real-time data integration and integrated workflows.

Without linking your data foundation directly to actual business workflows, your pilots will stall. To break this cycle of high spending and zero return, ***organizations must switch their focus from pure technology to immediate business outcomes.*** This means making a strong case for business value from the start while building the wider platform architecture in the background.



Dual-Speed Execution:
Balancing Stability with Innovation

The most reliable way to clear the pilot-to-production bottleneck is to use a Two-Speed Implementation model. **This strategy splits your roadmap into two separate but highly coordinated workstreams:**



Speed 1

Establish the Platform Foundation (Wide and Thin):
This team sets up the infrastructure, security rules, and key integration points. Instead of building the entire system at once, they deploy a "wide and thin" MVP, such as standardizing basic data replication or telephony routes, to establish security protocols and prove the platform works.

Speed 2

Deliver Targeted Business Outcomes (Deep and Focused): Running at the same time, this team targets specific, high-value departments (like Complaints, Estates, or Fleet Management). They overhaul workflows for smaller groups, transforming their day-to-day operations and building immediate momentum.

Working at two speeds reduces your delivery risk. ***The initial MVP starts paying off and training your team within weeks.*** This wins the internal trust and cash flow you need to fund the next, more complex phases of your program.



Diagnostic Checklist:
Is Your Tech Strategy Ready to Scale?

Before spending more on your enterprise roadmap, assess where you stand across the six disciplines of trust. **Choose the score that best fits your current operational reality:**

0 — Not in Place | 1 — Partially Defined | 2 — Standardized | 3 — Optimized & Scalable

1. Vision Trust

Question: Are your business leaders, sales directors, and tech teams completely aligned on the specific "Jobs To Be Done" (JTBD) for your customers?

Score: _____

2. Technology Trust (Multi-Cloud)

Question: Can your systems securely share data across Salesforce, ERPs, and external billing systems without relying on complex, custom-coded workarounds?

Score: _____

3. Change & Cultural Trust

Question: Does your business actively train employees to work alongside digital teammates, or do teams see automation as a threat to their jobs?

Score: _____

4. Financial Trust

Question: Are your tech budgets tied to clear, milestone-based business outcomes (like reducing sign-up times or boosting NPS) rather than arbitrary software launch dates?

Score: _____

5. Data & AI Trust

Question: Is your daily business data clean, updated in real time, and easily searchable so that autonomous systems can find facts instead of making guesses?

Score: _____

Score Interpretation:

0–5 Points (High Risk): Your projects are vulnerable to the 42% failure rate. Stop writing custom code and run an outcome-first scoping exercise.

6–11 Points (Constrained): You have a decent foundation, but technical debt and siloed teams are holding back your ROI. Switch to a dual-speed roadmap to untangle your systems.

12–15 Points (Leader): You are ready to scale advanced Agentic AI across multiple departments. Use reusable integrations to accelerate your growth.



5 Practical Strategies to Prevent AI Abandonment

To ensure your tech investments actually deliver, build these five principles into your day-to-day operations:

1

Define Success Metrics First:

Don't sign off on an AI project without pre-negotiated business KPIs (like reducing quote times or lowering customer drop-off). Tracking these early gives you the hard data needed to keep executive backing.

2

Focus on High-Friction, High-Value Workflows:

Start your pilots where employee frustration is highest (like slow, manual customer onboarding). Freeing your team from low-value admin work builds fast, widespread enthusiasm for the project.

3

Set Clear Technical Boundaries:

Avoid writing brittle, bespoke code. Establish a strict governance process where any custom coding requires steering committee approval, keeping your main systems clean and easy to update.

4

Embrace a User-First Design Approach:

Don't build features based only on what executives ask for. Shadow your front-line subject matter experts (SMEs) to see how they actually work, and design tools that genuinely make their jobs easier.

5

Plan for Phased Knowledge Transfer:

Don't let external developers lock you in. Build blended delivery teams made up of partners and your own staff from the beginning, so your internal team can take over ownership smoothly.

Real-World Results: How Leading Brands Deliver Fast Value

Case Study #1

One of the UK's fastest-growing commercial vehicle finance provider faced a massive growth hurdle: manual, labor-intensive processes (e.g., calculating vehicle residual values; rigid manual pricing; fragmented legacy data systems) threatened their return on capital employed (ROCE). To de-risk their transition, OSF Digital stepped in to partner with the company, designing and facilitating intensive discovery workshops that systematically mapped out their business obstacles to future-state ambitions.

Rather than proposing a standard "rip-and-replace" plan, OSF Digital implemented a targeted platform approach combining Salesforce Automotive Cloud and Financial Services Cloud (FSC). This specific architecture decoupled headcount growth from transaction volumes by enabling assisted residual value calculations, automated pricing, real-time pipeline visibility, and integrated fleet management. Ultimately, this innovative approach improved competitive agility, freed skilled employees from low-value admin tasks, and won the company a prestigious Salesforce Partner Innovation Award.

Case Study #2

A UK fintech pioneer that holds a 25% market share in payment terminals but faced a complex execution risk when shifting their focus to enterprise customers, launching new services, and configuring complex pricing structures on a single platform.
To build confidence and prevent transformation fatigue, OSF Digital structured a 6-week Define and Design stage focused on aligning people, consolidating technology, and streamlining workflows.

During this sprint, OSF Digital orchestrated an intensive workshop schedule that mapped the company's end-to-end customer journey, processes, and technical layout. Instead of just leaving the company with abstract recommendations, OSF Digital established an outcome-first, dual-speed roadmap. They proved platform capabilities by launching a sales-prioritized MVP utilizing CPQ and FSC, quickly delivering the return on investment needed to fund their wider global expansion.

Conclusion:
Take the Next Step

If your digital projects are spinning their wheels in endless pilot phases, you don't need a larger budget or a more complex model. You need a better project structure.
By reconsidering high-risk, monolithic plans and choosing an outcome-first, dual-speed roadmap, you can de-risk your investment and scale confidently.

Ready to turn your plans into real, measurable value?

Join **OSF Digital** for a collaborative **2-Day LAB.** We will run a tailored diagnostic of your current setup, map your highest-value user journeys, and build a concrete, dual-speed roadmap designed to show results fast.



About OSF Digital

Where AI, Data, and Trust Deliver Business Reinvention.

OSF Digital works with enterprise organizations to design and implement AI execution strategies that are grounded in business outcomes, not technology novelty.
Our approach — advisory-led, outcomes-focused, and built on deep Salesforce platform expertise — is designed to help organizations move from experimentation to production without the delays and rework that derail most scaling efforts. We bring the strategic frameworks, the implementation playbooks, and the organizational change experience to make deterministic AI workflows a reality — not a roadmap item. Contact OSF to learn about our strategic services and how we can help you turn manual processes into autonomous, deterministic workflows.


OSF DIGITAL
Thank You
Connect With Us
osf.digital