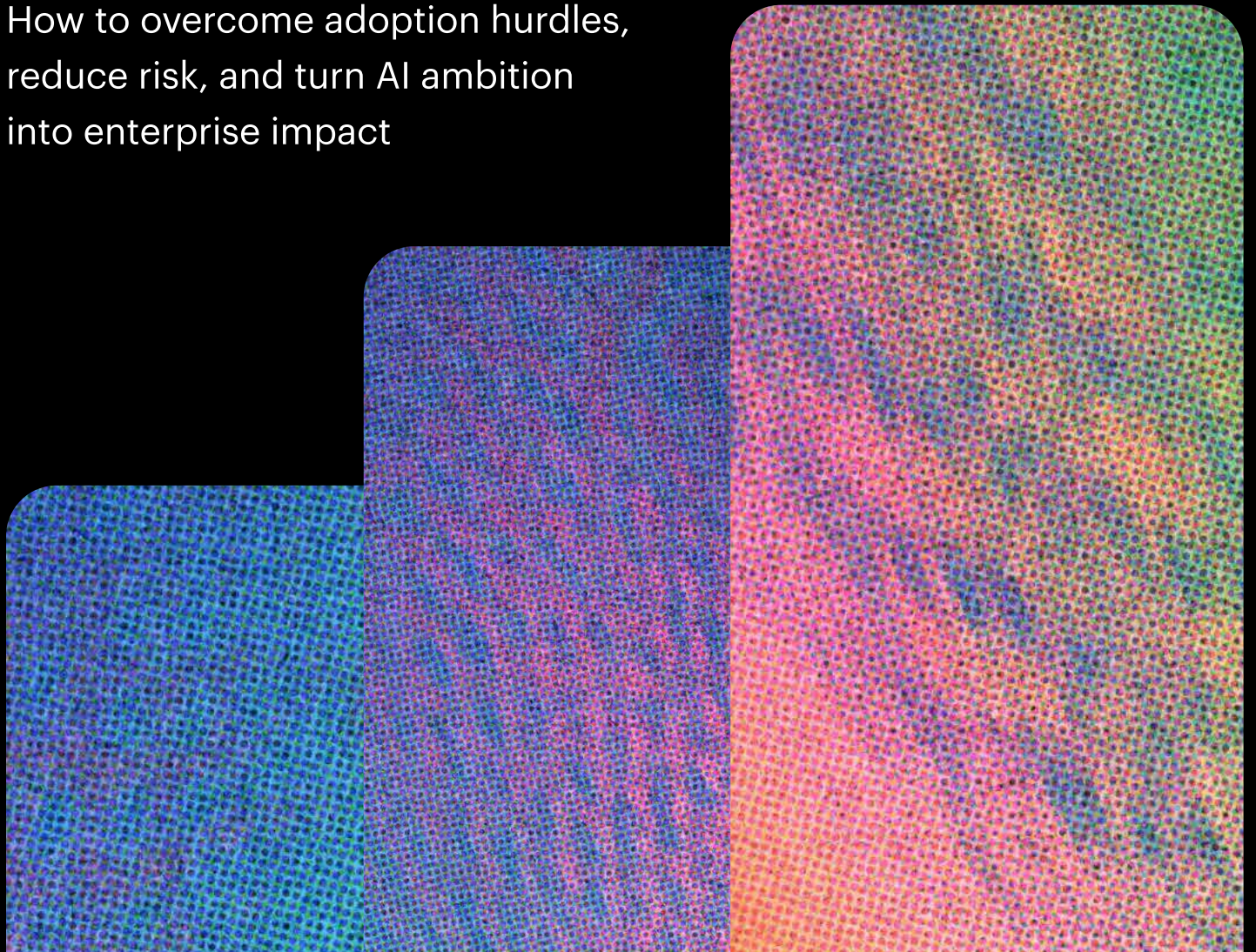


**WRITER**

2026 AI ADOPTION SURVEY

# AI adoption in the enterprise

How to overcome adoption hurdles,  
reduce risk, and turn AI ambition  
into enterprise impact



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# The AI reckoning

This is the second year we've released our report on AI adoption in the enterprise, setting out again to capture the raw, unfiltered reality of what's actually happening inside these organizations.

When we looked at the data last year, the defining theme was tension. Budgets were climbing and pilots were multiplying, but the reality on the ground was messy. Ownership was murky, IT and the C-suite were locked in a constant tug-of-war, and frustration grew as that massive investments hit a wall.

Only 12 months later, that tension has evolved into something much more consequential. It's now cultural, organizational, and *deeply structural*.

The shift toward agentic AI has moved at a pace that's hard to overstate. AI isn't rolling out at the edges anymore. Instead, organizations are embedding agents directly into their mission-critical workflows, where they make autonomous decisions and fundamentally change how work gets done.

On one hand, you can feel the ambition. There's an entire cohort of AI-native leaders and employees who are compounding their advantage in real-time. They're working faster, more independently, and more creatively than we could have imagined a year ago.

But all of that enthusiasm — all of that incredible potential — is running headlong into chaos. Agentic AI is exposing a deep structural gap that most enterprises just aren't prepared for. And it's showing up in the misaligned incentives, siloed teams, and outdated operating models that are reaching a breaking point.

I see this tension up close every day. The leaders I talk to recognize the system around them has to evolve, but the "how" is keeping them up at night. How do you redesign a billion-dollar company around technology that transforms every 90 days? How do you skill your workforce when you can't clearly define what their roles are going to look like in two years? How do you give your people a career path when the path itself is being rewritten in real-time?

This choice — how leaders approach this workforce transformation — will be the defining challenge of our careers.

And this is where I am absolutely electrified.

AI is finally forcing a reckoning. It's giving us permission to have the conversations we've been avoiding for decades about the layers of complexity and "busy work" we just accepted as the cost of doing business.

As the old model breaks down, something fundamentally more human is emerging. I've sat in enough rooms with the pioneers who are leaning into these hard questions — the ones who aren't afraid to reimagine the old way of doing things — to know what happens when leaders have the courage to rebuild. We've watched GTM teams collapse campaign cycles from months to weeks and marketing teams build competitive engines their rivals simply can't replicate because the advantage is now woven into how they operate.

After five years working hand-in-hand with the Global 2000, we know the only way through this is to clear the whiteboard. The organizations who use AI as a catalyst to radically rebuild are going to find something much more powerful on the other side.



*May Habib*

May Habib  
CEO & Co-Founder

**WRITER**

# Voices of AI adopters

Last year, WRITER partnered with research firm Workplace Intelligence to survey employees and C-suite leaders about barriers to enterprise AI adoption. This year, the partnership continued with an expanded study of 2,400 knowledge workers across the US, the UK & Ireland, Benelux, France, and Germany. The sample included 1,200 C-suite executives and 1,200 employees.

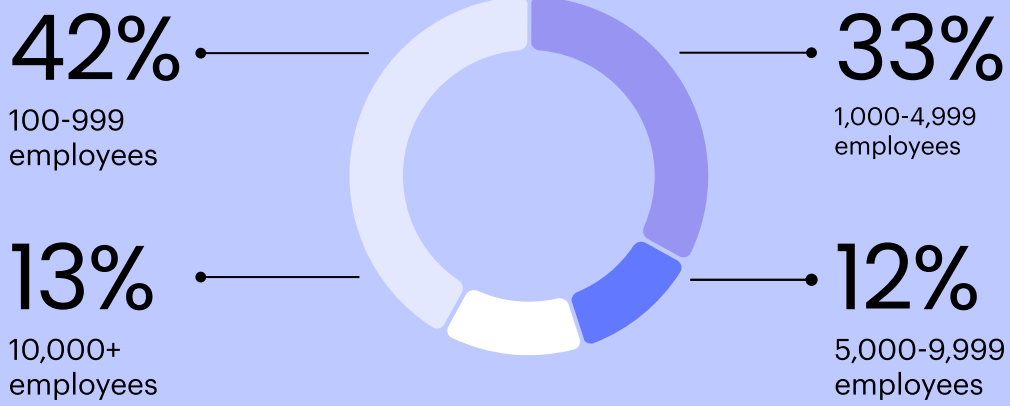
All employees were required to be actively using generative AI tools at work, and executives were required to be working at a company that permits the use of AI. By focusing on those who have already adopted these tools, we gained deeper insight into the real-world behaviors, perceptions, and priorities shaping AI transformation in the workplace.

The C-suite audience included executives such as CEOs, CFOs, CMOs, and CIOs. The employee audience consisted of individual contributors as well as managers and team leads. Employees were required to be working in the finance, HR, legal, marketing, sales, or customer support functions at their organization — providing a unique lens into AI adoption among non-technical knowledge workers.

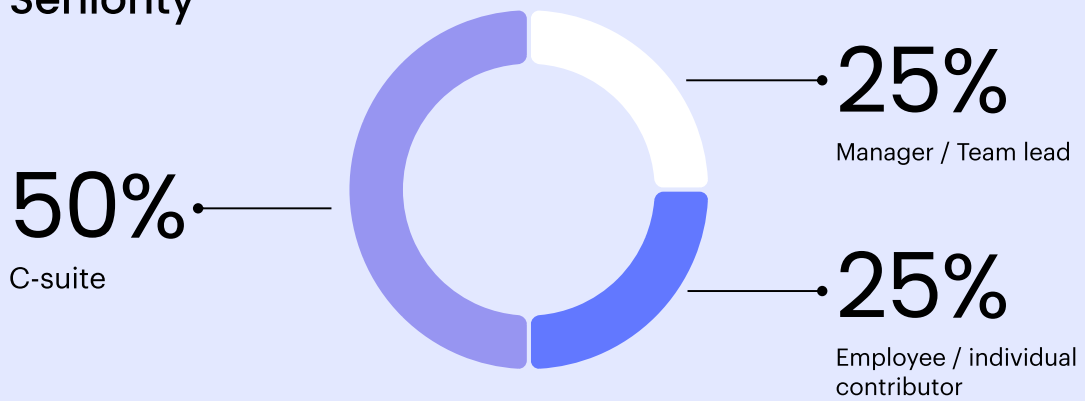
The companies involved in the survey spanned nearly 30 industries, offering a broad perspective on the state of AI adoption. Findings are based on a survey conducted in December 2025 and January 2026.

## WHO WE SURVEYED

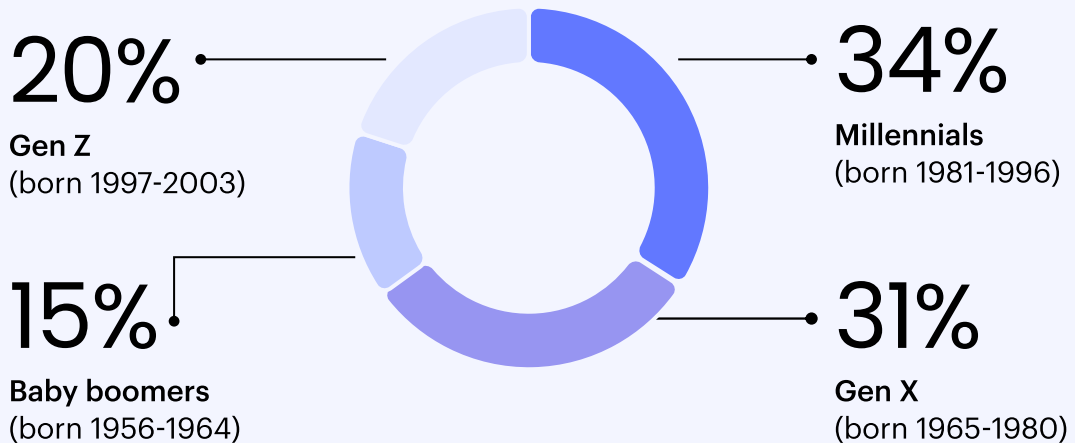
### Company size



### Seniority

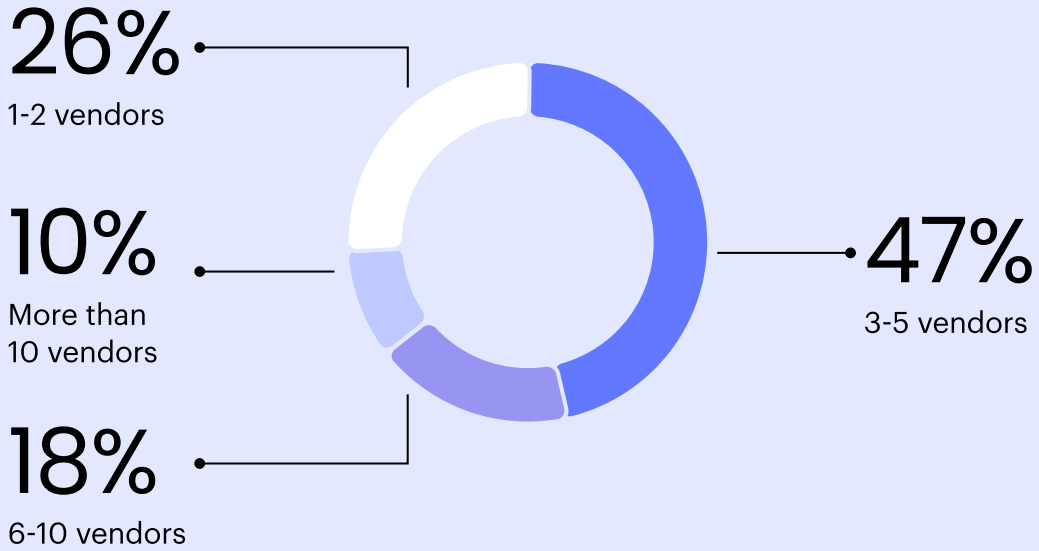


### Age / generation (employees only)

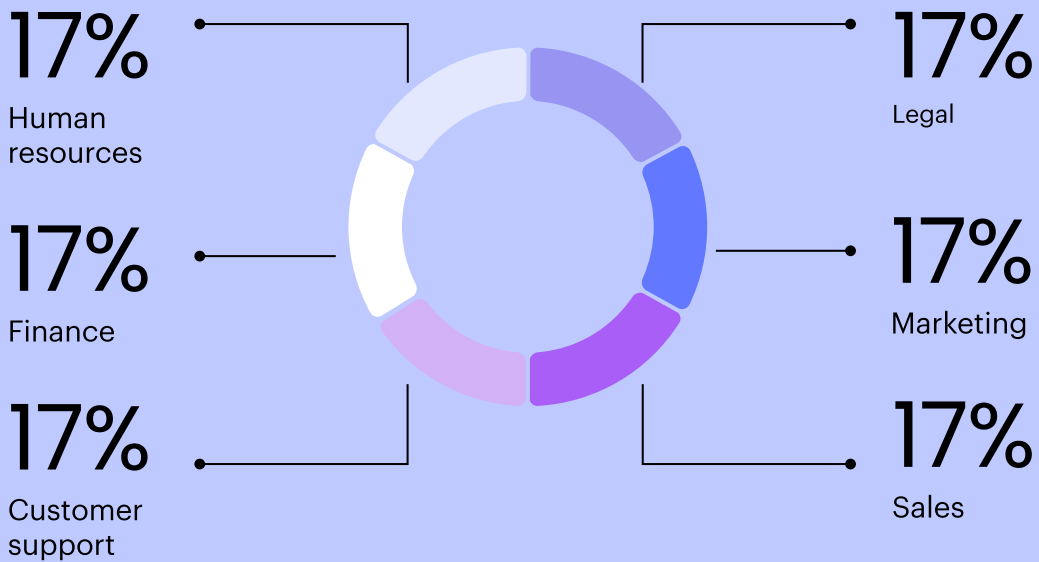


## WHO WE SURVEYED

### Number of AI vendors (C-suite only)



### Department / Function (employees only)



# Key findings

1

## AI at scale

Respondents are leveraging AI across a wide range of use cases, but leaders rely on it more often: 64% spend at least 2 hours per day using these tools. And executives expect AI's role to expand — 75% believe AI agents will be part of their company's C-suite within the next five years.

2

## Pressure at the top

Despite AI's benefits, 73% of CEOs say their company's AI strategy is causing them stress or anxiety, with 38% reporting a high or crippling amount of stress. 61% of executives fear they could lose their job if they fail to lead their organization through the AI transition.

3

## Strategy gaps

69% of companies are doing layoffs due to AI, but 39% don't have a formal strategy in place to drive revenue from these tools. 75% say their company's AI strategy is more for show than for actual internal guidance.

4

## Lagging ROI

Nearly half of executives (48%) admit that AI adoption at their company has been a massive disappointment. Few say they've seen significant ROI from generative AI (29%) or AI agents (23%).

5

## Internal tensions

54% of the C-suite say adopting AI is tearing their company apart, and 56% say this has created power struggles and disruption at their organization — a significant jump from 42% last year, for both numbers.

# 6

## **A two-tiered workplace**

92% of the C-suite say they're actively cultivating a new class of "AI elite" employees, and 60% plan to lay off employees who can't or won't use AI. Meanwhile, AI super-users are about 3X more likely to have gotten both a promotion and pay raise in 2025, compared to those who aren't embracing AI.

# 7

## **Employee sabotage**

29% of employees — including 44% of Gen Z — admit to sabotaging their company's AI strategy. 76% of the C-suite say employee sabotage poses a serious threat to their company's future.

# 8

## **Security risks**

35% of employees say they've entered proprietary, confidential, or sensitive company information into a public AI tool. 67% of executives believe their company has already suffered a data leak or security breach because of an employee using an unapproved AI tool.

# 9

## **AI governance**

28% of employees say they've seen an AI tool produce a result that was dangerously wrong, unethical, or biased. More than a third of the C-suite (35%) admit they aren't very confident they could "pull the plug" on a rogue AI agent if it started causing damage to their company.

# 10

## **Insufficient manager support**

Just 35% of employees say their manager is an AI champion. 75% say they'd trust AI more than their manager for certain work tasks, for example providing them with performance feedback and career advice.

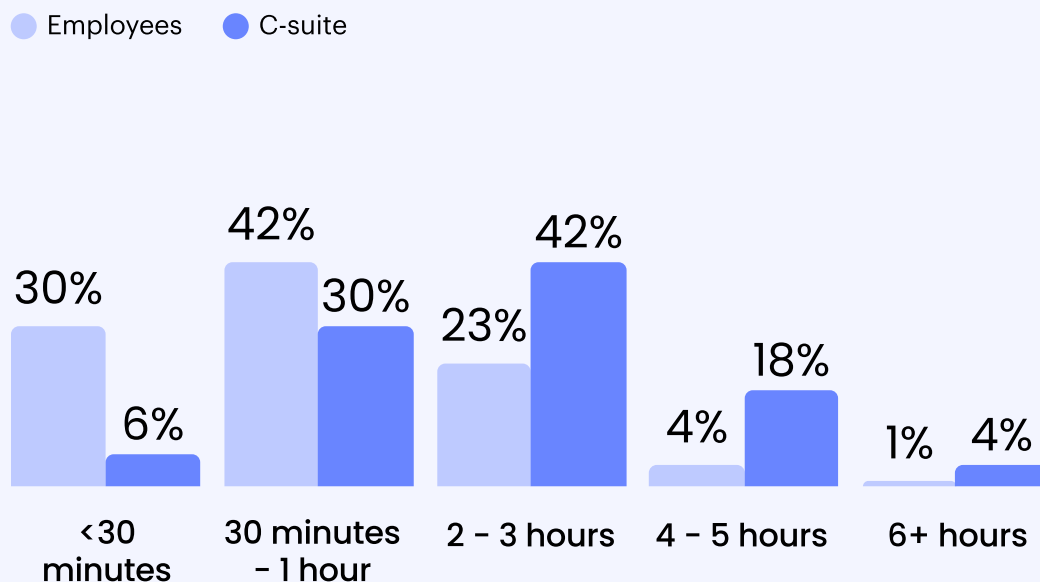
In this report, we'll explore these challenges in greater detail. We'll also examine how companies can overcome these obstacles, to turn AI investment into sustainable enterprise value.

# AI at scale

AI is no longer experimental — it's a daily reality in the workplace. 70% of employees and nearly all C-suite respondents (94%) say they work with AI tools for at least 30 minutes per day.

Some respondents — including 28% of employees and 64% of executives — report using these tools for at least two hours each day.

On a typical workday, how many hours do you spend working with generative AI tools or AI agents?



2+ hrs / day

Employees  
28%

C-suite  
64%

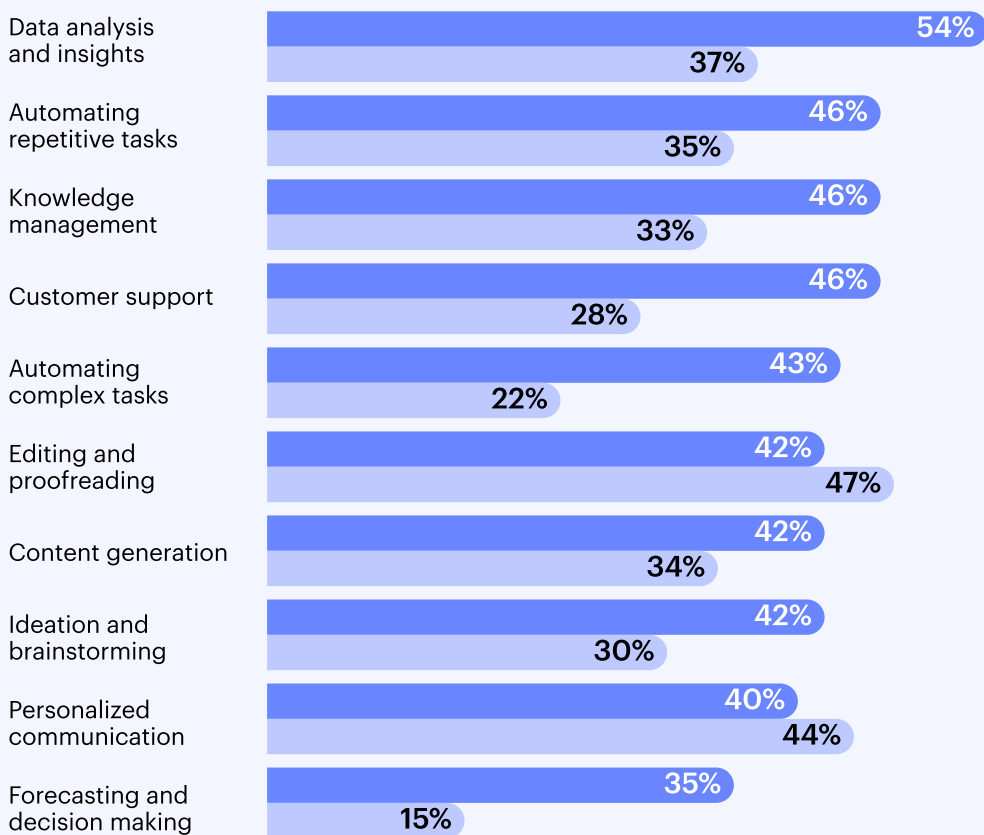
# AI in action

Both employees and executives are leveraging AI for a variety of use cases, but uptake is higher among the C-suite. Use of AI for most of these applications increased since last year. For example, the number of executives using AI for ideation and brainstorming, as well as

the number of employees using AI to support personalized communication, rose by around 10 percentage points. Progress has been slower, however, when it comes to automating complex tasks, with only small increases among both groups.

## Are you currently using generative AI to support you at work in any of the following ways?

● Employees ● C-suite



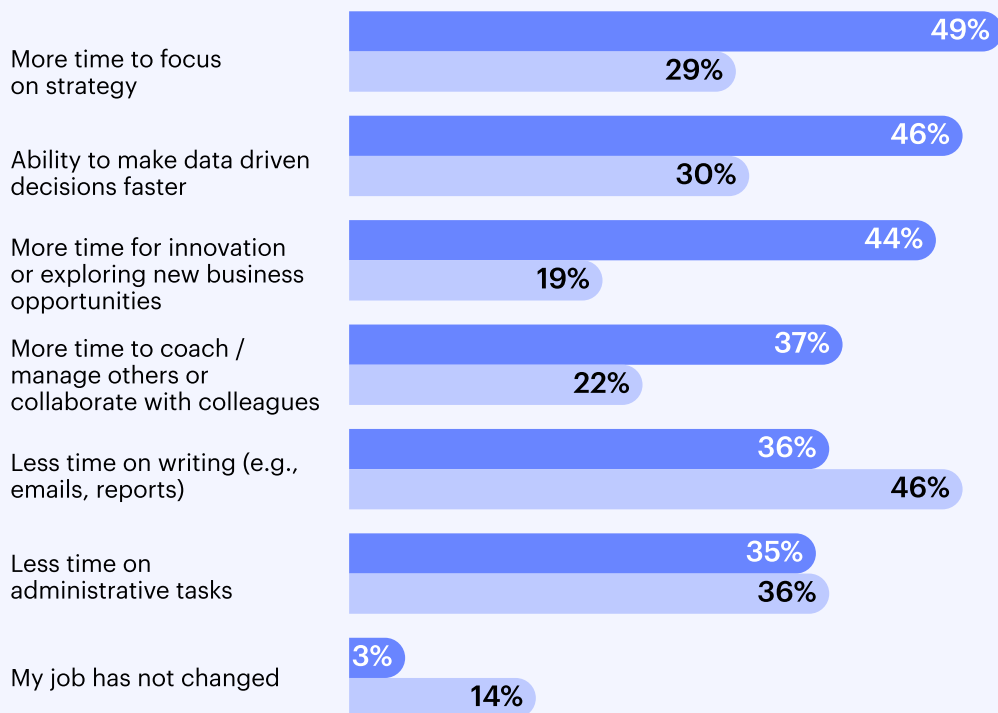
# Where AI is delivering value

The vast majority of both audiences — 86% of employees and 97% of executives — say they've benefited from using AI in at least one way.

Time savings stands out as a significant advantage, with employees saving around 6 hours per week with AI and executives saving twice as much time — nearly 12 hours each week.

## Has your job changed in any of the following ways as a result of generative AI tools?

● Employees ● C-suite



**86%**  
of employees and

**97%**  
of the C-suite

have benefited  
from using AI tools.

# The rise of AI agents

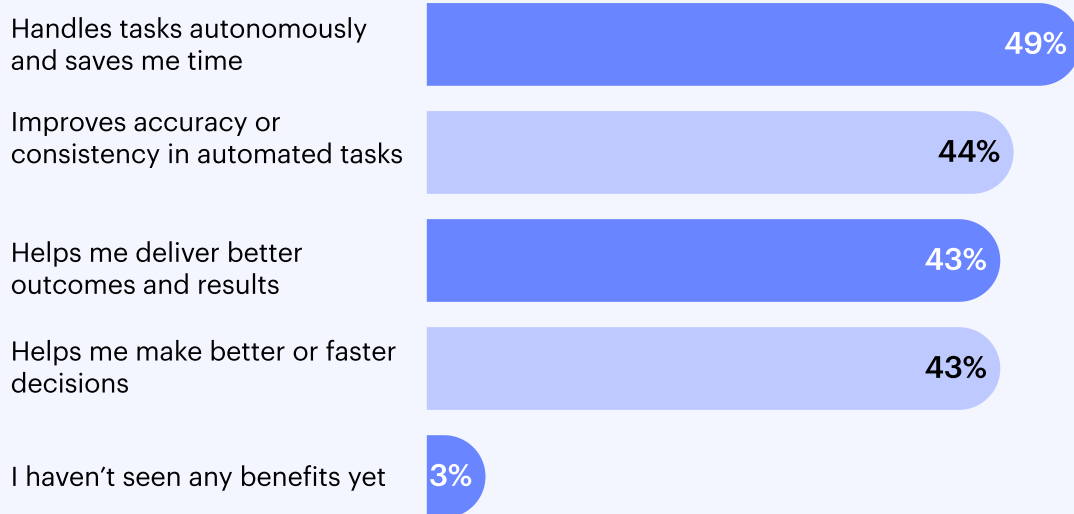
Over half of employees (52%) say they've used AI agents over the past year — autonomous systems that can take actions to achieve defined goals. The vast majority of these workers (97%) report benefiting from them, citing time savings, improved accuracy and consistency, stronger results, and better decision-making.

Meanwhile, nearly all executives (97%) say their company deployed AI agents in the past year, and most view them positively. In fact, 75% expect AI agents to be part of their company's C-suite within the next five years.

**52%**  
of employees are  
using AI agents.

**97%**  
say they've benefitted  
from these tools.

## How has using AI agents benefited you at work?



# Pressure at the top

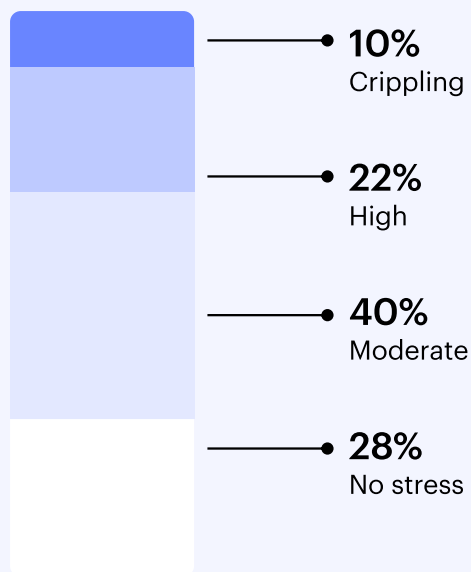
Despite the overall positive outlook on AI, the pressure to deliver results is intensifying. Nearly all executives (94%) say their mandate from the board is clear: use AI to do more with less.

The result? Many leaders are feeling the strain — including those at the highest level of the organization. In fact, 73% of CEOs say their company’s AI strategy is causing them stress or anxiety, with 38% reporting a high or crippling amount of stress.

In addition, 61% of the C-suite fear they could lose their job if they fail to lead their organization through the AI transition. 58% admit that many of their fellow executives lack the fundamental knowledge to make strategic decisions about AI.

Executives are also questioning their own relevance: 50% feel their skills are becoming obsolete in the age of AI, and 45% worry they’ll lose their job in the next year because of AI.

## How much stress or anxiety is your company’s AI strategy causing you?



**72%**

of the C-suite say their company’s AI strategy is causing them stress or anxiety — 32% report a high or crippling amount of stress, including 38% of CEOs.

# The 10 challenges facing the C-suite

Much of this growing C-suite stress stems from persistent adoption hurdles. In fact, 79% of executives say their company has faced at least one obstacle in adopting generative AI.

In the remainder of this report, we'll examine the challenges leaders are encountering, explore the impacts on employees, and discuss strategies leaders can take to advance AI in the enterprise.

79%

of organizations have faced challenges in adopting AI, including:

1. Lagging ROI
2. Strategy gaps
3. Internal tensions
4. A two-tiered workplace
5. Employee sabotage
6. Security risks
7. Underperforming tools
8. Harmful tools
9. AI agent governance
10. Insufficient manager support

# Challenge 1: Lagging ROI

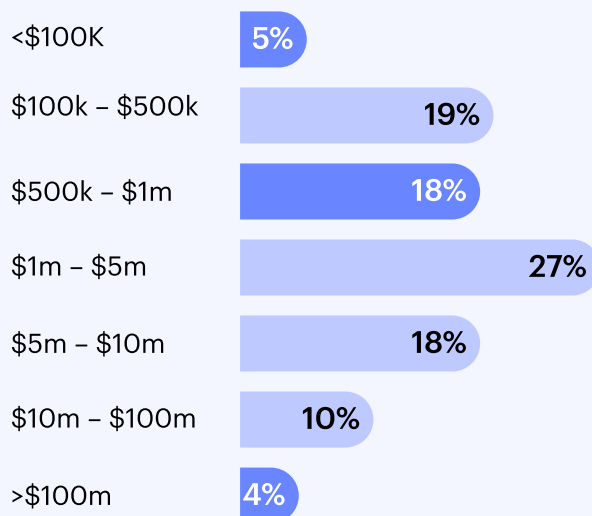
Although AI has been beneficial, companies aren't achieving the high level of ROI that they've promised. 63% of leaders — up from 44% last year — say executives at their company talk a big game about AI but can't deliver. Nearly half (46%) feel their company is burning cash on AI, with no convincing impact on their bottom line.

Proving this point, only 29% of the C-suite say they've seen a significant ROI from generative AI tools — for example, increased revenue, cost savings, or employee productivity.

That number drops to 23% who say they've seen significant ROI from AI agents. Yet 59% of companies are investing at least \$1 million each year in these technologies.

What's more, 64% of executives think it will take at least three years for their company to see a return on investment from AI. And perhaps most tellingly, 48% of the C-suite — up from 34% last year — admit that AI adoption at their company has been a massive disappointment.

## How much does your company invest in generative AI technology annually?



# 59%

of companies are investing at least \$1 million each year in AI, but just 29% have seen significant ROI.

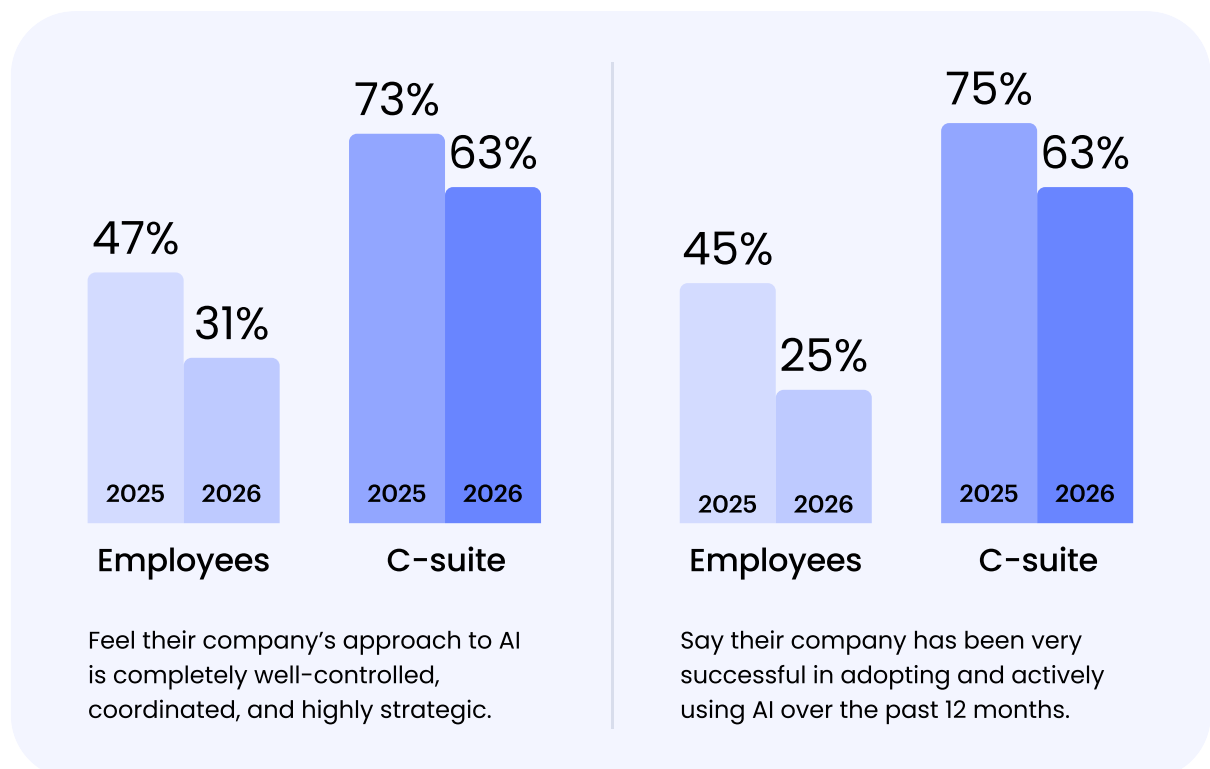
# Challenge 2: Strategy gaps

One reason for the lack of ROI? While 69% of executives say their company is doing layoffs due to AI, 39% admit they don't have a formal strategy in place for generating revenue from these tools.

75% of the C-suite concede that their company's AI strategy is more for show — for example, PR and investor relations — than for actual internal guidance.

Still, nearly two-thirds of executives (63%) describe their company's approach to AI as highly strategic and believe their organization has successfully adopted AI. However, those numbers have declined significantly since last year and still far outpace employee sentiment — which has fallen even more — revealing a growing disconnect between leadership confidence and workforce reality.

**Confidence in AI efforts is falling — and the disconnect between employees and leaders is widening.**



# Strategy gaps

AI-related layoffs

69%

of executives say their company is doing layoffs due to AI.

Strategy in place

39%

admit their company doesn't have a formal strategy to drive revenue from AI.

# Challenge 3: Internal tensions

Growing organizational misalignment is also undermining ROI and fueling C-suite anxiety. Around three-quarters of executives say AI adoption has created tension or division between IT teams and other lines of business (78%) as well as between executives and employees (74%).

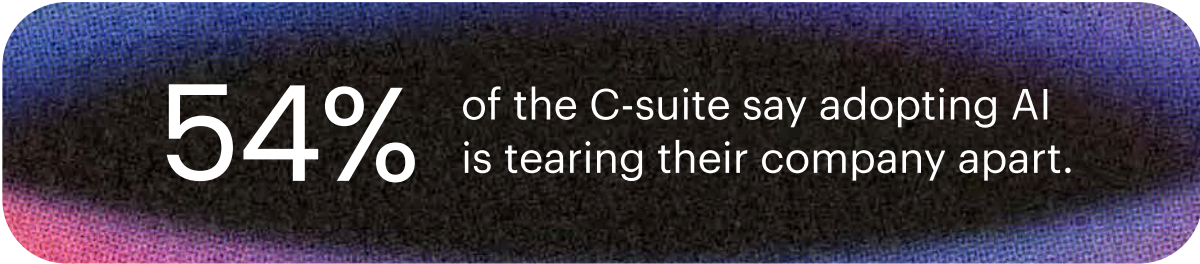
Over half say adopting AI is tearing their company apart (54%) and has created power struggles and disruption at their organization (56%).

In the most successful organizations, IT is collaborating across the business to drive value. However, some executives are disappointed with this department, noting that IT leaders aren't working with employees (57%) or other lines of business (55%) to adopt AI.

Over half of the C-suite (53%) feel IT teams aren't delivering real value when it comes to generative AI, and 79% say AI applications are being created in a silo at their organization.

Most concerning, 61% of executives say employees have been left to figure AI out on their own, with 55% reporting that AI use is a chaotic free-for-all at their company. 60% say their board of directors will likely intervene because of a botched AI strategy.

For questions that were asked last year, all of these numbers increased significantly, revealing that alignment challenges are only intensifying as AI adoption scales.



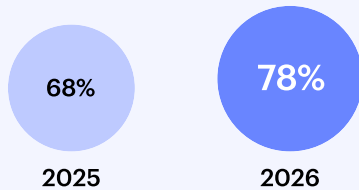
**54%** of the C-suite say adopting AI is tearing their company apart.

# Adoption-related tension is rising

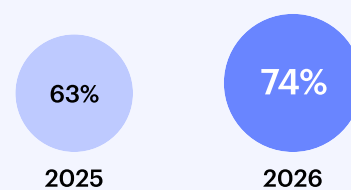
● 2025 → ● 2026

## Where AI adoption has created tension or division

Between IT teams and other lines of business



Between executives and employees



## How AI adoption is affecting companies

It's tearing my company apart



It's created power struggles and disruption



## How IT leaders are missing the mark on AI collaboration

They aren't working with employees

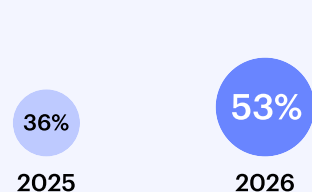


They aren't working with other lines of business

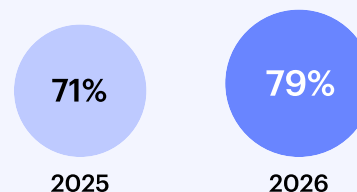


## Where IT teams are letting companies down

They aren't delivering real value with AI



They're creating AI applications in a silo



# Challenge 4: A two-tiered workplace

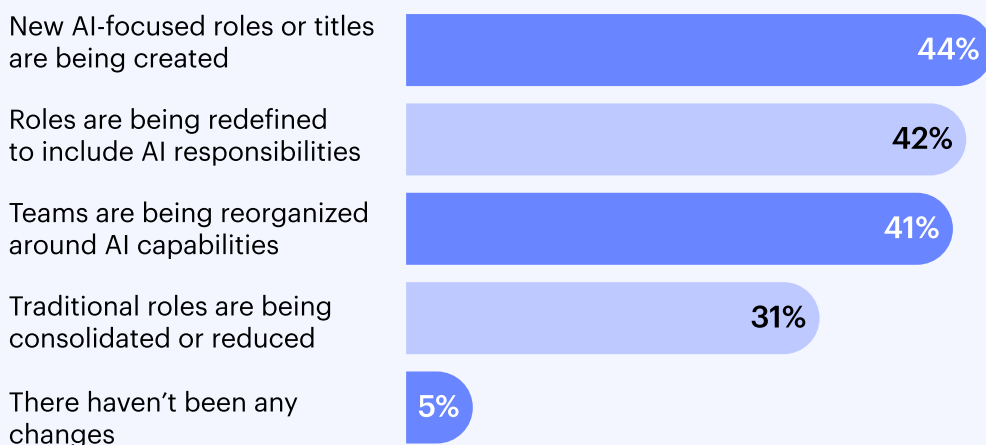
To accelerate adoption, 86% of the C-suite acknowledge that their company is putting pressure on employees to use AI. The vast majority (90%) say they've offered all employees training and education to help them adopt AI.

However, the truth is somewhat more complicated: 92% of executives say they're actively cultivating a new class of "AI elite" employees. 69% say there's already a noticeable and growing gap between employees who

have mastered AI and those who are falling behind. Most leaders (87%) say their company's AI super-users are at least 5X more productive than AI laggards.

To reinforce this shift, 95% of the C-suite say roles, titles, and team structures are changing at their company. 90% say the rise of AI super-users will require their company to completely rethink how they evaluate and reward performance.

## Are roles, titles, or team structures changing at your company because of AI?



92%

of the C-suite say they're actively cultivating a new class of "AI elite" employees.

60% of employees recognize that a new division is emerging at their company — and not surprisingly, they have mixed emotions about this.

43% lament that they're now expected to do the work of more than one person because of the productivity gains from AI. Nearly half (48%) say they've used an AI tool for a work task because they felt they had to — not because they thought it was the best tool for the job.

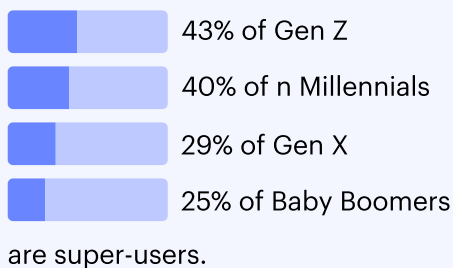
However, some workers are embracing this new reality. More than a third (35%) say they're very comfortable with AI tools and use

them every day. These super-users aren't just leveraging technology to work more efficiently — 11% have even built their own AI agents, tools, or workflows.

Compared to AI laggards — those who aren't comfortable with AI and say they rarely use it beyond basic prompts — AI super-users report saving nearly 4.5X as much time each week. They're also around 3X more likely to have gotten both a promotion and a pay raise in the past year, highlighting the career benefits of mastering AI.

## The anatomy of an AI super-user:

### They tend to be younger



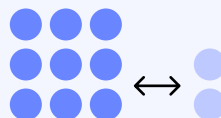
### They're fast-tracking their careers

Compared to laggards, they're nearly 3x more likely to have received both a promotion and a raise in the past year.



### They often work in marketing, HR, sales, and customer support roles

Around 4 out of 10 employees in these functions are super-users.



### They're using AI to save themselves nearly 9 hours each week

That's around 4.5x higher than laggards, who report saving just 2 hours/week.

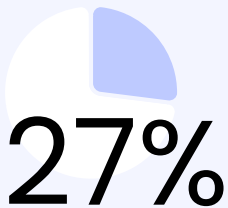
While employees recognize that a two-tiered workplace is emerging, many underestimate the risks of failing to adapt or keep up.

More than three-quarters of the C-suite (77%) warn that employees who refuse to become proficient with AI will be left behind — that is, they won't be considered for promotions, raises, or leadership roles. 79% say

they've made it clear to employees that failure to adopt AI is a career-limiting move at their company.

Even more striking, 60% of the C-suite say they plan to lay off employees who can't or won't use AI in their work. Yet only around a quarter of employees think they'll be laid off if they refuse to use AI (27%) or don't become an expert AI user (24%).

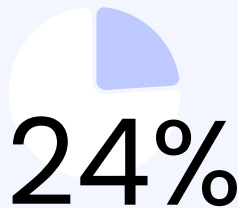
## Employees underestimate the risks of failing to adopt AI



27%

Employees

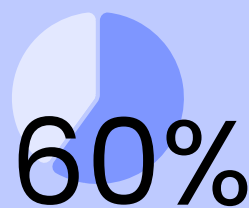
Think they'd be fired if they refused to use AI.



24%

Employees

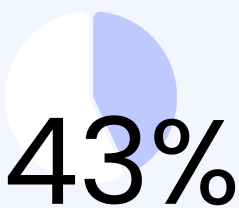
Afraid they'll be laid off if they don't become an expert AI user.



60%

C-suite

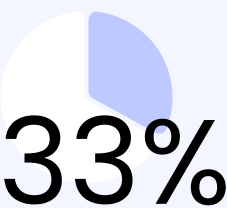
Plan to lay off employees who can't or won't use AI.



43%

Employees

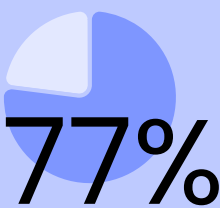
Think their career would be affected if they refused to use AI.



33%

Employees

Worry they're becoming obsolete because of their AI skills gap.



77%

C-suite

Say employees who refuse to become proficient with AI will be left behind.

# Challenge 5: Employee sabotage

Rather than becoming AI super-users, some employees are pushing back. In fact, 29% say they're sabotaging their company's AI strategy in at least one way. That figure jumps to 44% among Gen Z, highlighting a strong undercurrent of resistance among younger workers.

This pushback shows up in a variety of ways.

Some employees report entering proprietary company information into a public tool or using non-approved tools. Others are refusing to use AI tools or outputs, ignoring guidelines, or opting out of training. A few even admit to tampering with performance metrics or intentionally generating low-quality outputs, to make AI appear less effective.

# 29%

of employees — including 44% of Gen Z — are sabotaging their company's AI strategy. Here's how:

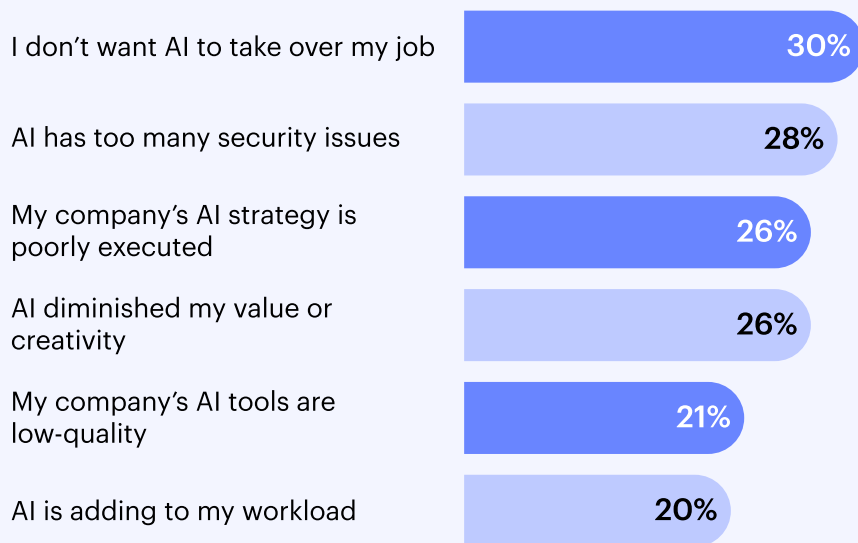
- Entering proprietary company information
- Using non-approved AI tools
- Refusing to use AI tools or outputs
- Ignoring guidelines / best practices
- Intentionally generating low-quality outputs
- Refusing to take AI training
- Tampering with performance metrics to make it appear AI is underperforming

Some employees say they're pushing back against AI due to fears of job loss. Others report dissatisfaction with their company's AI tools or overall strategy.

Leaders are taking notice: 76% of the C-suite say employee sabotage poses a serious threat to their company's future — underscoring how deeply these tensions are felt at the top.

Organizations can address some of these concerns by investing in higher-quality AI platforms and partners. However, many of these challenges point to deeper issues in change management. Including employees in adoption efforts — and being transparent about intended AI use cases — can help ease fears about job displacement and reduce the risk of internal resistance.

### What are the main reasons you're working against your company's generative AI strategy?



**76%**

of the C-suite say employee sabotage poses a serious threat to their company's future.

# Challenge 6: Security risks

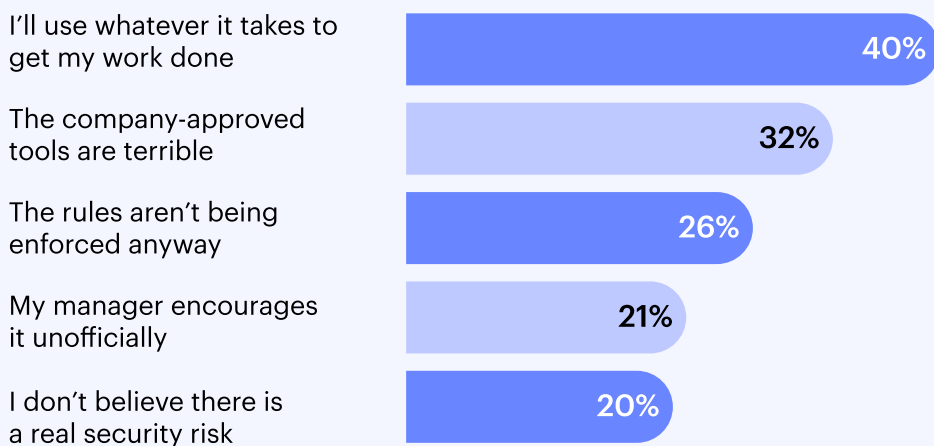
Employee sabotage and risky AI practices are fueling ongoing security concerns. More than one-third of employees (35%) say they've entered proprietary, confidential, or sensitive company information into a public AI tool.

In addition, 16% admit to using AI tools that are not permitted by their

employer, and another 16% say they aren't sure if the tools they're using are permitted.

Some workers using "shadow AI" say they're only doing so to get their job done. Others note quality issues with their company's approved tools, say enforcement is lacking, or don't believe the security risk is real.

## Why are you using unapproved generative AI tools at work?



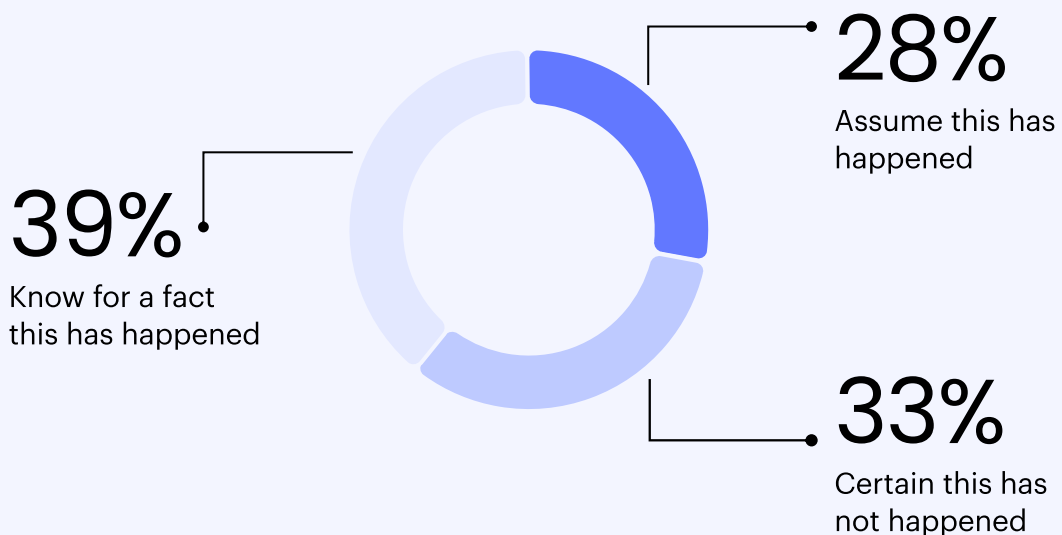
**35%**

of employees have entered proprietary, confidential, or sensitive company information into a public AI tool.

Executives appear to be at least somewhat aware of the problem. In fact, 67% of the C-suite believe their company has already suffered a data leak or security breach because of an employee using an unapproved AI tool.

Despite this awareness, more than a third of executives (35%) concede that they don't have complete visibility and control into the AI tools their employees are actually using, versus the ones they've officially sanctioned.

**Do you believe your company has already suffered a data leak or security breach because of an employee using an unapproved AI tool?**



**2/3**

executives believe their company has had a data leak or security breach due to an unapproved AI tool.

# Challenge 7: Underperforming tools

One key reason workers are using non-approved tools is because they're dissatisfied with the tools their company allows. Executives recognize that AI tools and vendors are lacking — across nearly all factors, less than half rate their solutions as “excellent.”

Satisfaction has dropped sharply since

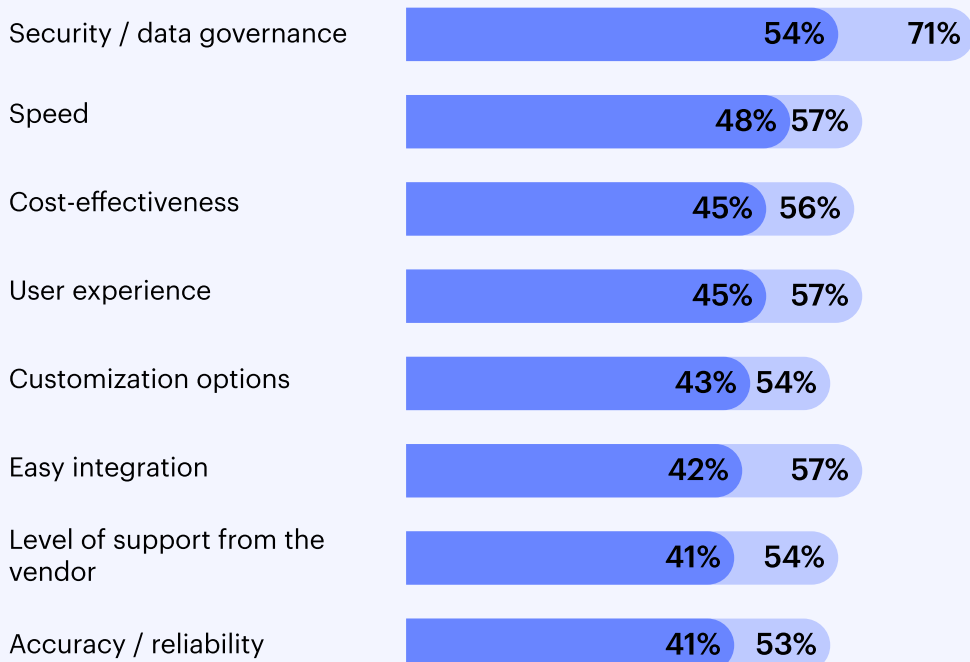
last year, particularly for security and data governance, which fell 17 points.

This year, executives also rated their AI vendors on ethical alignment and responsible AI use. Just 53% say vendors are performing at a high level in this area, highlighting significant room for improvement.

## How would you rate the generative AI solutions your company currently uses, with respect to the following factors?

% who rated their AI solution(s) as “excellent)

● 2025 ● 2026



# Challenge 8: Harmful tools

AI tools don't just have security and quality issues — in some cases, they're creating problematic outputs. In fact, 28% of employees say they've seen an AI tool produce a result that was dangerously wrong, unethical, or biased.

The challenge is that some workers are afraid to report AI issues, likely because of the pressure to use these tools. An alarming 30% of employees

say if they saw an AI tool at work behaving in a dangerous or unethical way, they would not feel completely safe reporting it to their employer and would be concerned about retaliation.

Leaders appear to be largely unaware of this issue: 90% of the C-suite believe employees at their company feel safe reporting unethical or dangerous AI behaviors without fear of retaliation.

**28%**  
Employees

have seen AI tools produce dangerously wrong, unethical, or biased results.

**30%**  
Employees

worry their employer would retaliate if they reported AI tools behaving in this way.

# Challenge 9: AI agent governance

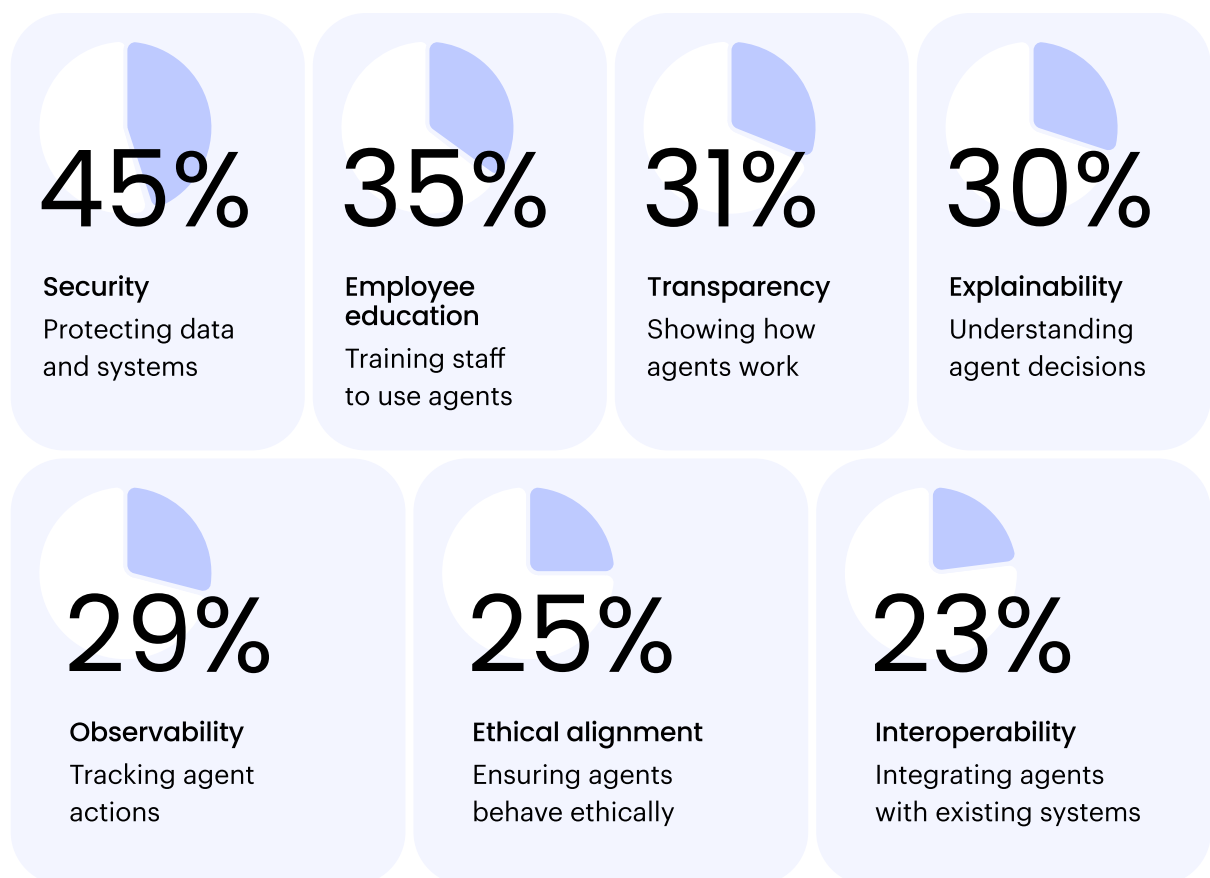
The rise of AI agents is introducing new pressure and complexity for the C-suite. Some leaders are rightfully concerned about governance: 36% say their company doesn't have a formal, documented plan in place specifically pertaining to supervising AI agents.

More than a third (35%) admit they aren't very confident they could

immediately "pull the plug" on a rogue AI agent if it started causing financial or reputational damage to their company.

For many executives, the stakes are personal: 59% believe either the CEO (30%) or CIO/CTO (29%) would be fired if an AI agent deployed by their company caused a significant data breach or financial loss.

## The biggest governance challenges in adopting AI agents

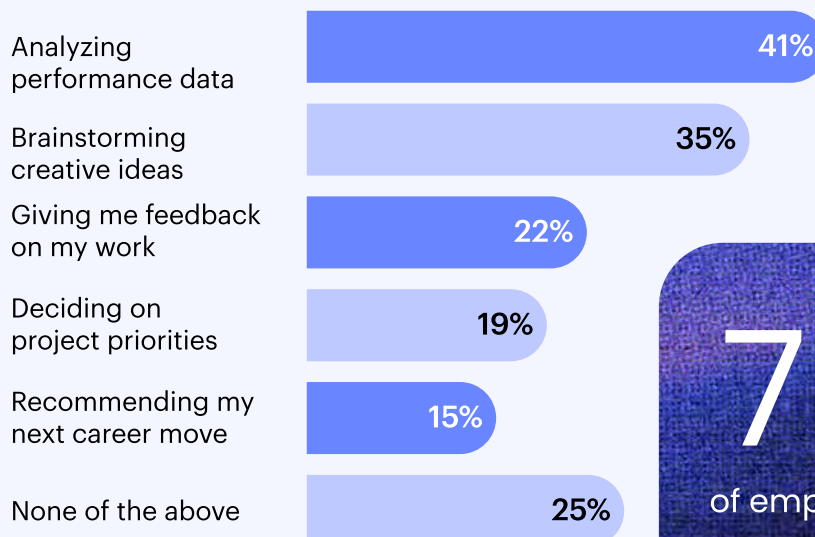


# Challenge 10: Insufficient manager support

Managers play a critical role in shaping AI adoption. Yet just 35% of employees say their manager is an AI champion and encourages their team to embrace it. Most (58%) say their manager is open to AI but provides minimal direction or encouragement, while 7% say their manager doesn't like or understand AI and is failing to guide their team.

Remarkably, 75% of employees — including 80% of Gen Z — say they'd trust AI more than their manager for at least one work task, including providing them with performance feedback and career advice. Over half (55%) of employees (64% of Gen Z) feel they're more knowledgeable about leveraging AI for their job than their manager is.

## Would you trust AI more than your manager, for any of the following tasks?



**75%**

of employees say they trust AI more than their manager.

# Activating AI in the enterprise

AI adoption at scale is no longer a technology challenge — it's a leadership one. To move from ambition to impact, organizations must address the structural, cultural, and governance gaps

slowing progress. The following actions can help companies reduce risk, strengthen alignment, and turn AI investment into sustainable enterprise value.

## 1. Tie AI to measurable business outcomes

Organizations succeed when AI initiatives are specific and measurable. Connect AI directly to revenue growth, cost efficiency, productivity gains, or risk reduction. Define priority use cases, assign executive owners, establish KPIs, and track against benchmarks.

## 2. Empower business users to innovate

When AI innovation gets locked in IT, power struggles emerge and adoption stalls. Equip business teams with no-code tools to design, test, and deploy their own agent workflows, while giving IT full supervision and granular control. This approach removes IT bottlenecks and accelerates the path to ROI.

## 3. Focus investment on growth, not just efficiency

Prioritizing cost-cutting over value creation drives employee sabotage. Focus on use cases enhancing customer experience, accelerating innovation, improving decision quality, or unlocking revenue streams. When employees see AI expanding possibility, resistance declines.

#### **4. Close the strategy-execution gap**

Executives struggling to connect strategy to operational reality create confusion about priorities and success metrics, leading to siloed implementations and duplicated effort. Document roadmaps outlining governance, approved tools, revenue expectations, and milestones. For agentic deployments, define autonomy levels across functions.

#### **5. Implement enterprise-grade governance for agents**

Full visibility prevents breaches and reputational harm. Effective governance establishes accountability for AI-driven outcomes, monitoring mechanisms, and rapid shutoff protocols. Cross-functional governance groups coordinate efforts — defining who can create and deploy agents, controlling access to data sources, tracking decisions, and monitoring deployments.

#### **6. Lead change top-down and bottom-up**

AI transformation requires executive conviction at the top and empowered operators three to four levels deep who dismantle complexity and rebuild processes with AI at the center. Agile innovation teams drive experimentation while hands-on training empowers employees to adopt an AI-first mindset. Without executives championing from above, believers experimenting from within, and individuals willing to adopt new ways of working, transformation stifles.

# Traits of supportive technology partners

The vendors that organizations choose shape whether AI becomes a strategic advantage or another source of organizational friction. Yet less than half of executives rate their AI vendors as "excellent" across critical factors. Security satisfaction has dropped 17 points.

Most enterprises face an unsatisfying choice: single-point solutions creating governance headaches, or hyperscaler platforms not built for specific workflows. Organizations need a different model — one built for the enterprise from day one.

## Three pillars that separate effective vendors from the rest:

### 1. Platforms that offer both speed and control

Generic platforms force choosing between business agility and IT governance. Effective platforms give everyone a way to build, with full IT governance and control. IT sets guardrails once; business teams operate freely within those boundaries, driving efficiency and results at unprecedented speed and scale.

### 2. AI grounded in your business DNA

Effective enterprise platforms encode organizational intelligence directly into agents — the playbooks codifying how your best people work, the standards differentiating your brand, and the approved knowledge driving accuracy. Agents should speak with your unique voice, follow your processes, work across your tools and systems, respect your governance, and amplify your unique intelligence.

### 3. Partners in transformation

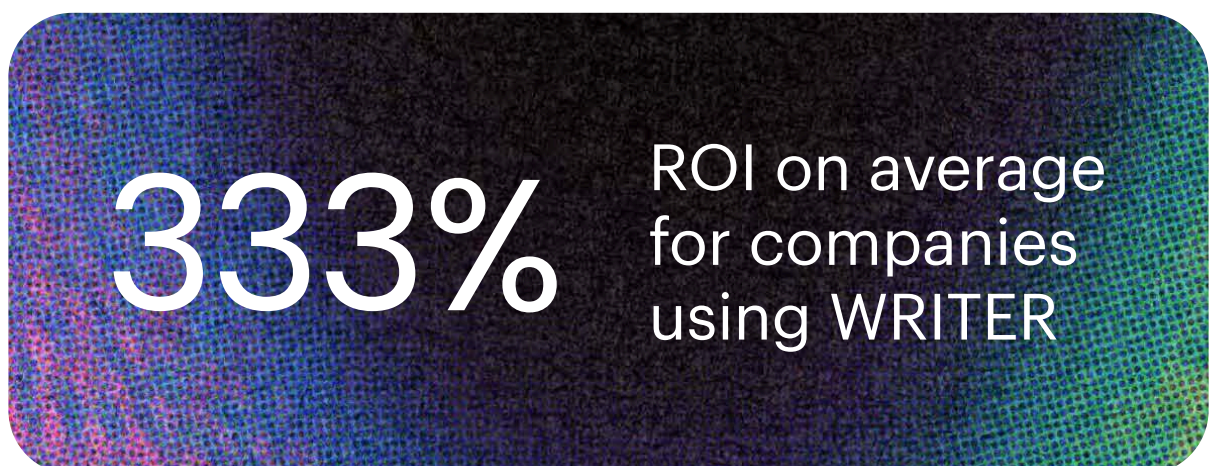
AI is as much an operational transformation as a technology implementation, requiring partners who rearchitect processes rather than simply deploying tools. The best vendors act as true partners. They deliver hands-on training, executive coaching, and strategic guidance to build AI-native operations from the ground up.

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## How WRITER delivers

The friction you've read about in this report isn't inevitable. WRITER is the enterprise AI agent platform built specifically to resolve it. We give marketing, sales, and business teams the speed to design and deploy agents grounded in your unique organizational intelligence, while IT maintains complete governance and control. No tickets, no bottlenecks, no choosing between agility and security.

Companies using WRITER see an average of 333% ROI with a payback period of six months, according to a Forrester Total Economic Impact Report commissioned by WRITER, transforming everything from campaign orchestration to content supply chains to competitive intelligence. Hundreds of Global 2000 companies are building AI-native operations with WRITER, with purpose-built technology and strategic partnership that turns ambition into impact and pushes the boundaries of what's possible with frontier AI.



# From ambition to impact

The days of AI experimentation are over. The future belongs to organizations actively transforming by deeply embedding AI into every function and team.

Leaders at these companies share three characteristics: they choose platforms resolving organizational friction rather than creating it, they treat AI implementation as cultural transformation — not just technical deployment — and they measure what matters, starting with focused pilots and expanding based on evidence.

The gap between ambition and impact isn't technical — it's organizational. Enterprises have closed this gap by making deliberate choices about platform capabilities, change management, and partnership approach.

With clear strategy, meaningful investment, and the right technology partner, AI shifts from friction to force for change — unlocking entirely new possibilities for organizations and the people behind them.

Is your organization ready to implement, integrate, and leverage AI?

[Schedule a demo](#)

# WRITER



## About WRITER

WRITER is the enterprise AI agent platform trusted by Fortune 500 companies globally. Built for high-stakes environments, WRITER gives marketing, sales, and business teams powerful AI teammates that can help plan, execute, and scale on-brand work across company data and tools, with rich organizational context encoded directly in every output. WRITER offers IT teams full governance and granular control, while business teams gain the intuitive tools and hands-on support to drive efficiency, capacity, and revenue growth at unprecedented speed and scale. Founded in 2020, WRITER is delivering unmatched ROI for hundreds of customers like Qualcomm, Mars, Uber, and Vanguard and is backed by investors including Insight Partners, ICONIQ Growth, Radical Ventures, Premji Invest, Balderton, B Capital, Salesforce Ventures, Adobe Ventures, Accenture, Citi Ventures, IBM Ventures, WndrCo, and others.

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## About Workplace Intelligence

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