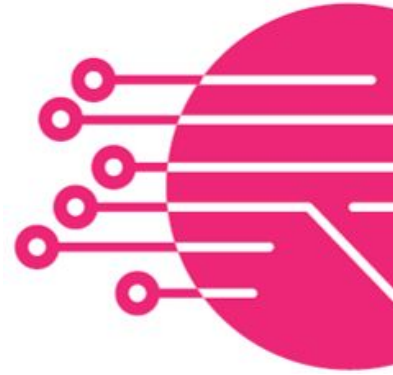


Return on AI: Why 95% of Companies See No Results

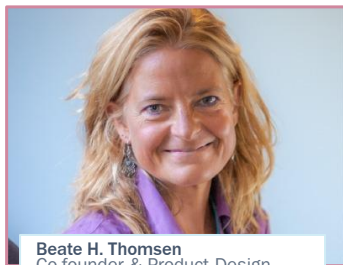
What the 5% who succeed do differently - and what it means for your business

Beate H. Thomsen | RAPIDI

Deepak Hooda | CFO Centre UK

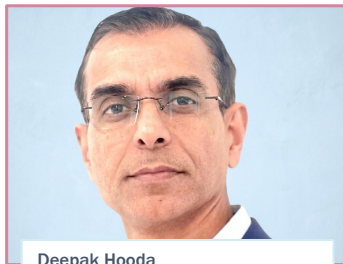


Welcome & Introduction



Beate H. Thomsen
Co-founder & Product Design

- Co-founder of Rapidi
- 20+ years shaping the product's vision and development
- Guiding principle: "Keep it simple, functional yet beautiful"
- Master's Degree in IT, design and business - specializing in website usability
- Speaks 6 languages: Danish, German, English, Spanish, French & Catalan
- Passionate about nature, hiking, travelling, discovering new cultures & trends

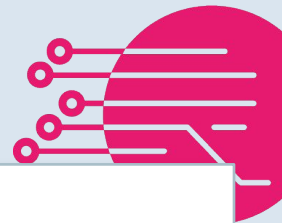


Deepak Hooda
CFO & CFO Centre UK

- 20+ years in senior finance leadership
- Mix of commercial and technical expertise
- Track record across PE-backed firms, SMEs, and FTSE-listed companies
- Led private equity exits
- Built and scaled finance functions
- P&L management and profitability improvement
- Business transformation and operational change

RAPIDI: Your complete data integration solution, with 30+ years of experience and dedicated support built in.
CFO Centre UK: The world's largest network of Portfolio CFOs, with over 750 experts across the globe.

What we'll cover today



01

The AI ROI reality check

The research behind 95% failure — and what \$35-40B in AI spend has actually returned.

02

Why most AI projects fail

Four reasons, backed by MIT, IBM, Gartner, and Gallup research.

03

What the 5% do differently

The patterns that separate companies getting results from those that aren't.

04

The data integration connection

Why your CRM-ERP setup determines whether any AI investment pays off.

05

Your AI ROI playbook & AI ROI calculator

Three concrete steps you can start implementing this month & start calculating your ROI on AI.

06

Q&A

Open floor — bring your specific situation.

The gap between AI spending and AI results

95%

of enterprise AI projects show zero measurable return

MIT, 2025

\$35-40B

invested collectively by US businesses in AI initiatives

MIT, 2025

61%

of CEOs face growing pressure to prove AI ROI

Kyndryl, 2025

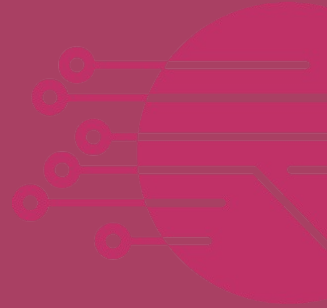
Net -ve

IBM found 5.9% ROI against 10% capital investment

IBM

So where is the disconnect? And what separates the 5% who succeed from the 95% who don't?

The gap between AI spending and AI results



\$35-40B

invested collectively by US businesses in AI initiatives



95%

of enterprise AI projects show
zero measurable ROI

Source: MIT



Net-ve

5.9% ROI against 10% capital investment

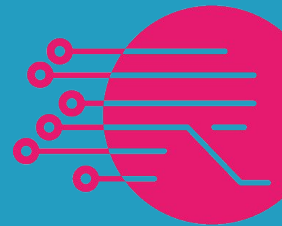
Source: IBM



61%

of CEOs face growing pressure to improve AI ROI

Source: Kyndryl



53%

positive AI ROI expectations
from investors

84%

Not realistic according to CEOs

Source: Teneo



So where is the disconnect?

And what separates the 5% who succeed
from the 95% who don't?

Four reasons - backed by research

01

No clear use case

Tools bought before problems were defined. Only 15% of employees say their company has communicated a clear AI strategy. *[Gallup]*

02

Wrong use cases

More than half of AI budgets go to sales & marketing, which shows lower ROI. Back-office automation delivers \$2-10M annually.

03

Bad data

AI model performance drops significantly with just 20% data pollution. Disconnected CRM and ERP data means AI works from a broken picture. *[IBM]*

04

Building instead of buying

External partnerships achieve 66% deployment success vs. 33% for internal builds. Specialist partners outperform in-house builds consistently. *[MIT]*

Five patterns of the companies getting results

1

Pick one problem, not ten

"They pick one pain point, execute well, and partner smartly."
[MIT researcher]

2

Start with back-office operations

Faster, more measurable ROI. Invoice processing, reconciliation, error handling - clear inputs and outputs.

3

Fix the data foundation first

Clean, connected data across CRM and ERP before adding AI on top. The step most companies skip.

4

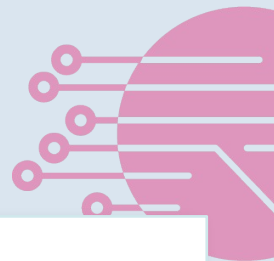
Define success metrics before you start

Not after. Set a number - processing time, error rate, forecast accuracy - and measure it weekly.

5

Use specialist partners

66% success rate with external partners vs. 33% building internally. Focus your people on your core business.



Three ways disconnected data destroys AI ROI

01 Stale forecasting data

CRM shows pipeline. ERP shows what's billed. They don't match. AI builds its model on the CRM view and produces a forecast that's structurally wrong. A 15% quarterly variance is a board conversation.

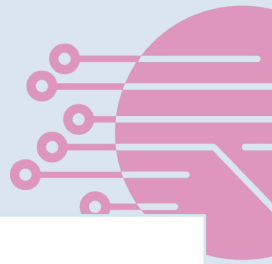
02 Mismatched pricing

ERP updated, CRM not. AI quoting tool generates proposals at the old price. You close the deal, process through the ERP - and the numbers don't reconcile. At scale, the damage accumulates fast.

03 Duplicate customer records

Same company, two entries. AI segments them as separate customers. Opportunity analysis is wrong. Customer lifetime value is wrong. Every downstream AI output is built on a false picture.

The fix: real-time sync, consistent records, and error alerting - before adding AI tools on top.



Three steps - start this month

1

THIS MONTH

Audit your AI spending and outcomes

List every AI tool and initiative. For each: what is it supposed to do? Is it doing it? Can you measure it? Kill or pause anything without a clear, measurable goal.

2

NEXT MONTH

Fix your data foundation

Are your CRM and ERP in sync? Are records consistent? When a sync fails, does someone find out immediately? Use the AI-Ready Data Checklist in the chat to score yourself.

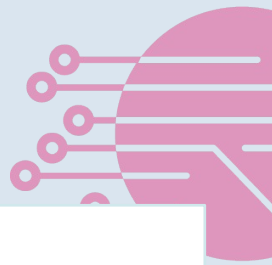
3

MONTH AFTER

Pick one problem and solve it

Start with back-office automation. Define success metrics before you start. Measure weekly. Partner with specialists rather than building everything internally.

AI is not failing. AI implementation is failing. That's fixable.



Four steps to your board-ready business case

1

STEP 1:
YOUR BUSINESS

Company context

Company name, industry, annual revenue, CRM and ERP user count, and fully-loaded staff hourly cost. This sets the baseline for your ROI calculation.

3

STEP 2:
THE PROBLEM TODAY

Quantify costs

Hours/month on manual reconciliation (benchmark: 40-80 hrs). Monthly data error costs. Revenue lost to data issues. Forecast variance. Existing AI investment at risk.

3

STEP 3:
INTEGRATION
INVESTMENT

Three pillars of cost

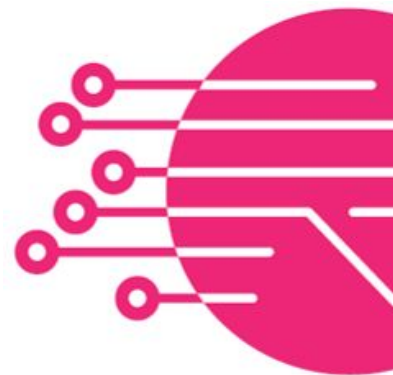
People: project management and change management. Systems: platform licence and implementation fee. Processes: redesign and ongoing governance.

4

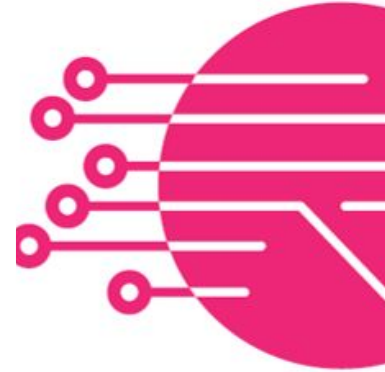
STEP 4:
YOUR ROI

Payback period in months. 3-year ROI %. Annual benefit across 5 categories.
Board-ready recommendation: Compelling, Strong, Viable, or Review.

Demo



Take action today



1

Free AI readiness assessment

We check your data foundation and flag the gaps affecting your AI ROI. 30 minutes. No cost. No obligation. [Book a consultation](#)

2

Download: AI-ROI Playbook

Ten questions to score your data integration setup. Know where you stand before you invest further. [Download AI-ROI Playbook](#)

3

Build your case: AI ROI Calculator

The five integration patterns that need to be in place for AI to work reliably. [Calculate your AI ROI](#)

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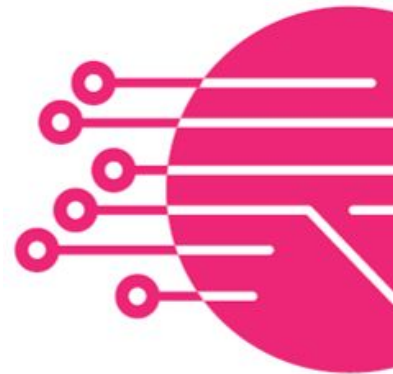


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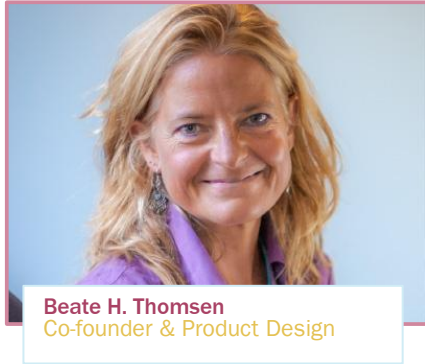
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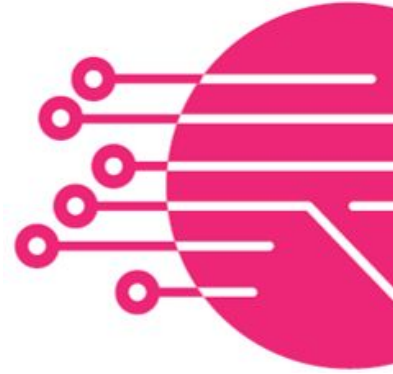
Thank You



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