



How to Prepare Your Enterprise for **AI Readiness**

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Background

AI is everywhere – in the headlines, on Wall Street, and in every boardroom conversation. You’ve probably heard terms like LLMs (Large Language Models), agents and multimodality. And if you’re a digital leader in the energy sector, chances are your CEO or board is already asking, “What’s our AI strategy?”

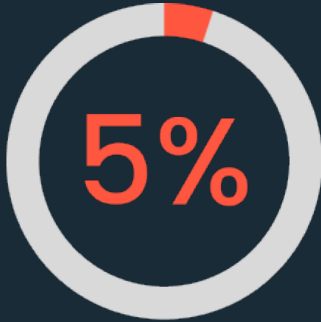

In the race to respond, many organisations have rushed into pilots, often driven by fear of missing out. But a recent MIT¹ study of 300 enterprises, representing \$30-40 billion in AI investment, revealed a sobering truth: 95% of AI pilots delivered no measurable returns.

Only a small fraction – around 5% – achieved meaningful impact. This gap, which MIT calls the ‘GenAI Divide’, is not a failure of the technology. It’s a failure of readiness – of how AI is adopted, integrated and scaled across people, processes and platforms within organisations.

Between the hype and the hesitation, the real questions remain:

- How can you make your digital roadmap truly AI ready?
- Do you have the skills, processes and governance to use AI safely?
- How do you empower your workforce without introducing risks?
- Can falling behind hurt your ability to attract customers, capital and talent?

If these questions sound familiar, you’re not alone. Endava partners with leading enterprises to move beyond buzzwords and build practical, enterprise-grade AI readiness. As one of only seven global OpenAI partners, we help organisations translate ambition into action, safely, strategically and at scale.

Just  5% of AI
pilots generate
real value 



From AI Hype to Readiness: Lessons Learnt

AI's adoption curve mirrors earlier technology waves, from the dawn of the internet to the rise of cloud computing. The lessons remain similar: progress depends not on the novelty of the tool, but on how it transforms the enterprise operating model.

01 /

The pilot to production gap

Roughly 60% of organizations evaluated serious AI platforms, 20% have piloted and 5% have deployed at scale.

03 /

Technology change is cultural change

Moving beyond adopting shiny new tools to truly embedding AI into the operating system of the business is essential. Enterprises must evolve across the three Ps – Platform, People and Processes – ensuring each is ready to adapt and thrive in this new AI-driven paradigm.

02 /

Productivity vs. performance

Tools like ChatGPT and Copilot have boosted individual productivity, yet enterprise-wide transformation remains rare. For energy companies, the opportunity lies in embedding AI into asset management, emissions monitoring and supply-chain optimization – where improvements translate directly to EBITDA and environmental outcomes.

04 /

Expertise matters

Internal experts understand the business context better than anyone, but often have little experience scaling dozens of AI programs. That's why external partnerships deliver nearly double the success rate (67% vs. 33%). Blending domain expertise with implementation experience is key to turning pilot momentum into enterprise transformation.

Just **5%** of organizations have deployed AI at scale

5%

deployed at scale

20%

piloted AI platforms

60%

evaluated AI platforms

15%

didn't consider AI
platforms



Bridging the 'GenAI Divide'

Endava is one of only seven global partners of OpenAI. But more importantly, we help organizations close the GenAI Divide through a grounded, business-first approach. From defining the strategic 'why' to building and scaling the right foundations, we guide organisations across the seven pillars of AI readiness, ensuring every step delivers real, measurable value.

Pillar	Enterprise Approach
Strategic Alignment	Identify where AI truly adds value to your business and define a clear 'AI North Star' to guide your roadmap.
Governance & Trust	Put the right guardrails in place around ethics, transparency, explainability and bias. Establish an AI Center of Excellence to scale safely.
Change Management	Build cultural adoption, communicate value and make AI a trusted part of day-to-day work.
Data Readiness	Assess the quality, accessibility and security of your data. Ensure the right foundations are in place to fuel AI.
Talent & Upskilling	Identify gaps, train users and scale tools like enterprise ChatGPT to boost productivity.
Use Case Prioritization	Start with high-value, low-risk pilots (like predictive maintenance or customer support automation) and scale the successes.
Tech & Infrastructure	Evaluate your IT and cloud environment to ensure it can support enterprise-grade AI.



Executive Call to Action

- Move beyond novelty: Focus on what sticks, scales and sustains
- Prioritize learning systems: AI that doesn't learn is just a one-off project
- Think ROI, not hype: Choose pilots based on business impact
- Partner smartly: External expertise accelerates and de-risks adoption
- Automate where it matters: Back-office savings can fund customer-facing transformation
- Evolve workforce in place: AI should augment work, not disrupt livelihoods

Please reach out to Najee Benafghoul (najee.benafghoul@endava.com) or Nikita Kothari (nikita.kothari@endava.com) to learn how Endava can help your enterprise become AI ready.