Enterprise OS

Why Your Enterprise AI Is Failing — It's Not the AI You're Missing. It's the OS.

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The Problem No One Talks About

"I asked our company's AI tool to summarize an internal document. It refused — 'I understand the content, but due to policy, I cannot share information containing sensitive security data.' The document was a facilities guide. Accessible to everyone. It wasn't AI that was holding AI back. It was us."

The AI wasn't broken. It was starving.

88%	**39%**	**1.8 hrs**	**$31.5B**
of organizations use AI	see measurable business impact	per day per employee searching for info	lost annually by Fortune 500
McKinsey 2025	*McKinsey 2025*	*McKinsey*	*IDC*

The Root Cause

It's not the AI. It's the data infrastructure underneath.

ERP / SAP

CRM / Salesforce

SharePoint

Email Servers

Internal Wiki

Product DBs

Legacy Systems

Personal PCs

Shared Drives

Translation Mgmt

Web CMS
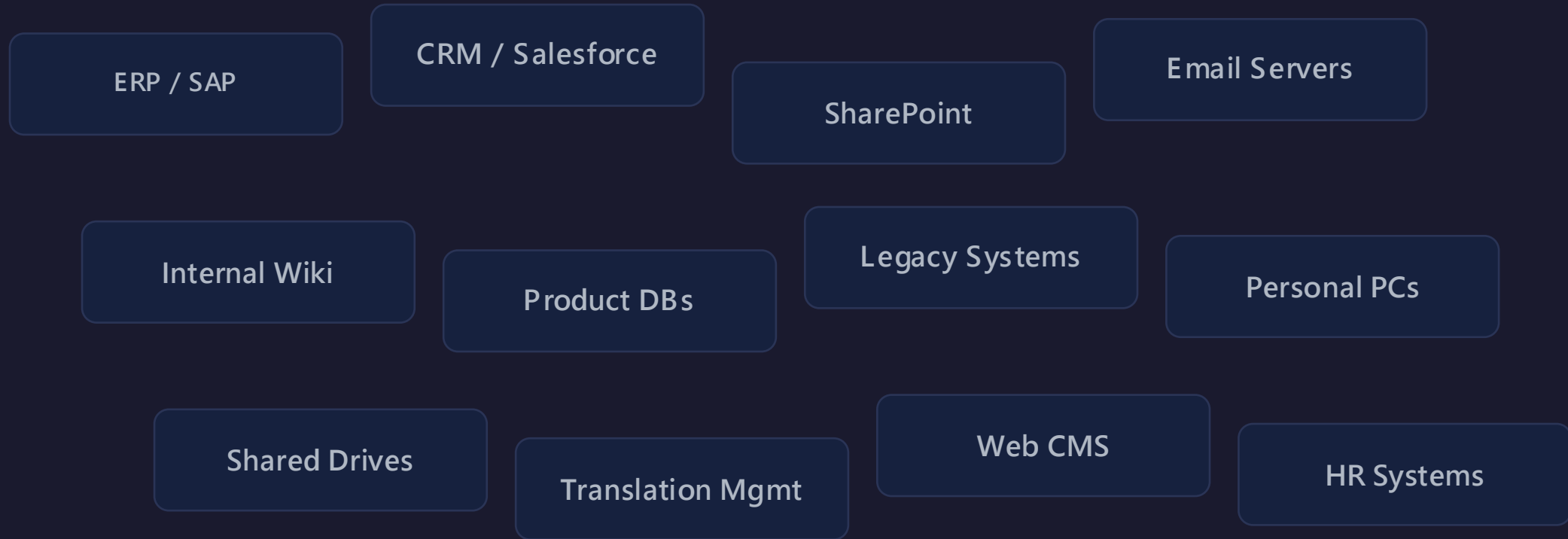
HR Systems

12+ disconnected systems • No version history • No unified search • AI can't read any of it

What Post-it® Notes by 3M Teach Us About AI

1968

Spencer Silver invents a 'failed' adhesive. It sticks but peels off. Nobody sees a use for it.

12 years later

Art Fry needs a bookmark for his hymnal. He remembers Silver's 'failure.'

Post-it® Notes

Born from 15% Culture — the policy letting employees spend 15% of time exploring.

The question that changes everything:

What if we could give every employee 15% Culture — not as a policy, but as a built-in function of the organization?

Enterprise OS

The operating system that unleashes your enterprise knowledge

Layer 1 ## Infrastructure

Git as the versioned file system for ALL corporate knowledge. Every change tracked. Every version recoverable. Every department connected.

Layer 2 ## Intelligence

AI reads from a unified, structured knowledge base. Context. History. Relationships. Your enterprise AI finally becomes smart.

Layer 3 ## Human Flourishing

When AI handles routine knowledge work, every employee gets time back. Not for more work — for different work. Creative, work. Creative, human, innovative work.

The Foundation: Git + GitHub Enterprise

Software engineers solved this problem 20 years ago. We just need to apply it company-wide.

What is Git?

Think "Track Changes" — but for everything.

→ Every change recorded: who, when, and why

→ Nothing is ever lost — full rollback capability

→ Teams work in parallel without conflicts

→ Built-in review & approval before changes go live

The Proposal

Use Git to manage ALL company information — not just code.

→ Beyond code → manage ALL company knowledge

→ AI reads from Git → smarter enterprise assistant

→ Existing approval workflows integrate naturally

→ Decades of innovation, searchable & connected

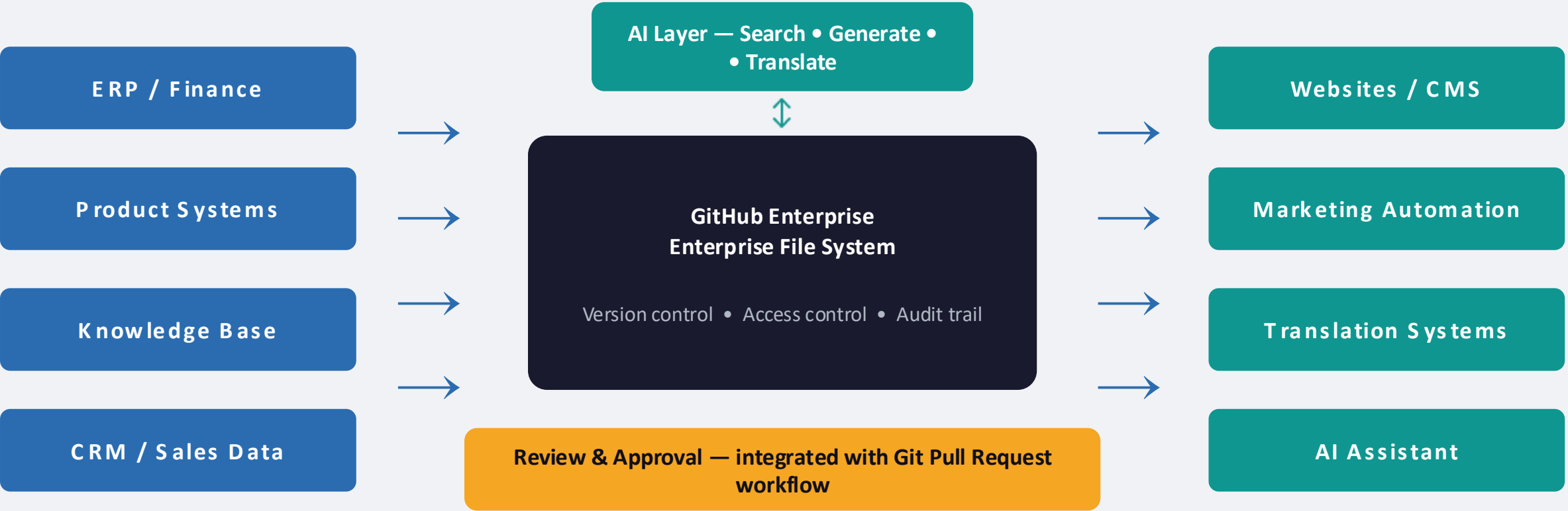**92%** of Fortune 100   **77K+** enterprises   **180M+** users globally

3M • Mercedes-Benz • GM • Accenture • AstraZeneca • Costco • Cathay Pacific • Generali • Carlsberg

Source: GitHub (2025); Forrester TEI Report (July 2025)

How It Works

GitHub Enterprise as the central hub — connecting data sources, AI, and output channels

AI Layer — Search • Generate • • Translate

ERP / Finance

Product Systems

Knowledge Base

CRM / Sales Data

GitHub Enterprise Enterprise File System

Version control • Access control • Audit trail

Review & Approval — integrated with Git Pull Request workflow

Websites / CMS

Marketing Automation

Translation Systems

AI Assistant

commit	**branch**	**pull request**	**merge**	**fork**
Every change recorded with history & reason	Regional/dept variants without breaking source	Review & approval before going live	Approved changes go live everywhere	Partner customization enabled

Making It Real

Three questions you're probably asking — and honest answers

Q1 How do existing systems connect?

Your existing systems stay intact. Enterprise OS connects them all.

GitHub Actions triggers sync via REST APIs. ERP, CRM, SharePoint — all have mature API connectors. No custom middleware needed. Existing review tools integrate via webhook + PR status checks.

Phase 1 PoC (single workflow)   3 months
Phase 2 2–3 system connectors   6 months
Phase 3 Full enterprise rollout   12–18 months

Q2 What about security?

Protected by the same security infrastructure that guards the world's most critical code.

✓ Enterprise Cloud with Data Residency   ✓ Role-Based Access Control (RBAC)
✓ Advanced Security (GHAS) — automatic secret scanning   ✓ SOC 2 Type II / ISO 27001 / FedRAMP

Q3 What does it look like for users?

Most users never see GitHub — they just experience everything working better.

Marketing → uploads via SharePoint as before | Approvers → existing review tools | Engineers → direct GitHub access | Leadership → just ask the AI

The Cost of Not Doing This

What It Costs Today

1.8 hrs/day   per employee searching for information
McKinsey

21% + 14%   of work time: searching + recreating info
Bloomfire / HBR 2025

30% slower   cross-functional collaboration due to silos
HBR / Bloomfire

$31.5B/yr   lost by Fortune 500 from knowledge failure
IDC

What Enterprise OS Delivers

3.9 hrs/wk   saved per employee with KM system
Bloomfire 2025

20–25%   productivity boost from robust KM
McKinsey Global Institute

376% ROI   GitHub Enterprise Cloud, 3 years
Forrester TEI, July 2025

35% less   time lost searching for information
McKinsey

Most Fortune 500 companies already pay for pay for GitHub Enterprise.

This isn't a new purchase — it's unlocking the full value of an existing investment. investment.
The incremental cost is configuration and integration, not licensing.

In Practice: Before & After

Customer Support

TODAY

Agent searches 5 systems manually
→ 47 minutes to find relevant case
→ Inconsistent answers across regions

WITH ENTERPRISE OS

Agent asks AI assistant
→ Finds relevant case + 12 similar ones in seconds
→ Same quality answers globally

Marketing Campaign

TODAY

Start from scratch every time
→ Can't find previous campaigns
→ Weeks of work per region

WITH ENTERPRISE OS

AI finds 12 similar past campaigns
→ Generates draft in hours
→ Auto-translated with local adaptation

Every Employee, an Engineer

GitHub + AI doesn't just help engineers. It turns everyone into one.

Before: Engineers Build, Others Request

✗ Marketing needs a page → files ticket → waits 3 weeks weeks

✗ Sales needs a report → asks IT → gets it next quarter

✗ Regional team needs content → email chain → lost in in translation

After: Everyone Builds, AI Assists

✓ Marketing describes need → AI generates → PR review → live

✓ Sales asks AI → gets answer with sources → acts now

✓ Regional team forks → AI translates + adapts → approved → done

The New Skill Stack

Describe

Tell AI what you need in plain language

Everyone

Review

Check AI output, approve or refine via Pull Request

Everyone

Connect

Link ideas across departments departments using the knowledge graph
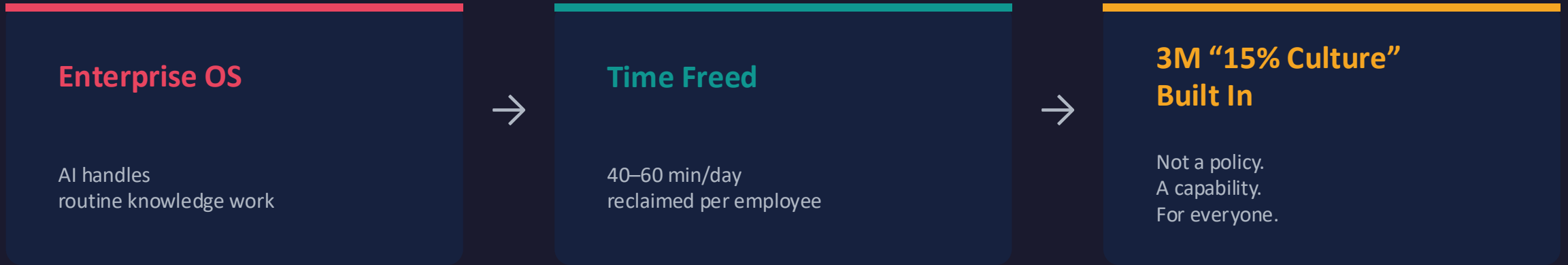
Everyone

Build

Create workflows and tools tools with AI assistance

Curious employees

"The best engineers in 2026 are the ones who can describe what they need — not the ones who can code it."

⋯But efficiency isn't the final destination.

OpenAI's 2025 Enterprise AI Report: users save 40–60 min/day. The question nobody asks: where does that time go?

Enterprise OS

AI handles
routine knowledge work

→

Time Freed

40–60 min/day
reclaimed per employee

→

**3M "15% Culture"
Built In**

Not a policy.
A capability.
For everyone.

Human ⟷ Human

Colleagues   Customers   Partners   Family

The companies that win in the AI era won't be the ones with the best AI.
They'll be the ones that use AI to become more human.

The Virtuous Cycle

When employees thrive, companies thrive. Enterprise OS is the catalyst.

Employee Self-Realization

Purpose & Growth
15% time for passion projects, learning, and creative exploration

Mental Health
Less burnout from repetitive tasks. More meaning in daily work

Human Connection
Time to mentor, listen, and build relationships that matter

Work-Life Integration
Efficiency at work = presence at home

Company Growth

Retention
Engaged employees stay. Knowledge compounds.

Talent Attraction
"They invest in my growth" becomes the strongest recruiting message

Innovation Velocity
15% time + Enterprise OS = ideas recorded, shared, and built upon

Customer Loyalty
Employees with time to listen = customers who feel heard

Getting Started

You don't have to boil the ocean. Start with one workflow.

01 **Pick One Pain Point**

Find a workflow where knowledge fragmentation hurts most. Content localization, customer support, regulatory compliance — pick the one — pick the one people complain about daily.

02 **Build a PoC on GitHub**

Move that one workflow's documents into a GitHub repository. Set up version control, branch for regional variants, enable PR-based approval. Show it works.

03 **Add the AI Layer**

Connect an AI assistant to read from the repository. Suddenly the AI has context, history, and structure. Watch it go from 'stupid' to 'useful.' 'stupid' to 'useful.'

04 **Expand Organically**

Success breeds adoption. Once one team sees the results, others will ask to join. Each new system connected makes the whole platform whole platform smarter.

Why Now?

01 The AI Gap Is Widening

88% of organizations use AI, but only 39% see real impact (McKinsey, Nov 2025).
The difference isn't the AI — it's the data infrastructure. Companies that solve this first will pull ahead permanently.

02 Knowledge Is Walking Out the Door

In the U.S., Baby Boomers are retiring at 10,000+ per day. Every departure without knowledge capture is a permanent loss. Enterprise OS makes knowledge transfer a built-in part of workflows, not a separate project.

03 The Technology Is Ready

Git, GitHub Enterprise, AI APIs — everything needed exists today.
The missing piece isn't technology. It's the vision to connect what's already there.

About the Author

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DaVinci Resolve 20 / ATEM

30+ Years at the Intersection of Marketing & Technology

1991–97	ASCII	MacPower Magazine — Editor & First Webmaster
1997–00	Adobe	Built adobe.com/jp from 15K to 9M PVs (600×)
2000–03	Apple	apple.com Japan — iMac/iPod/iBook era launches
2003–11	Adobe	eCommerce Japan/APAC — 4%→16% of total sales
2011–Now	3M	Digital Marketing → AI-powered tools & automation

commit log

- A rare career spanning media, creative tools, consumer tech, and global manufacturing
- Built AI-powered enterprise tools (translation automation, technical knowledge search) — practice, not theory
- Country Leader for AI and digital marketing adoption
- Led Japan deployment of global tools including Adobe Proof and ON24
- Built and deployed internal tools via No Code / AI-assisted development
- GitHub: 13 active repositories
- Bilingual (JP/EN) — bridging US tech narrative and Asia-Pacific enterprise reality
- Content creator: youtube.com/@davetanaka

Sources & References

All data cited in this presentation comes from independent third-party research

AI Adoption & Impact

- McKinsey & Company, "The State of AI" (November 2025) — 88% adoption, 39% enterprise-level EBIT impact
- OpenAI, "Enterprise AI Report" (2025) — 40-60 min/day time savings per user
- Deloitte, "State of Generative AI in the Enterprise" (Q1 2026) — 34% truly reimagining business with AI

Knowledge Management

- McKinsey Global Institute — 1.8 hrs/day searching; 20-25% productivity boost from robust KM; 35% search time reduction
- Bloomfire / Harvard Business Review (2025) — 21% searching + 14% recreating; 3.9 hrs/wk saved; 30% slower collaboration
- IDC — $31.5B/yr lost by Fortune 500 from failure to share knowledge

GitHub Enterprise

- Forrester Research, "Total Economic Impact of GitHub Enterprise Cloud" (July 2025) — 376% ROI over 3 years
- GitHub (2025) — 92% of Fortune 100; 77,000+ enterprises; 180M+ users; Gartner Leader 2 consecutive years
- Enterprise customers: Mercedes-Benz, GM, Accenture, AstraZeneca, Costco, Cathay Pacific, Generali, Carlsberg

Innovation Culture

- 3M Post-it® Notes history — publicly documented innovation story (Spencer Silver, 1968; Art Fry, 1980)
- 3M 15% Culture — publicly documented corporate innovation policy

This presentation is available on GitHub:

github.com/davetanaka/enterprise-os

Star ★ if you find it valuable
- Fork to adapt for your organization
- Issues & PRs welcome

Enterprise OS

It's Not the AI You're Missing. It's the OS.

Version-controlled knowledge. AI-powered intelligence. Human flourishing.

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