

# Enterprise OS

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

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Disclaimer: This presentation reflects my personal views and does not represent the views of any employer or organization.

# The Problem No One Talks About

*“I once asked an internal assistant to summarize a document I had permission to access. It declined due to policy restrictions. That moment revealed something important: when AI appears “blocked,” the issue is often not the model — it’s the way knowledge is governed and structured.”*

**The AI wasn’t broken. It was underfed — missing the structure it needed.**

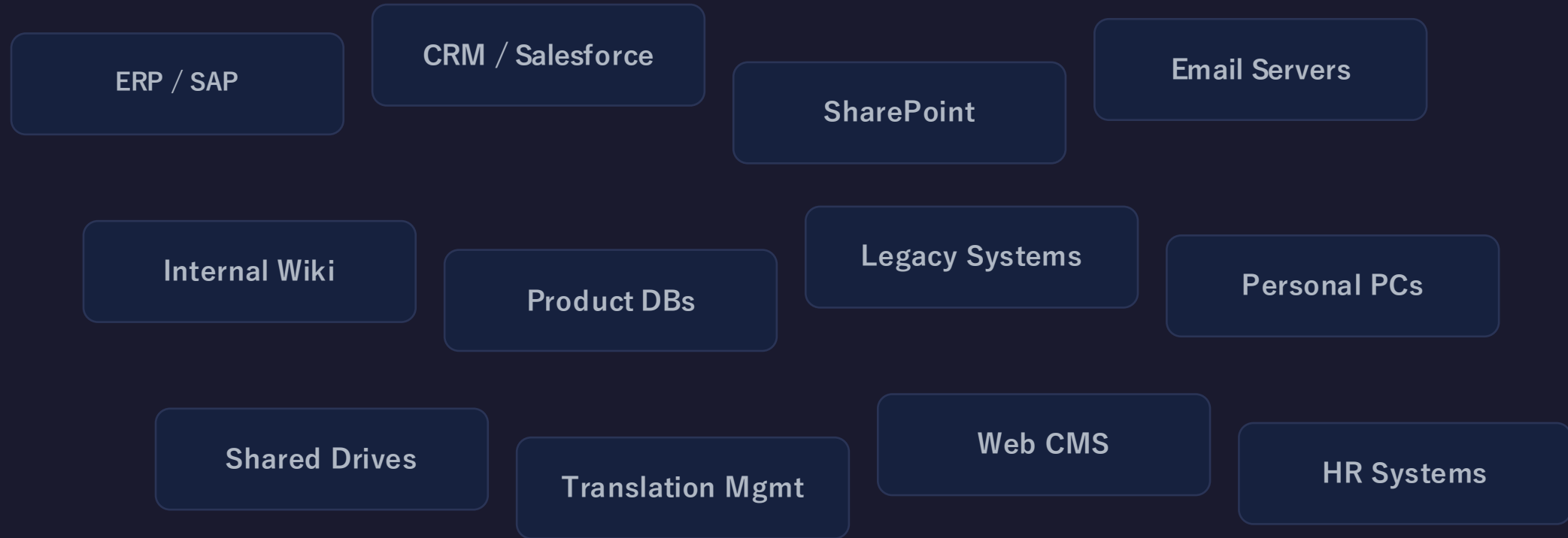
**88% of organizations now  
in at least one function**  
(McKinsey 2025)

**Only a small share say AI is  
fully scaled enterprise-wide**  
(McKinsey 2025)

**Employees still spend a  
significant share of their  
time searching for  
information**  
(MGI)

# The Root Cause

It's not the AI. It's the way knowledge is stored and connected beneath the surface.



Many disconnected systems • Limited version history • Fragmented search • AI struggles to make sense across them

# What Post-it® Notes Teach Us About Designing AI-Ready Organizations

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 every organization were designed so employees naturally had space to explore — not as a policy, but as part of how the system works?**

# The Idea of an Enterprise OS

An Enterprise OS is a shared knowledge layer that keeps track of changes and connects people, systems, and AI.

## Layer 1

### Infrastructure

Git as the versioned file system for 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 can finally make sense of them.

## Layer 3

### Human Flourishing

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

# A Practical Foundation: Git-Based Knowledge Infrastructure

Software engineering has dealt with this problem for decades. The opportunity now is to apply it company-wide.

## What is Git?

Similar to "Track Changes" — but applied to all corporate knowledge.

- 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 company knowledge — not just code.

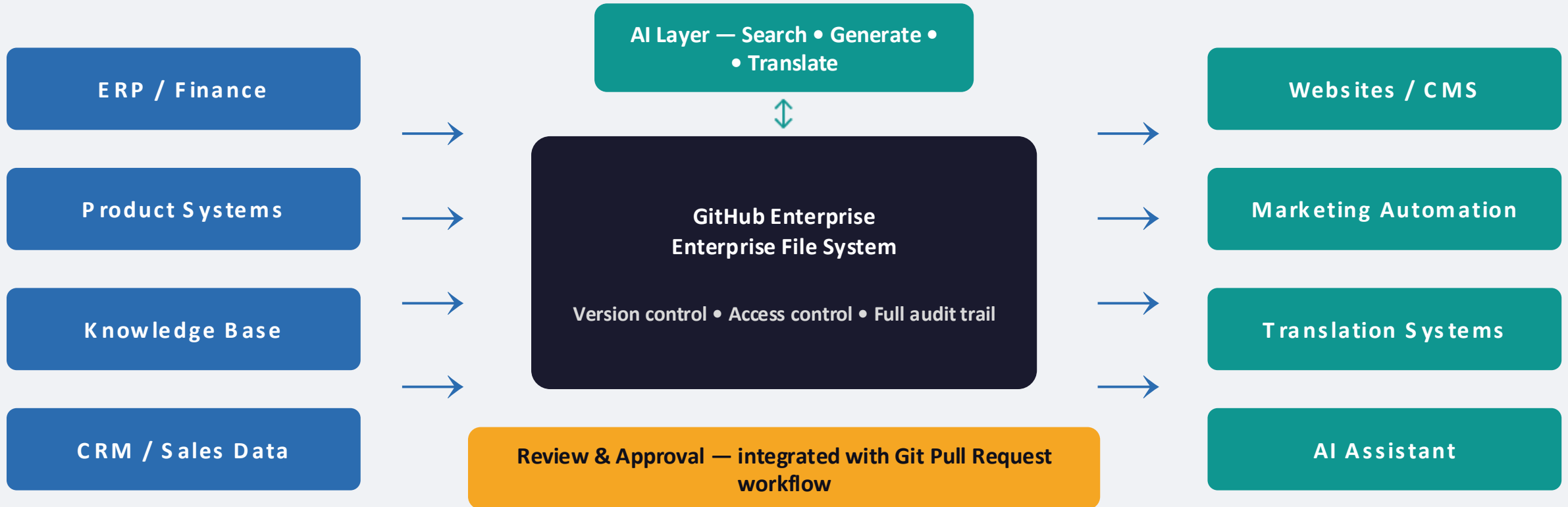
- Beyond code → manage company knowledge
- AI reads from Git → enterprise AI gains history, context, and traceability
- Existing approval workflows integrate naturally
- Decades of innovation, searchable & connected

Used by 90%+ of Fortune 100 companies  
150M+ developers already use Git-based workflows  
Used across industries — from manufacturing to finance to healthcare

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

# How It Works

GitHub Enterprise as the central hub — connecting data, AI, and business outputs



## commit

Every change recorded with history and rationale

## branch

Regional or departmental variants without breaking the source

## pull request

Review & approval before going live

## merge

Approved changes go live everywhere

## fork

Enables partner customization

# Making It Real: Three Questions You're Probably Asking

Three questions you're probably asking — and honest answers

## Q1 How do existing systems connect?

Your systems stay exactly as they are. Enterprise OS just connects them. GitHub Actions syncs data through REST APIs. ERP, CRM, SharePoint — mature connectors already exist for all of them. No custom middleware required. Existing review tools integrate through webhooks and 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 infrastructure that secures the world's most critical software.

- ✓ Enterprise Cloud with data residency options
- ✓ Role-Based Access Control (RBAC)
- ✓ Advanced Security (GHAS) with automatic secret scanning
- ✓ SOC2 Type II / ISO 27001 / FedRAMP

## Q3 What does it look like for users?

Most people never see GitHub — they just experience work running better.

Marketing → uploads through SharePoint as usual / Approvers → use existing review tools  
Engineers → work directly in GitHub / Leadership → just ask the AI



# The Cost of Standing Still

## What It Costs Today

- 1.8 hrs/day** Employees spend 1.8 hours every day searching for information  
*McKinsey*
- 35% of work time** Lost to searching for and recreating knowledge  
*Bloomfire / HBR 2025*
- 30% slower** Cross-functional collaboration due to silos  
*HBR / Bloomfire*
- \$31.5B/yr** Lost by Fortune 500 companies from knowledge failure  
*IDC*

## What Enterprise OS Unlocks

- 3.9 hrs/wk** Time recovered per employee with modern KM  
*Bloomfire 2025*
- 20–25% productivity gain** From strong knowledge foundations  
*McKinsey Global Institute*
- 376% ROI** GitHub Enterprise Cloud over three years  
*Forrester TEI, July 2025*
- 35% less time** Spent searching for information  
*McKinsey*

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

This isn't a new purchase.  
It's unlocking the value of an investment you already made.  
The real cost is integration and configuration — not licensing.

# In Practice: Before & After

## Customer Support

### TODAY

- Agent searches across 5 systems manually
- ~ 47 minutes to find relevant case
- Answers vary by region

### WITH ENTERPRISE OS

- Agent asks the AI assistant
- Finds the relevant case + similar ones in seconds
- Consistent answers worldwide

## Marketing Campaign

### TODAY

- Teams start from scratch every time
- Past campaigns are hard to find
- Weeks of work per region

### WITH ENTERPRISE OS

- AI finds 12 similar past campaigns instantly
- Generates draft in hours
- Automatically adapts for local markets

# Every Employee Can Build

GitHub + AI doesn't just support engineers — it lets everyone build.

## Before: Engineers Build, Others Request

- ✗ Marketing needs a page → files ticket → waits 3 weeks
- ✗ Sales needs a report → asks IT → gets it next quarter
- ✗ Regional team needs content → email chain → lost 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 using the knowledge graph

*Everyone*

### Build

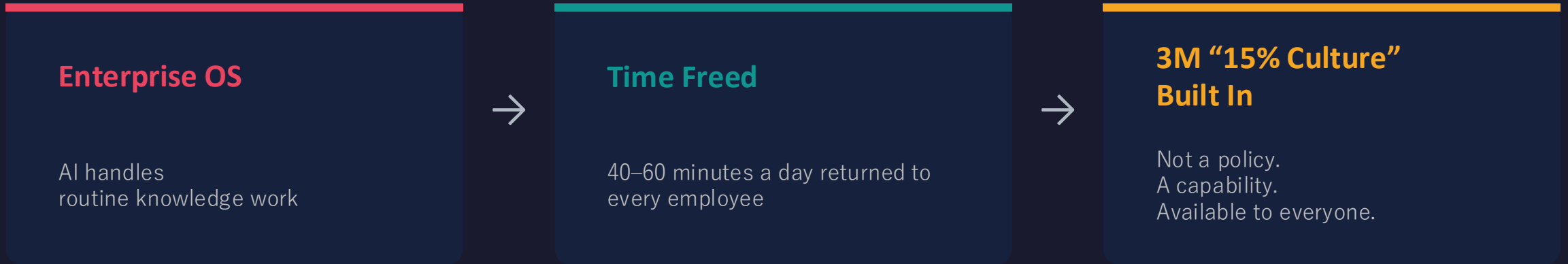
Create workflows and tools with AI

*Anyone who wants to improve work*

"The most valuable builders in 2026 will be those who can describe what they need — not just those who can code it."

# Efficiency isn't the destination.

OpenAI's 2025 Enterprise AI Report shows employees save 40–60 minutes a day. But no one asks the real question: where does that time go?



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## 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 people thrive, companies grow. Enterprise OS is the catalyst.

## Employee Self-Realization

<b>Purpose &amp; Growth</b>	15% time for learning, experimentation, and creative work
<b>Mental Health</b>	Less burnout from repetitive work. More meaning in daily work.
<b>Human Connection</b>	Time to mentor, listen, and build meaningful relationships
<b>Work-Life Integration</b>	Efficiency at work enables presence at home



## Company Growth

<b>Retention</b>	Engaged employees stay. Knowledge compounds.
<b>Talent Attraction</b>	“They invest in my growth” becomes your strongest recruiting message
<b>Innovation Velocity</b>	15% time + Enterprise OS = ideas recorded, shared, and built upon
<b>Customer Loyalty</b>	Employees who have time to listen create customers who feel heard

# Getting Started

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

## 01 Pick One Pain Point

Find the workflow where knowledge fragmentation hurts the most. Content localization, customer support, regulatory compliance —choose the one people complain about every day.

## 02 Build a PoC on GitHub

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

## 03 Add the AI Layer

Connect an AI assistant to read from the repository. Now the AI has context, history, and structure. Watch it go from “generic” to genuinely useful.

## 04 Expand Organically

Success drives adoption. Once one team sees results, others will ask to join. Each connected workflow makes the platform smarter.

# Why Now?

## 01 The AI Gap Is Widening

88% of organizations use AI, but only 39% see measurable impact (McKinsey, Nov 2025).  
The difference isn't the AI — it's the data foundation. Companies that fix this first will pull ahead for good.

## 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 permanent loss. Enterprise OS makes knowledge transfer part of daily workflows — not a side project.

## 03 The Technology Is Ready

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

# About the Author



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Digital Marketing & AI Practitioner  
Japan-based Global Manufacturing Company  
Company

## 30+ Years at the Intersection of Marketing & Technology

1991–97	<b>ASCII</b>	MacPower Magazine — Editor & First Webmaster
1997–00	<b>Adobe</b>	Built <a href="https://adobe.com/jp">adobe.com/jp</a> from 15K to 9M PVs (600 ✕)
2000–03	<b>Apple</b>	<a href="https://apple.com">apple.com</a> Japan — iMac/iPod/iBook era launches
2003–11	<b>Adobe</b>	eCommerce Japan/APAC — 4%→16% of total sales
2011–Now	Digital Marketing in Global Manufacturing 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
- Supported 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](https://youtube.com/@davetanaka)

Views are my own



# Sources & References

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

## AI Adoption & Impact

- McKinsey & Company, The State of AI (Nov 2025) — 88% adoption, 39% enterprise-level impact
- OpenAI, Enterprise AI Report (2025) — 40–60 min/day saved per user
- Deloitte, State of Generative AI in the Enterprise (Q1 2026) — 34% redesigning business with AI

## Knowledge Management

- McKinsey Global Institute — 1.8 hrs/day spent searching; strong KM boosts productivity 20–25%, cuts search time 35%
- Bloomfire / Harvard Business Review (2025) — 21% searching, 14% recreating; 3.9 hrs/week saved
- IDC — \$31.5B/year lost by Fortune 500 due to poor knowledge sharing

## GitHub Enterprise

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

## Innovation Culture

- 3M Post-it® history — publicly documented innovation story
- 3M “15% Culture” — publicly documented corporate innovation policy

This presentation is available on GitHub:

[github.com/davetanaka/enterprise-os](https://github.com/davetanaka/enterprise-os)

- Star ★ if you find it useful
- Fork to adapt for your organization
- Issues and pull requests are 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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- YouTube <https://www.youtube.com/davetanaka>
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- <https://github.com/davetanaka/enterprise-os>

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