



Part of the AgentCon World Tour by the Global AI Community

10 reasons why companies fail to adopt generative AI

agentcon.city/zurich

Made Possible by



David Schneider

- CTO of isolutions, Swiss Microsoft partner
- background as a SharePoint software developer 🧑💻
- passionate about technology and generative AI
- Ask me about: 🍷 🍳 🏂 🏒



<https://linkedin.com/in/david-schneider>





#1 Missing North Star



#2: Expect an immediate return on investment



#3: No ownership



#4: Missing AI Literacy



#5: Poor data quality



#6: Too many "Als"



#7: Think, you are done



#8: Fear of AI



#9: Wait



#10: Shadow AI

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What now?

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„AI needs business gravity“
Without it, innovation floats
into nowhere.

Set a clear **AI
North Star**

Communicate a
convincing AI
strategy narrative:
**"Why AI, why
now, why us"**

Use AI to **solve the
problem of the
customer**

AI has 3 Business Cases

	Everyday AI	Cost Saving	Disruption
Ambition	Augment employees to do more with less	Financially improve enterprise for differentiation	Disrupt with new market/public-facing models
Examples	Save time Net promoter score Better quality	Cost of sales Cost of operations Revenue per user	New product New service
Expected return	Return on employee Good for employee & operations	Return on investment Financial return	Return on future Strategic bet
Investment behavior	Cost center Non-financial value	Profit Center Financial value	Venture Strategic Value

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AI cannot deliver value
without human readiness

Productivity gains from AI
depend on how much leaders
actually use it.

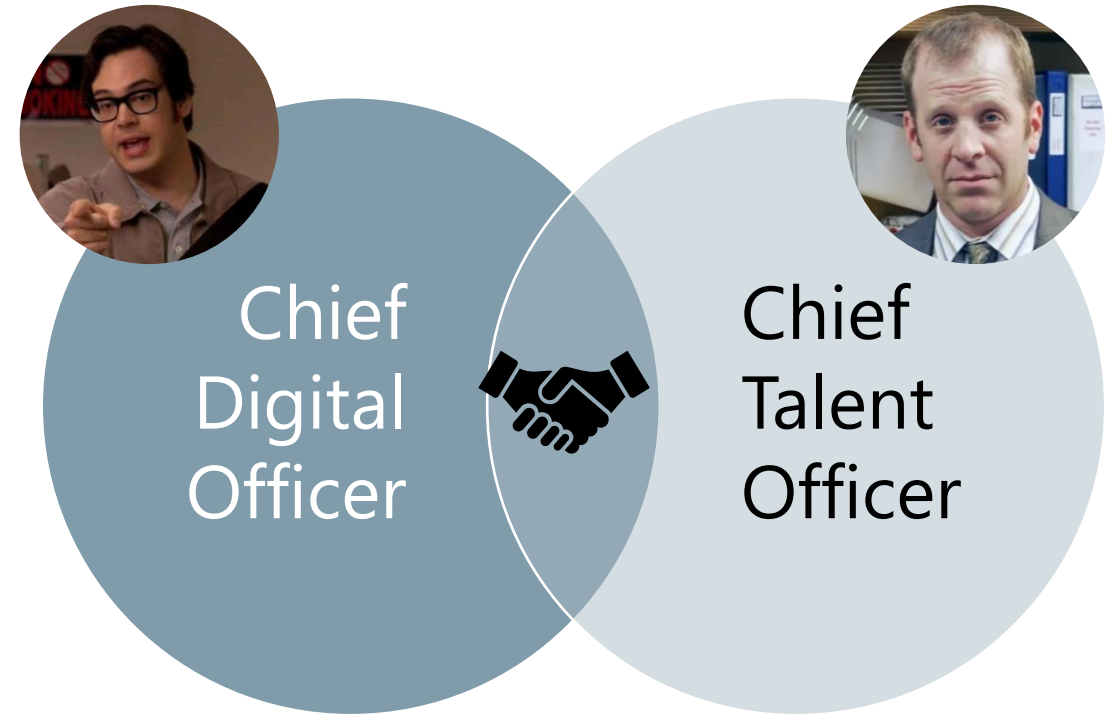
AI Literacy Program

To become a frontier firm, we must upskill every employee

Establish a continuous learning culture

Make upskilling part of the onboarding process

Start with management and leadership



Learning Paths

	AI Fundamentals & Responsible AI	Microsoft 365 Copilot	GitHub Copilot	Microsoft Copilot Studio
No experience				
★ Basic	Basic	Basis	Basic Goal Business Crew	Basic
★★ Applied in practice	Goal Business Crew	Goal Tech Crew	Advanced	Goal Business Crew
★★★ Applied multiple time	Advanced	Goal Business Crew	Goal Tech Crew	Goal Tech Crew
★★★★ Expert	Goal Tech Crew			

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No One Is Coming to Fix Your
Data: Clean It or Kill Your AI
Dreams.



Data in business applications

Unified Data Platform

Master Data Management

Data Governance

Data Classification & Labeling

Digital Decluttering

Lifecycle



Become a data gardener

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Your AI platform is your
operating system for the next
decade.

Solutions

**Define a scalable
AI reference
architecture**

**Establish a
unified,
high-quality data
foundation**

**Rationalize your
AI tech stack**

**Industrialize AI
delivery**

**Create a
dedicated AI
Platform team**

**Stay adaptive—AI
architecture
evolves monthly**

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Stop being patient and start asking yourself, how do I accomplish my 10-year plan in 6 months?

Urgency

"This matters. Let's act with focus and intention."

Speed

"Let's act quickly, even if we're unclear."

Create artificial **urgency**

Introduce a clear **AI risk, trust & compliance framework**
(usage rules, data boundaries, approval flows).

Provide **secure alternatives** so employees don't turn to
Shadow AI

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Behind every AI success story
stand bold people who said:
Let's do it.

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Be bold!

