



Part of the AgentCon World Tour by the Global AI Community

## 10 reasons why companies fail to adopt generative AI

[agentcon.city/zurich](http://agentcon.city/zurich)



Made Possible by



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- background as a SharePoint software developer 
- passionate about technology and generative AI
- Ask me about:    

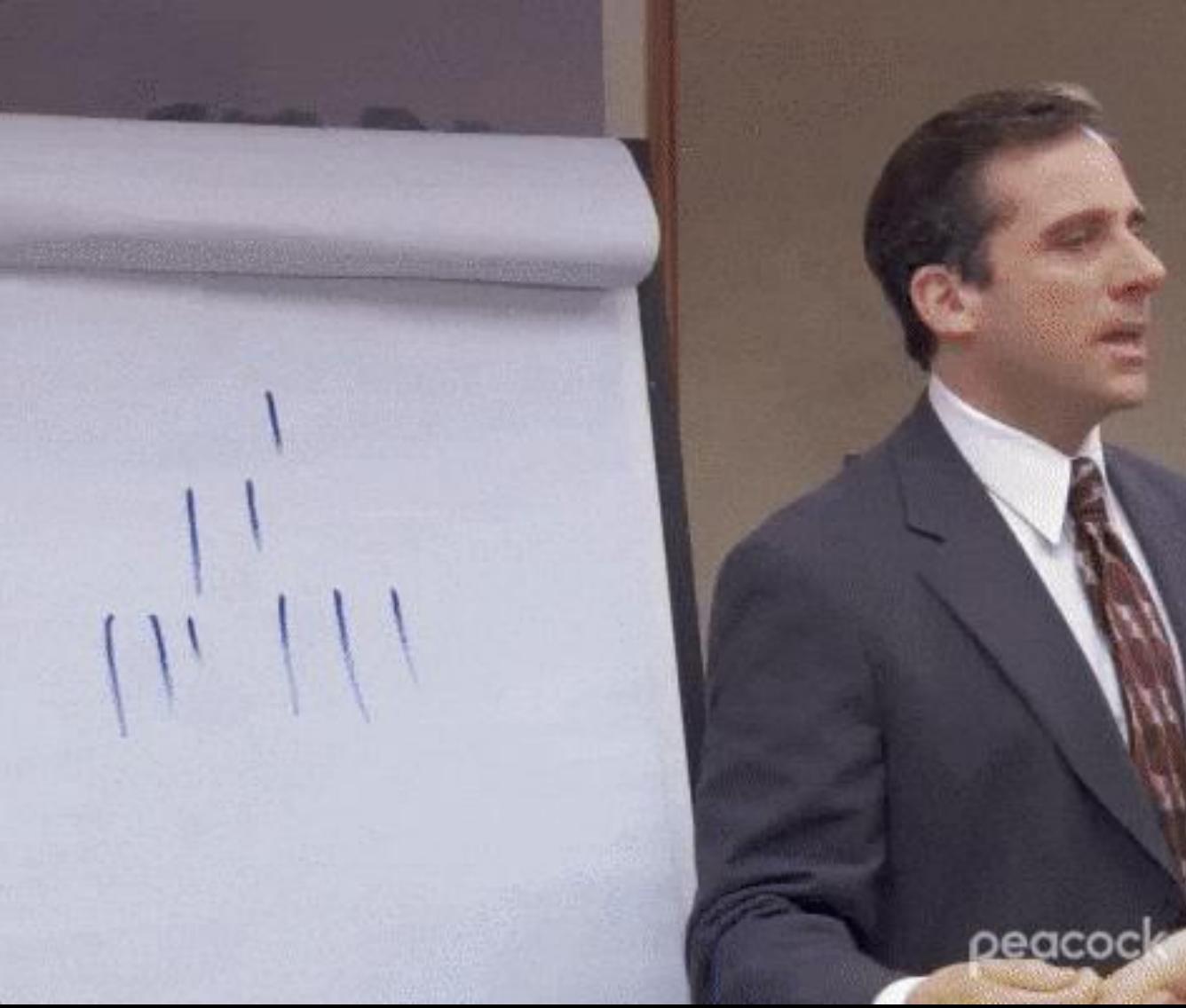


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#1 Missing North Star



#2: Expect an immediate return on investment



#3: No ownership



## #4: Missing AI Literacy



the office | **Stan.**

#5: Poor data quality



peacock

#6: Too many “Als”



peacock

#7: Think, you are done



#8: Fear of AI



#9: Wait



#10: Shadow AI

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# What now?

„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

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

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

Make upskilling part of the onboarding process

Establish a continuous learning culture

Start with management and leadership

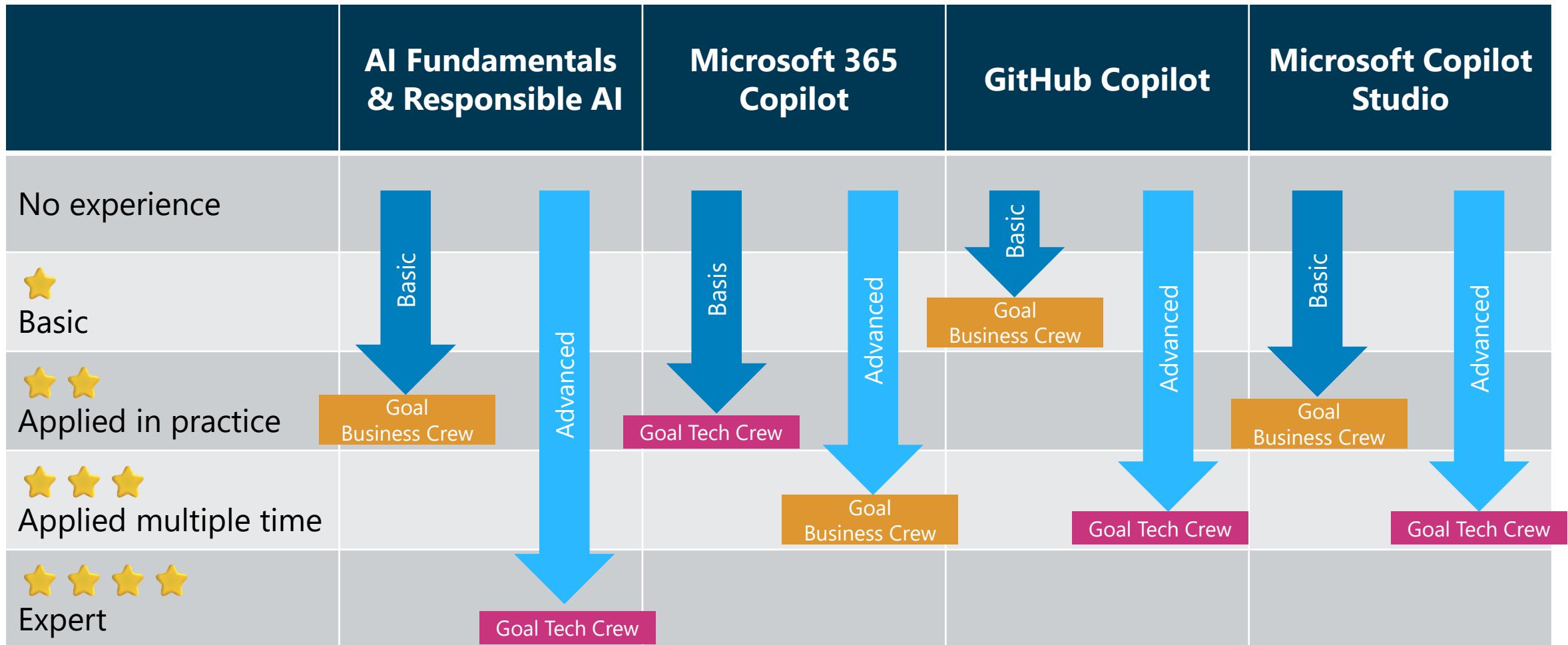


Chief  
Digital  
Officer



Chief  
Talent  
Officer

# Learning Paths



Isolutions®

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



# Unified Data Platform

## Master Data Management

## Data Governance

## Data Classification & Labeling

## Digital Decluttering

## Lifecycle



## Become a data gardener

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

**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**

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!

