AI adoption vs AI in production.

The gap between AI pilots announced and AI capabilities in real daily use, measured across the Numata client base and framed for executive teams making real budget decisions.

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SUMMARY

Announced adoption is running well ahead of governed production.

Almost every business in the mid-market has tried AI. Far fewer have it embedded in a workflow with named ownership, evidence and controls. The difference between the two is where value shows up, and where risk gets absorbed.

WHAT WE OBSERVE

01 **Pilot fatigue is real.**
Multiple, uncoordinated AI trials across departments are the norm. Consolidation into a small number of governed use cases is the strongest predictor of measurable outcomes.

02 **Copilot deployment is not Copilot adoption.**
Licences purchased outpace licences used. Adoption climbs where the workflow, not the tool, is redesigned, and where a single team leads by example.

03 **Governance is now the constraint.**
Data provenance, human-in-the-loop and audit trail are the three controls executives are being asked about. Programmes that skipped them are slowing down first.

04 **The winning pattern is narrow, then compound.**
One well-governed use case, measured in outcomes, sets the template. Departmental adoption compounds when ownership is clear and the platform choices are already made.

METHOD

Adoption signals from Numata Managed AI engagements, Microsoft 365 telemetry available to Numata as an operating partner, and structured interviews with executive sponsors across our client base.

LICENCE / ATTRIBUTION