

● AI SPEND & ROI BRIEF

The AI Free-For-All Is Over.

For two years, the mandate was simple: use more AI. Now CFOs and boards are asking a harder question. Is it paying for itself. Most companies can't answer that yet. Coefficient applies the same discipline that found \$500M+ in recoverable IT and BPO spend to your AI stack specifically, and fixes what isn't working.

95%

Of generative AI pilots produced no measurable profit
MIT

42%

Of companies abandoned most of their AI projects in 2025
S&P Global

25%

Share of AI projects hitting their expected ROI
IBM

60-80%

Typical AI cost reduction from routing and workflow discipline alone
Industry benchmarks, 2026

Why the Bills Got Away From Everyone

Pricing that rewards volume

AI pricing scales with usage, and for two years usage was the metric that mattered. Uber burned through its entire 2026 AI budget in four months. One company found a \$500M bill after forgetting to set a usage limit.

Spend first, measure later

Adoption was pushed hard and fast, and measurement wasn't built in from the start. Most companies still can't say which AI spend is producing value and which is just running.

The gap isn't the model

Researchers point to poor workflow design, not weak AI, as the reason pilots stall. A newer, more capable model doesn't fix a process that was never built to capture value in the first place.

Frontier models are converging

The durable advantage isn't which model you use. It's the routing, the workflow, and the methodology layered on top of it, the same lesson platform vendors themselves are now making the centerpiece of their own pitch.

Where the ROI Actually Comes From

1 Agent Readiness Assessment

Audit what's actually deployed, what it costs, and where the usage-to-value ratio breaks down. For most companies, this is the first time anyone has mapped it end to end.

2 Agent Deployment Sprint

Fix the workflow, not just the model. Routing, caching, and task-matching so the right tool handles the right job at the right cost.

3 Adoption and Stabilization

Make it stick: ownership, monitoring, and the governance that keeps a disciplined system from drifting back into the old habits.

AI Agent Activation Service

Built by Coefficient. Applied to your AI stack.

We've spent our careers finding the 10 to 45% in recoverable spend hiding in IT and BPO budgets, work that's generated \$500M+ in realized client savings across 12 Global Capability Centers. AI spend is the newest, fastest-growing line on that same budget. It responds to the same discipline.

GET THE FULL PICTURE

Not sure which of your AI spend is actually paying off?

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