

## AI FOR EXECUTIVES

# Flying Blind

You are steering a business you cannot fully see. The numbers arrive late, disagree with each other, and the real decisions get made on gut.

Start with the contradiction on your own desk. You have more systems, more dashboards, and more reports than any leader had a decade ago, and yet the decisions that matter still come down to instinct and a hallway conversation. There is a reason. By industry estimates, a typical enterprise runs close to 900 applications and fewer than a third of them are connected (Salesforce MuleSoft, 2025), so the picture is scattered across systems that do not agree. Two in three leaders say they do not fully trust their own organization's data for decisions (Precisely, 2025). **You are not short on data. You are short on a single, trustworthy view of it, in time to act.**

## Follow the evidence

**~\$12.9M**

the average annual cost of poor data quality to an organization: rework, errors, missed opportunities.

Gartner

**~67%**

of leaders say they do not fully trust their organization's data for decision-making.

Precisely, 2025

**~95%**

of enterprise generative-AI pilots deliver no measurable return, driven by data and workflow, not model quality.

MIT Project NANDA, 2025

The third number is the one that should stop a boardroom. Companies are spending heavily on AI, and by industry estimates almost none of the pilots pay off, not because the models are weak, but because they are pointed at fragmented, untrusted data. Garbage in, garbage out, now at machine speed. The blindness that was merely expensive is about to become the thing that wastes your AI budget too.

## The clue most leaders miss

Here is what ties it together. The late reports, the numbers that do not reconcile, the decisions made on gut, and the AI pilots that go nowhere are not four problems. They are one. All four come from the same broken foundation: data trapped in disconnected systems, with no continuous check on whether it is right, and no single place the business can see itself in real time. Bolt an AI agent onto that foundation and it does not fix the blindness, it amplifies it, confidently. **You cannot run a business you cannot see, and you cannot make AI trustworthy on data you do not trust.**

Step back, because this is the quiet reason so much technology spend disappoints. Every dashboard you bought promised visibility. What you got was another disconnected system to reconcile, one more window on one more slice, none of them agreeing.

**You did not buy blindness on purpose. You bought it one disconnected system at a time.**

Once you see that the real problem is the foundation, not the front end, the fix stops being another dashboard and becomes the thing underneath it.

## What an AI-native operation does differently

This is where it changes for you. Instead of another report, the operation gets an instrument panel: the fragmented sources unified, the data quality checked continuously so you can trust the numbers, and a live view of how the business is actually running, updated as it happens, not at month-end. The sequence is the whole game. Fix the foundation first, and the same AI that would have amplified the noise becomes the instrument that reads the business for you, flags the problem the moment it emerges, and gets sharper every quarter as it learns. For years this took a data team and a seven-figure platform. AI plus modern instrumentation now makes it affordable at your scale.

**See it, then steer it.**

Fix the foundation, and the AI works. A business you can finally read, in time to act.

## What the blindness costs, and what comes back

A composite view for a representative mid-market firm. Directional, not a measured result.

Flying blind costs in two directions at once, and most leaders only count the first. The **decision cost** is the one you feel: the problems caught late, the pricing left on the table, the inventory or capacity misread, the customer who churned before anyone saw the signal. By industry estimates poor data quality alone runs into the millions a year for a typical organization (Gartner). The second cost is newer and larger. It is the **AI tax**: the pilots that go nowhere because they were built on the broken foundation. By industry estimates, Gartner expects more than 40% of agentic-AI projects to be cancelled by the end of 2027, largely for unclear value and inadequate data controls. You pay for the blindness once in bad decisions, and again in wasted AI spend.

**Worked example.** Take a mid-market firm running its operation across dozens of disconnected systems, with month-end as the moment the numbers finally settle. Every decision in between is made on partial, lagging, or contradictory data, and the AI initiatives keep stalling on the same foundation. An AI-native rebuild unifies the sources, stands up continuous quality checks, and gives leadership a live, trustworthy operating picture, so problems get caught in days instead of at quarter-end, and the AI on top finally holds. The figures are composite and directional; a tailored view uses your real systems and decisions.

**You are paying for the blindness twice: in bad decisions, and in wasted AI spend.**

Fix the foundation and both costs come back. See it, then steer it.

### Want to see where you are flying blind?

Score your own operation in a few minutes: how connected your systems are, how much you trust your numbers, and where the decisions get made on gut. We send back a directional read of your data foundation and what an instrumented operating model would change. Yours to keep either way. Reply and we will send it.

ABOUT THE FIRM

# About XSparks

XSparks is a **Global AI Transformation Firm** built for mid-market enterprises that need AI to work in production. We take responsibility for outcomes, not just delivery. We fix the data, redesign the workflow, build the agents, and run them in production, composing your platforms, the wider AI ecosystem, and our own technology and methodology into one working system: the AI Operating Model (AIOM). The result is AI that delivers measured outcomes, in your operations, in your industry.

## How we are different

- 01** **Accountable for outcomes, not just delivery.** We report the value every quarter and sign it as the operator. No AI theater, and no outcomes left anecdotal.
- 02** **We stay through Operate.** Most firms stop at the pilot. The return is produced after go-live, so we run the system with you, with humans in and on the loop, quarter after quarter.
- 03** **One operating model, not point tools.** We rebuild how the work runs so AI runs it, and instrument the value across six components: cost reduction, revenue growth, time savings, capacity gain, quality improvement, and risk reduction.

METHODOLOGY

**Think. Build. Operate.**

FIRST WORKING SYSTEM

**4 to 6 weeks**

ENGAGEMENT MODEL

**Outcome-accountable**

Start an Operations Briefing: a 60-minute conversation. We listen to where the operational pressure is, share what we have seen in similar operations, and decide together whether there is a fit.



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