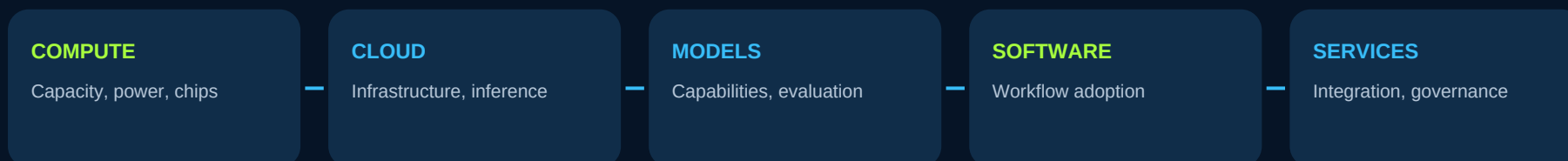


AI Earnings Growth

What enterprise buyers should watch

Market earnings growth is a signal of demand, not proof of internal ROI. Evaluate the workflow, the full cost, the adoption evidence, and the governance required to operate it.

Where AI value lands



Enterprise buyer scorecard

Business value	KPI-linked outcome
Adoption	Repeatable workflow
Integration	Connected to governed systems
Economics	Known cost per outcome
Governance	Permissions, review, recovery

Six actions for leaders

- Separate experimentation from production budgets.
- Measure completed work, not model usage alone.
- Include inference, integration, review, and exception costs.
- Choose the least complex architecture that works.
- Set approval gates before enabling system actions.
- Use market signals to inform planning, not replace evidence.