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How to scale AI adoption

Neil Sholay
Vice President AI

95%

of GenAI pilots are failing*

** Source: The GenAI Divide: State of AI in Business 2025 by MIT's NANDA*

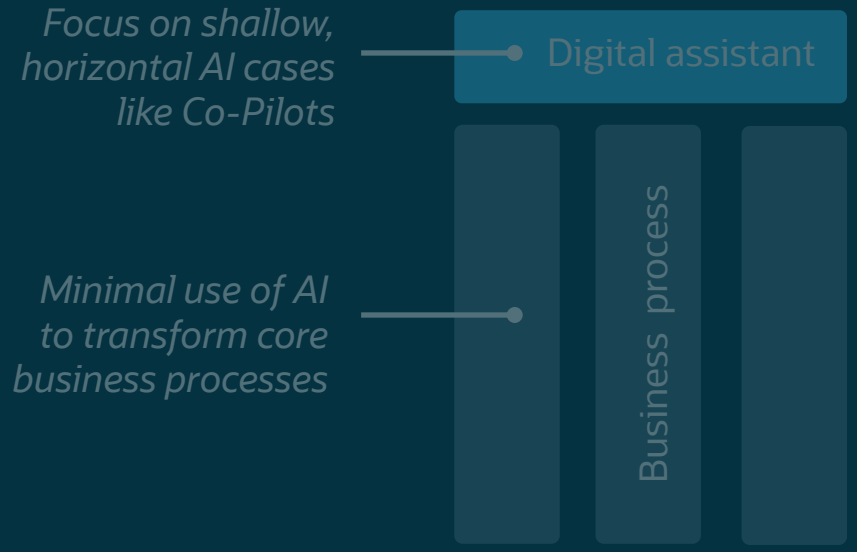
Most GenAI pilots deliver no measurable impact on P&L

Why?

- There is a ‘learning gap’ for AI tools in most organisations
- Enterprise data is (still) not ‘AI Ready’
- Integration of AI systems across back-office apps is low

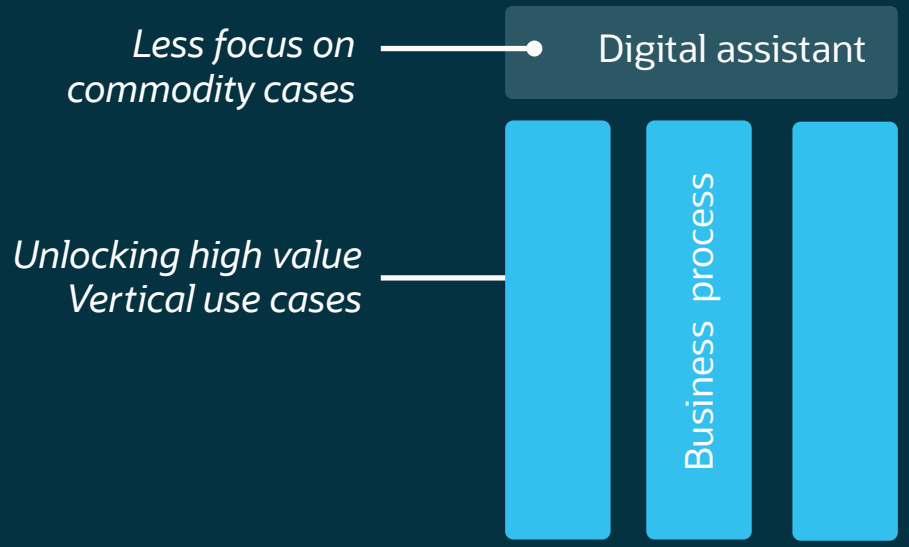
The transformative impact of AI will never be achieved with Horizontal AI –
Enterprises must explore & master **Vertical AI**
This will lead to growth in **‘Enterprise AI Inferencing’**

Today – focus on horizontal AI with limited business impact



Co-Pilots & Digital assistants are easy to setup but achieve only marginal business impact

Tomorrow – focus on vertical AI with P&L impact



- AI inferencing to solve complex problems in core business processes
- Re-engineer complete business flow, linking AI models with workflows, business data & domain knowledge

AI Inferencing to solve E-Vehicle Route optimisation

- Company runs a fleet of 2000 Electric vehicles, used to install Comms & Sat TV services

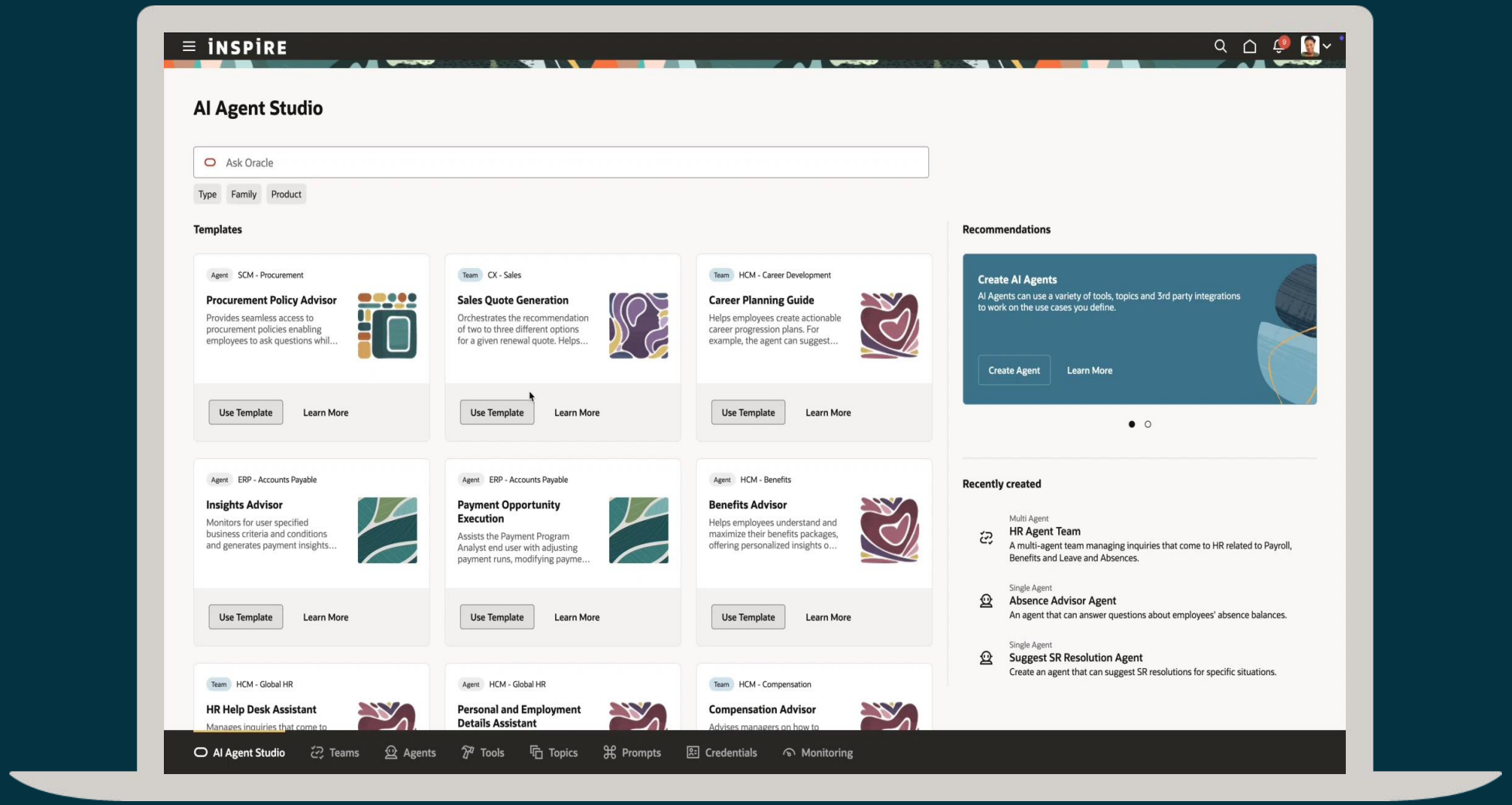
- E-Vehicle route planning is more complex than ICE vehicles;

    - Location of vehicle, chargers & equipment
    - Traffic patterns (real-time)
    - Remaining charge (%)
    - Time to charge battery (mins-hours)
    - Weather conditions during day
    - Location, type & duration of jobs
    - Cost of energy – Kw per hour
    - Availability of installers
    - Availability of equipment

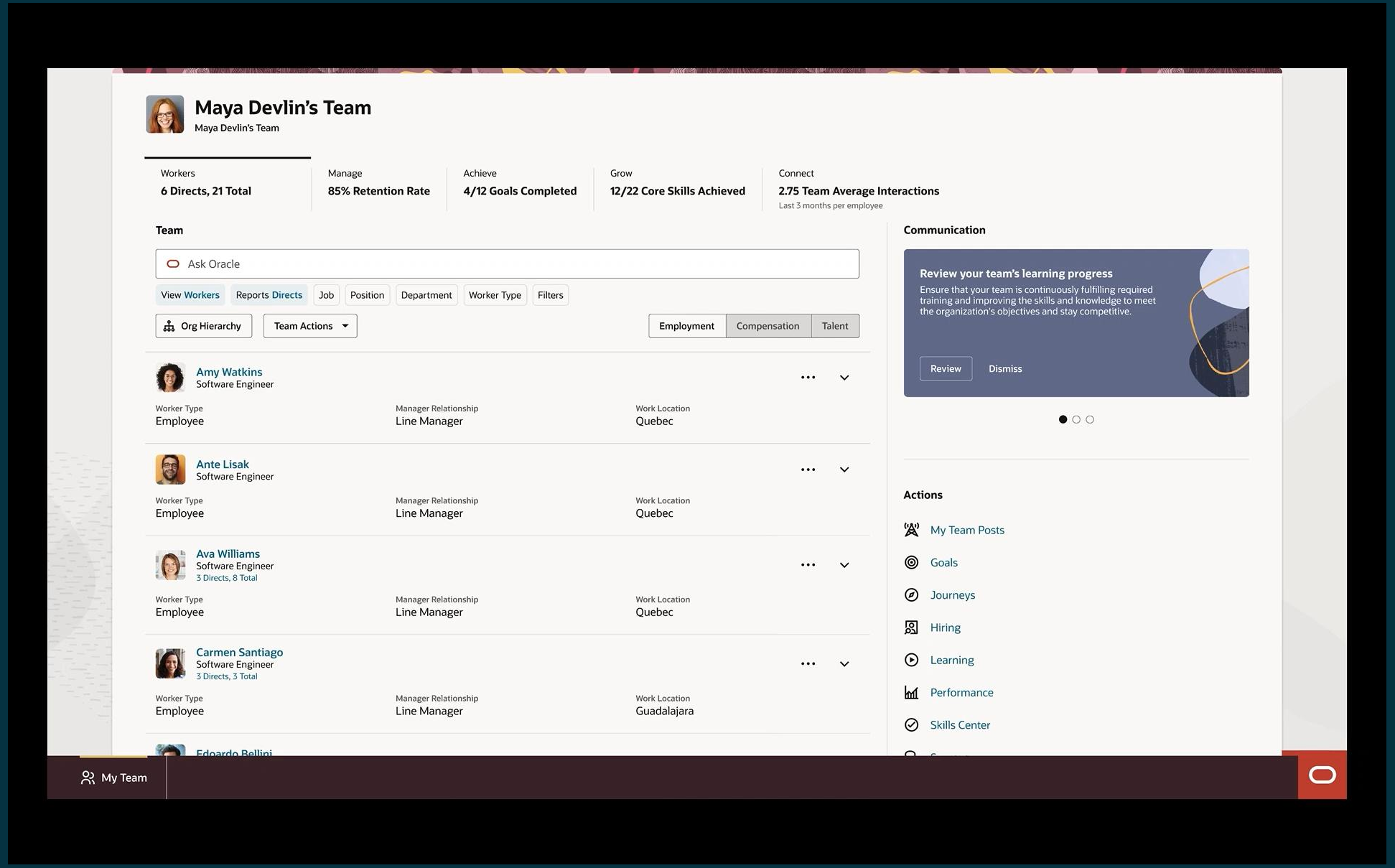
For AI to be Successful in the Enterprise, We Shall Need…

Enterprise data must be accessible & AI ready	Human in the loop control mechanisms to balance autonomy & risk	AI governance will be critical – Managing, securing & orchestrating Agents
Business users can build AI agents with ‘No code’ tools	User interface adapt to become conversational, context aware & dynamic	Measuring business impact of AI Agents is ‘built-in’ to the systems

Business users can build AI agents with ‘No code’ tools



UI adapts to become conversational, context aware & dynamic



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Fireside chat – Sail GP

Melissa Lawton

Chief Content Officer, Sail GP

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SAILGP
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ROLEX
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near
MUBADALA
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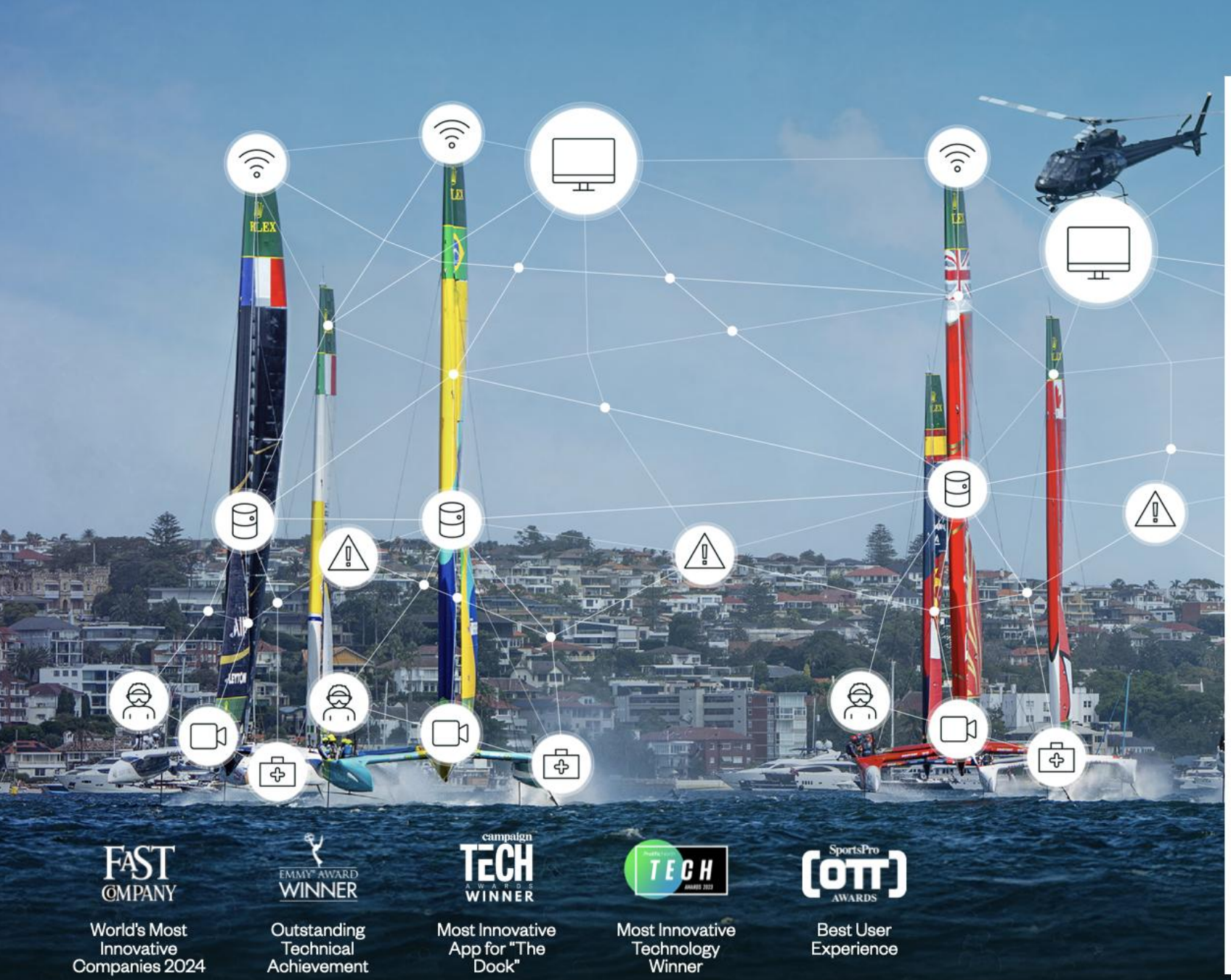
High-Speed Action.
Close to Shore. Fan Centric.



TECHNOLOGY AND INNOVATION LED

THE F50

Precision engineering for speed and high-performance, developed by SailGP Technologies

DATA-RICH RACING

A smart city on water with billions of data points used to enhance performance and fan engagement

NEXT-GEN FAN ENGAGEMENT

Pushing boundaries of fan engagement through AI, AR graphics, VR experiences and more

3.8X The speed of the wind

125 Sensors on each F50

35K Data requests per second

53B Data requests each race day

FAST COMPANY — World's Most Innovative Companies 2024

EMMY® AWARD WINNER — Outstanding Technical Achievement

campaign TECH AWARDS WINNER — Most Innovative App for "The Dock"

TECH AWARDS 2023 — Most Innovative Technology Winner

SportsPro OTT AWARDS — Best User Experience

DATA POWERED PRODUCTION

R3 LEG 3/6
1 ESP
2 CAN
3 GBR
4 AUS
5 NZL
6 USA
7 FRA
8 SUI
9 GER
10 DEN
12.86 Km/h
RACE MANAGEMENT MESSAGE
Welcome to the new look SailGP LiveLineFX Graphics
AT&T
TASH BRYANT
SAILING FASTER RELATIVE GBR, MORE PRESSURE HERE ON THE RIGHT.
57.9 km/h
53.8
56.1
55.9 km/h
33.9
SAILGP
400
500
600
700
SAILGP INSIGHTS
Powered by ORACLE CLOUD
VELOCITY AUS GBR
AVG. WIND SPEED kph 28 23
AVG. BOAT SPEED kph 60.1 57.3
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THE NEXT STEP FOR AI

WHAT THE FUTURE HOLDS FOR AI IN SPORT

29/30 NOV 2025

ABU DHABI

MUBADALA

MUBADALA ABU DHABI SAIL GRAND PRIX
2025 SEASON GRAND FINAL
PRESENTED BY ABU DHABI SPORTS COUNCIL

Abu Dhabi Sports Council

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MUBADALA ABU DHABI SAIL GRAND PRIX

2025 SEASON GRAND FINAL PRESENTED BY ABU DHABI SPORTS COUNCIL

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