

Sean Narayan
AI & BI Lead
Bidfood

Signal vs Noise

What it takes to drive real enterprise transformation

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Where enterprise AI gets stuck:

- Executive sponsorship: Limited resource allocation and slow approvals.
- Data governance: Legacy systems and poor data quality.
- AI overwhelm: Too many tools, use cases and opportunities competing for attention.

AI is moving faster than organisations can absorb

AI continues rapid expansion:

- Models
- Tools
- Agents
- Features
- Use cases

Organisations remain constrained by:

- People
- Capital
- Attention
- Data maturity
- Capacity for change



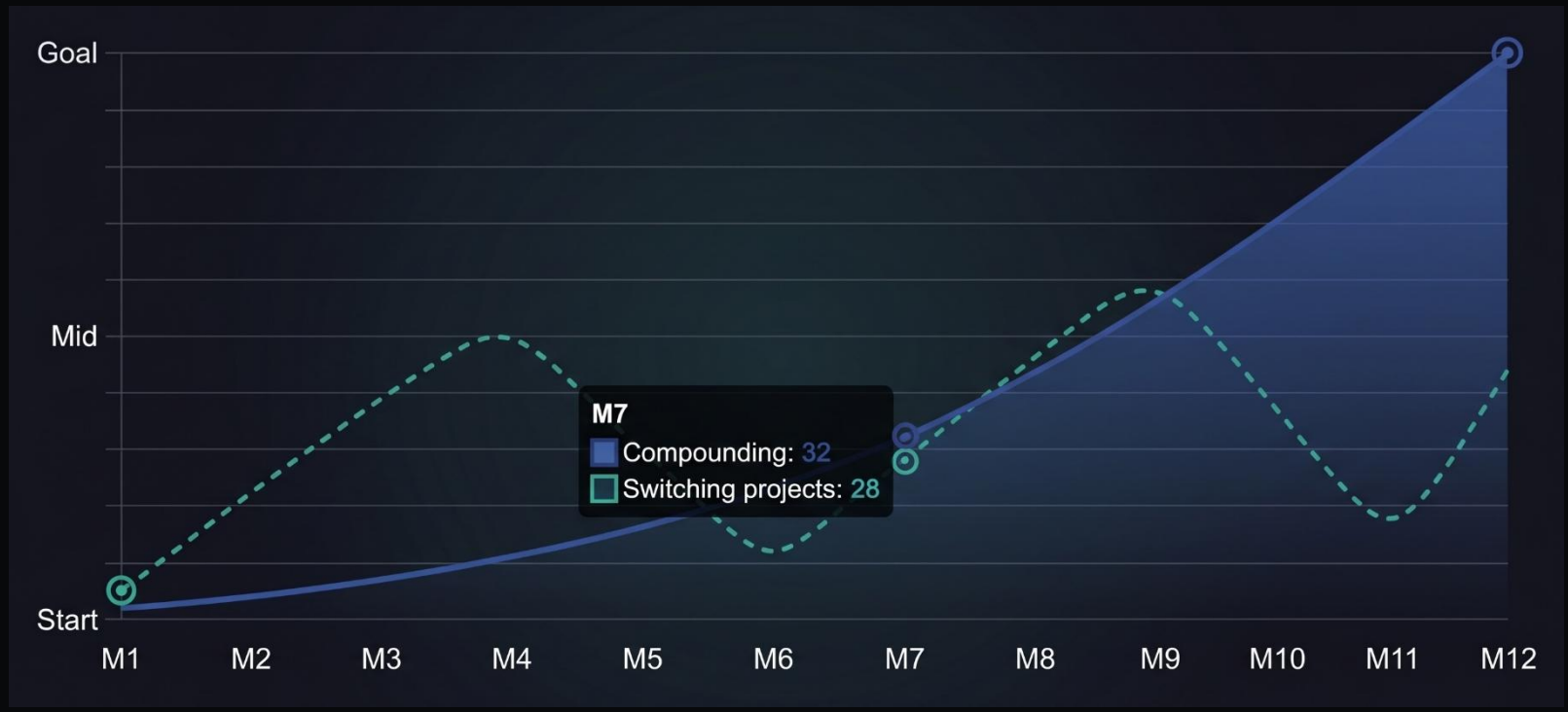
Strategy is prioritising what matters and filtering out everything else.



Constant switching erodes momentum

Every new platform, workflow or initiative creates:

- Retraining
- Lost momentum
- Adoption friction
- Process disruption
- Short-term performance decline



The cost of change is immediate.

The upside remains uncertain.

Avoid repeatedly resetting the organisation.

Stay focused long enough for value to compound.

Start with the problem, not the technology

The wrong question: “Where can we use AI?”

The better question: “What problem is worth solving?”

- What problem is the business really trying to solve?
- What is the root cause?
- Can technology materially change the outcome?
- How will success be measured?

Do not use AI to solve a problem rooted in people, incentives or process.

Go narrow enough to go deep



The goal is not to deploy AI everywhere.

The goal is to solve something important well enough that the business can measure the difference.

Focus on:

Revenue	Margin	Data quality	Decision speed
Productivity	Customer experience	Risk reduction	Cost savings

Depth creates insight. Insight creates measurable value.

Going deep creates value beyond the original use case

A focused project rarely stays isolated.

Going deeper into one problem can reveal:

Governance gaps → Better data → Better insight → Better decisions → New opportunities

The original use case may be the starting point.

The real value often comes from the problems and opportunities it reveals next.

Trust is earned through impact

Executives do not need to believe in every possibility AI creates.

They need confidence that you can deliver measurable value with limited resources.

- Meet them where they are on their AI journey.
- Prioritise a narrow, high-value use case.
- Deliver measurable outcomes.
- Then ask for more.

> **Delivery → Value → Trust → Funding → Bigger opportunities**

Consistent delivery builds more belief than hype ever will.

Executive approval starts the project.
User adoption determines its value.

AI is already a change-management challenge.

If the experience is complex, slow or confusing, users will not blame the implementation.

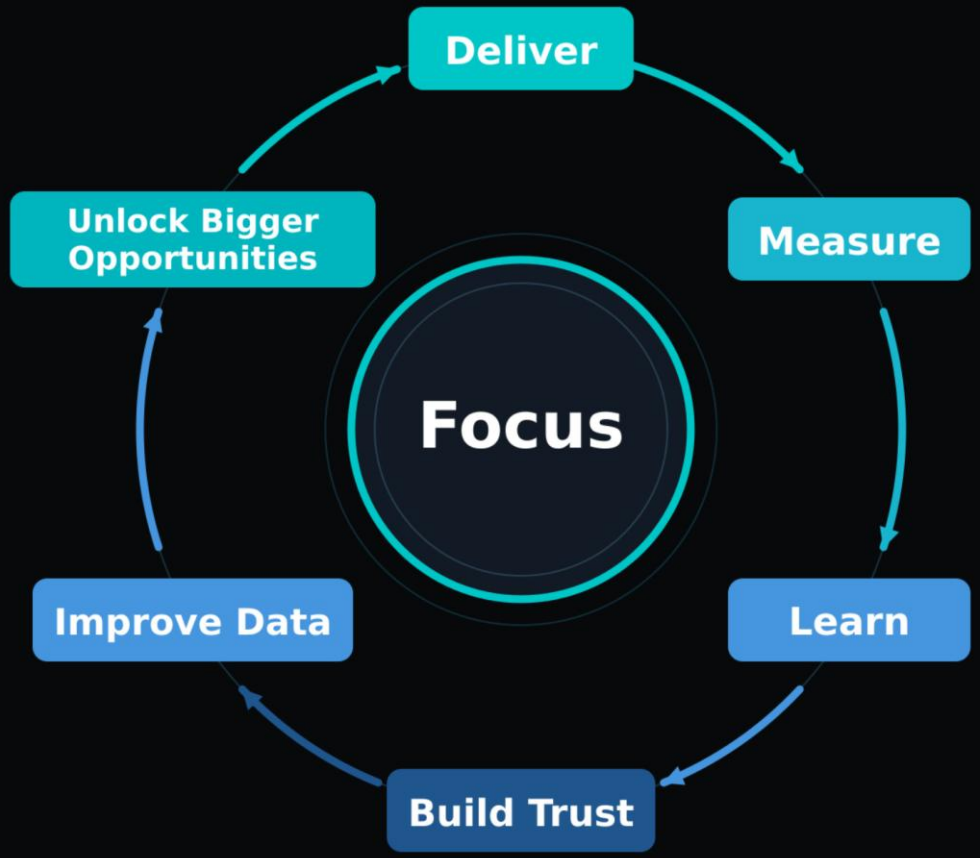
They will say: “AI doesn’t work.”

The technology underneath can be complex.

The experience on top must be simple.

- Build with users
- Understand the workflow
- Remove friction
- Make the value obvious

Transformation compounds



You do not need to chase every model, feature or tool.

You need to repeatedly solve the problems that matter most.

Ignore the noise

Find the signal

Stack the wins