Enterprise AI Case Studies Mapped to AI-Q Archetypes

Based on McKinsey, MIT Project NANDA, Deloitte, and real-world case studies from 2024–2025, here's how major enterprises map to the 16 AI-Q maturity types.

🏆 CPBI — STRATEGIC LEADER

JPMorgan Chase

Consolidated / Proactive / Business-driven / Integrated

AI-Q Score: CPBI (Strategic Leader)

Consolidated ✅	$18B tech budget, unified LLM Suite platform, model-agnostic architecture
Proactive ✅	450+ AI use cases, 1,000+ targeted by 2026
Business-driven ✅	AI tied to 20% gross sales increase in wealth management
Integrated ✅	200,000 employees using LLM Suite daily, Coach AI embedded in advisor workflow

Key Metrics

$18B

Annual tech budget

9.5% of revenue

$1.3B

Dedicated to AI

$1.5B

Saved in fraud prevention

- 95% faster information retrieval for advisors
- 10–20% developer productivity gains
- 200,000 employees using LLM Suite daily

Why CPBI: JPMorgan exemplifies the Strategic Leader—AI is embedded in every business function, drives measurable revenue, has executive sponsorship (Jamie Dimon), and operates at scale with governance.

🏆 CPBI — STRATEGIC LEADER

DBS Bank (Singapore)

AI-Q Score: CPBI (Strategic Leader)

Consolidated ✅	ADA platform + ALAN protocol repository, unified governance
Proactive ✅	PURE Framework (Purposeful, Unsurprising, Respectful, Explainable)
Business-driven ✅	SGD $750M economic value in 2024, targeting $1B in 2025
Integrated ✅	1,500+ models across 370 use cases, 13M customers receiving personalised nudges

Key Metrics

1,500+
AI models in production

370
Active use cases

1.2B
Personalised nudges annually

Performance Highlights

- Time-to-market reduced from 15 months to ‹ 3 months
- Customers save 2x more, invest 5x more with AI recommendations

Why CPBI: DBS built AI governance first (PURE framework), then scaled. They collaborate with regulators, measure business outcomes, and AI is integral to customer experience.

🎯 CPTI — ALMOST THERE

Walmart

Consolidated / Proactive / Tech-driven / Integrated

AI-Q Score: CPTI (Almost There)

Consolidated ✅	Unified AI infrastructure across operations
Proactive ✅	CEO vision "every associate to use AI every day"
Tech-driven ⚠️	Strong tech, but business alignment catching up
Integrated ✅	AI in supply chain, design (lead times 24–26 weeks → 6–8 weeks)

Key Metrics

Lead Time Reduction

From 24–26 weeks down to just **6–8 weeks** with AI-powered design

AI Playground

Employee experimentation platform enabling bottom-up AI adoption

Benefits Help Desk

AI-powered system cutting query time by **50%**

Why CPTI: Walmart has strong tech and integration, but is still building the business-driven roadmap. One step from CPBI.

📊 CPTB — STRATEGY DOC

Bank of America

Consolidated / Proactive / Tech-driven / Business-aligned

AI-Q Score: CPTB (Strategy Doc)

Consolidated ✅	Erica platform, unified chatbot infrastructure
Proactive ✅	$4B AI investment planned
Tech-driven ✅	Strong tech leadership
Business-aligned ⚠️	Strategy documented, execution scaling

Key Metrics

- Erica chatbot: **3+ billion interactions**, 98% success rate
- 23 million advisor interactions supported by AI
- $4B planned for AI and new tech

Why CPTB: BofA has the strategy, the platform (Erica), and the budget. The challenge is scaling from successful pilots to enterprise-wide transformation.

🧪 SPTE — OVER-ENGINEER

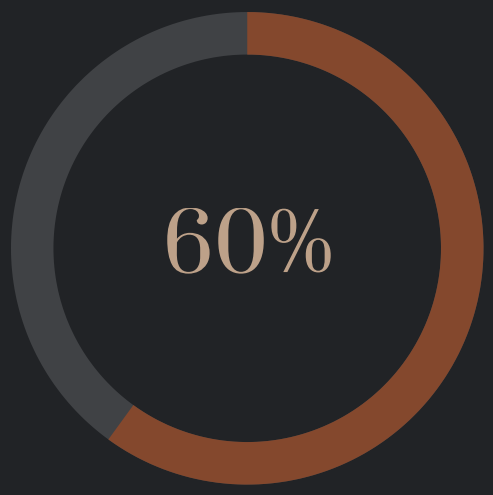
90% of Enterprise AI Projects

Scattered / Proactive / Tech-driven / Experimental — per MIT Project NANDA

AI-Q Score: SPTE (Over-Engineer)

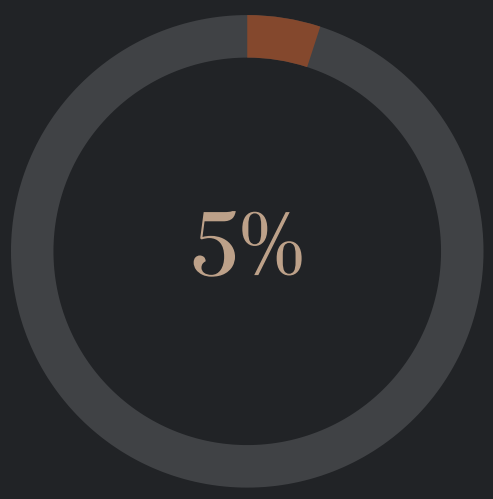
Scattered ✅	Multiple pilots, no unified platform
Proactive ✅	Active investment and experimentation
Tech-driven ✅	Building capabilities before business cases
Experimental ✅	Stuck in "proof-of-concept hell"

Key Data Points

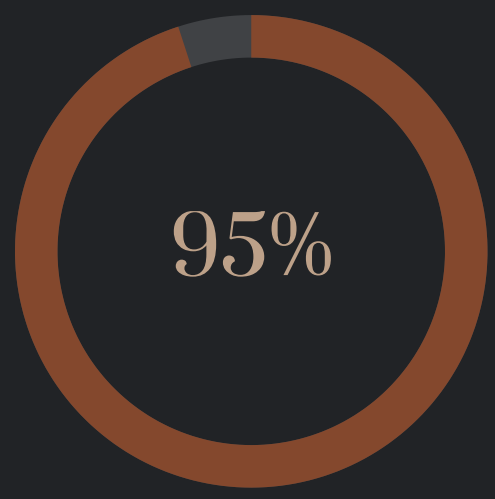


Evaluated AI tools

Reached pilot stage



Reached production



Zero measurable P&L impact

> "The core barrier to scaling is not infrastructure, regulation, or talent. It is learning."

Pattern: Companies build impressive AI infrastructure but disconnect from business problems. Technical excellence without business integration.

🎭 SRTI — ACCIDENTAL SUCCESS

Enterprise Shadow AI Users

Scattered / Reactive / Tech-driven / Integrated

AI-Q Score: SRTI (Accidental Success)

Scattered ✅	Personal tools, not official platforms
Reactive ✅	Bottom-up adoption, no strategy
Tech-driven ✅	Power users finding solutions
Integrated ✅	Actually embedded in workflows

Key Data Points (MIT Project NANDA)

- **90%** of companies have employees using personal AI tools for work
- Only **40%** have official LLM subscriptions
- Shadow AI often delivers better ROI than formal initiatives

> "Many of the strongest enterprise deployments began with power users."

Pattern: Individual employees figured out AI, integrated it into their work, but leadership doesn't know and can't scale it.

⚡ SRTE — CHAOS PILOT

McDonald's AI Drive-Thru (2021–2024)

Scattered / Reactive / Tech-driven / Experimental

AI-Q Score: SRTE (Chaos Pilot)

Scattered ✅	Isolated pilot (100 of 40,000 locations)
Reactive ✅	Responding to labour cost pressures
Tech-driven ✅	Technology acquisition (Apprente) without operational readiness
Experimental ✅	Testing without governance framework

What Happened

01

Acquired Apprente in 2019 for voice AI

02

Partnered with IBM, deployed to 100+ drive-thrus

03

85% accuracy rate — 15% error at scale = disaster

04

Viral TikTok failures: "hundreds of dollars of McNuggets"

05

Class-action lawsuit for collecting biometric data without consent

06

Shut down July 2024

Why SRTE: McDonald's had tech enthusiasm but no governance, no change management, and didn't anticipate regulatory/legal issues. Classic "tools everywhere, strategy nowhere."

The Silver Lining

McDonald's actually did this right by limiting to 100 locations. That's smart experimentation. The failure was in governance and legal readiness, not the experiment itself.

💥 SRTB — WISHFUL THINKER

Zillow Offers (iBuying) — $500M Loss

Scattered / Reactive / Tech-driven / Business-aligned

AI-Q Score: SRTB (Wishful Thinker)

Scattered ✅	AI pricing model disconnected from market reality
Reactive ✅	Chasing market opportunity without foundations
Tech-driven ✅	Algorithm-first approach
Business-aligned ⚠️	Business case existed, but assumptions were wrong

What Happened

- AI-powered home pricing model for instant buying
- Failed to account for COVID-19 market volatility
- Overvalued properties in certain markets
- **$500+ million in losses**
- Shut down in 2021, 25% workforce reduction

Why SRTB: Zillow had executive buy-in and a clear business case. But the AI was built on flawed assumptions about market stability. "Can't AI just do that?" mentality without realistic understanding of AI limitations.

🔮 CPTE — TECH UTOPIA

Many Large Enterprise AI Centres of Excellence

Consolidated / Proactive / Tech-driven / Experimental

AI-Q Score: CPTE (Tech Utopia)

Pattern from Research

- Strong technical infrastructure built
- AI team separate from business units
- Impressive demos, low adoption
- "We built it. Why aren't they coming?"

Key Data Points

34%

Truly reimagining the business

Only 34% of companies are "truly reimagining the business" with AI (Deloitte)

Most AI delivers productivity gains, not P&L transformation. There is a persistent gap between capability and adoption.

🏃 CRTI — EFFICIENT MACHINE

Wells Fargo

Consolidated / Reactive / Tech-driven / Integrated

AI-Q Score: CRTI (Efficient Machine)

Consolidated ✅	Fargo chatbot, Google Cloud infrastructure
Reactive ⚠️	Following industry rather than leading
Tech-driven ✅	Strong technical implementation
Integrated ✅	242.4 million chatbot interactions in 2024

Key Metrics

242M

Fargo chatbot interactions

2024

$4B

ICT spending

Wells Fargo Benchmark Intelligence for middle market

Why CRTI: Wells Fargo has working, integrated AI. But compared to JPMorgan's proactive transformation, Wells Fargo appears more in maintenance mode—optimising existing capabilities rather than pushing frontiers.

Industry Statistics Summary

The AI Maturity Distribution (2024–2025)

AI-Q Type	% of Enterprises	Characteristics
CPBI (Strategic Leader)	~5%	AI drives strategy, measurable P&L impact
CPTI/CPTB (Almost There / Strategy Doc)	~10%	Strong foundation, scaling challenges
SPTE/CPTE (Over-Engineer / Tech Utopia)	~25%	Great tech, adoption gap
SRTI/SRBI (Accidental Success / Shadow IT)	~30%	Working AI, no visibility or governance
SRTE/SRTB (Chaos Pilot / Wishful Thinker)	~30%	Scattered experiments, no strategy

Key Patterns from Research

1 The 5% Rule

Only 5% of enterprise AI projects reach production with measurable P&L impact (MIT Project NANDA)

2 The Data Problem

73% of data leaders cite "data quality and completeness" as #1 barrier (Capital One/Forrester)

3 The 80/20 Problem

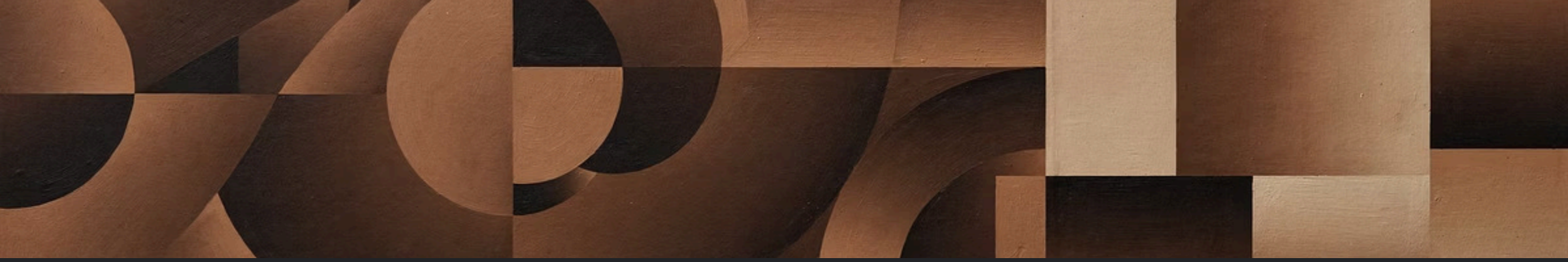
80% of business-critical information is in unstructured data that AI can't access

4 Shadow AI Paradox

Personal AI tools often outperform official enterprise AI initiatives

5 The Learning Gap

"The core barrier to scaling is not infrastructure, regulation, or talent. It is learning." (MIT)



Using This For AI-Q Positioning

When presenting AI-Q, you can reference these cases:

"You might be a Chaos Pilot like McDonald's drive-thru…"

- Tools deployed without governance
- Legal/compliance blindspots
- Viral failures damaging brand

"Or a Wishful Thinker like Zillow…"

- Big AI bets on flawed assumptions
- $500M lesson in AI limitations

"The goal is to become a Strategic Leader like JPMorgan or DBS…"

- AI embedded in every function
- Measurable business outcomes
- Governance frameworks in place
- 95% faster decisions, 20% revenue lift

> **"But 95% of companies are stuck somewhere in between."**

Recommended Video/Content Hook

"JPMorgan invested $18 billion in technology and 200,000 employees use AI daily. They're a Strategic Leader.

McDonald's invested in the same AI technology. It became a TikTok punchline and a class-action lawsuit.

Same technology. Opposite outcomes.

The difference? It's not the AI. It's the organisational pattern.

That's what AI-Q measures."

Why This Hook Works

→ Contrast

Two companies, same technology, radically different outcomes

→ Intrigue

Challenges the assumption that technology is the differentiator

→ Payoff

Positions AI-Q as the framework that explains the gap

Sources

Sources: McKinsey State of Fashion 2026, MIT Project NANDA 2025, Deloitte State of Enterprise AI 2024–2026, Business of Fashion, company reports

McKinsey

State of Fashion 2026

MIT Project NANDA

2025 Enterprise AI Research

Deloitte

State of Enterprise AI 2024–2026

Business of Fashion

Industry case studies and company reports