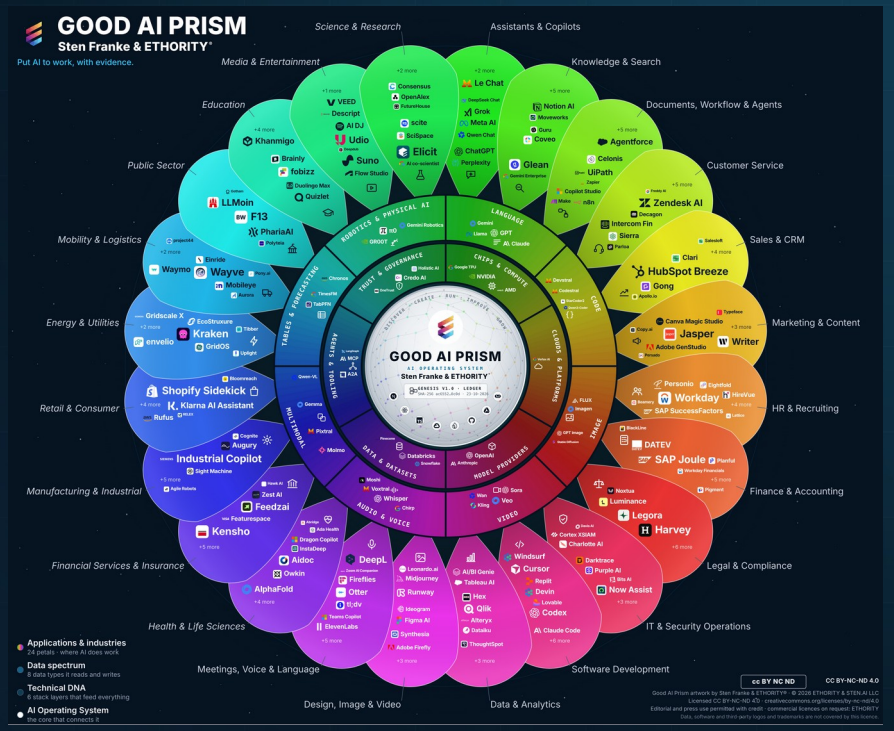
ETHORITY
AI BUSINESS OPERATING SYSTEM

KEYNOTE · GOOD AI PRISM MARKET STUDY 2026/27

Put AI to work.

AI adoption is advancing unevenly. Value needs an operating approach: decide on evidence, then build and run.



≈90%
of surveyed organisations report regular AI use

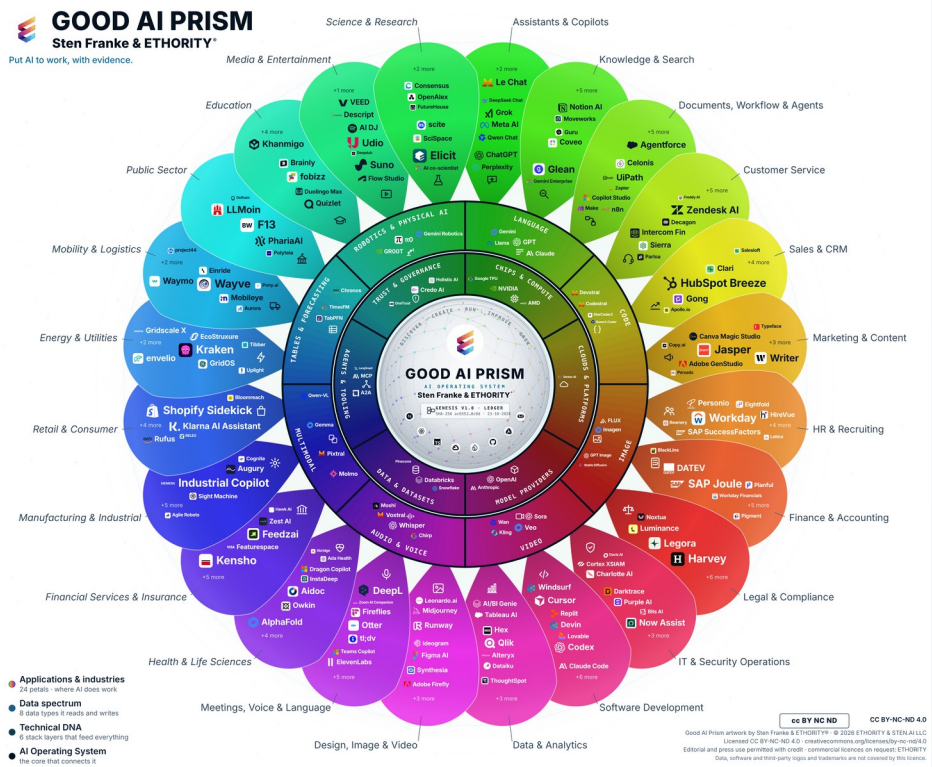
1 in 5
EU firms with 10+ staff use AI, by official count

37%
attribute any EBIT effect to AI

McKinsey, The state of AI, Aug 2026 (1,719 respondents, 97 countries; self-reported, separate answers). Eurostat, Dec 2025.

Executive edition · v2.8 · 21 Oct 2026 · Full presentation: Keynote, 27 slides

One sourced map of the AI market



998 market entries, 961 AI offerings; Wave 1 of a longitudinal research programme.

Outer petals · 24 business areas

14 functions and 10 industries; Customer Service and Manufacturing are two examples.

Middle ring · 8 data types

Language, code, image, video, audio, multimodal, tables, robotics.

Inner ring · 6 technology layers

Chips, clouds, models, data, agents and tooling, trust and governance.

Use it to shortlist: what exists for your task, what it is built on and what is documented.

Good AI Prism, Wave 1 of ETHORITY's longitudinal research programme; provider information reviewed 19–20 Oct 2026. Full sector coverage: ethority.ai/ai-prism-study.

THREE FINDINGS

Use is broad, value and documentation are thin

37%	of surveyed organisations attribute any EBIT effect to AI; 44% report scaling it (separate answers).
1.6–4.3×	Large firms adopt AI 1.6 to 4.3 times as often as small ones, in every study compared.
10 of 107	customer-service AI offerings document both an EU hosting option and limits on training with customer data (8 no training, 2 opt-in only).

Ask for outcomes, not usage; get hosting and data-use terms in writing before any demo.

McKinsey, Aug 2026; adoption studies compared in the study; Good AI Prism Wave 1, provider information reviewed 19–20 Oct 2026.

THE 2027 AGENDA

Three phases, two gates: from first choice to scale



NOW	BASELINE AGREED	NEXT 90 DAYS	THRESHOLD MET	2027
One process, an owner, today’s volume, cost and quality.	No pilot without a measured start and a named owner.	Three options compared, facts in writing, one pilot under a charter.	Scale only with the agreed result on accepted outcomes.	Cost per accepted outcome over time; one owner per system.

Each gate is a decision: proceed, request more evidence, redesign or stop.

THE STUDY

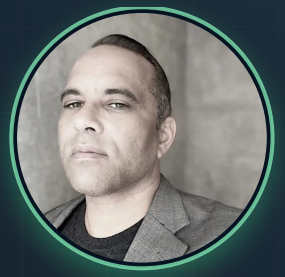
Read the study. Take the Prism home.

One action for tomorrow: choose one process and measure its cost per accepted outcome.

Download the study



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ethority.ai/ai-prism-study · sten@ethority.ai

Put AI to work, with evidence.

Artwork, sources and reuse

Edition v2.8 · 23 October 2026. Updated v3.11 artwork; evidence cut-offs and substantive content are retained. The artwork shows the 17 October reference selection, not the extent of the study research inventory or live website catalogue.

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