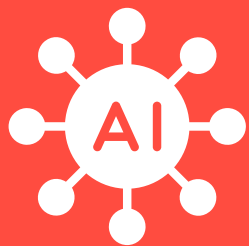


The AI Scalability Gap



AI is Everywhere.

... Readiness is Rare.

AI is writing content, handling conversations and scoring leads. It's part of everyday marketing. Most teams are experimenting & applying AI to tactical use cases.

But they don't scale. They don't remove pains, or deliver on promises of exponential volumes. And the reason is clear. Few have the operational foundations to scale with any real confidence.


The AI Scalability Gap is the distance between wanting to deliver transformational impact and having the structure to actually support it.

It appears when organisations have powerful ambitions and capable tools without first addressing what's underneath them.

The Scalability Gap Defined




Data is fragmented across systems


Processes vary by team or individual


Platforms don't talk to each other


Governance is unclear or informal


Teams aren't confident using AI appropriately

AI won't fix weak foundations. But it will expose them.

Why Marketing carries the Responsibility

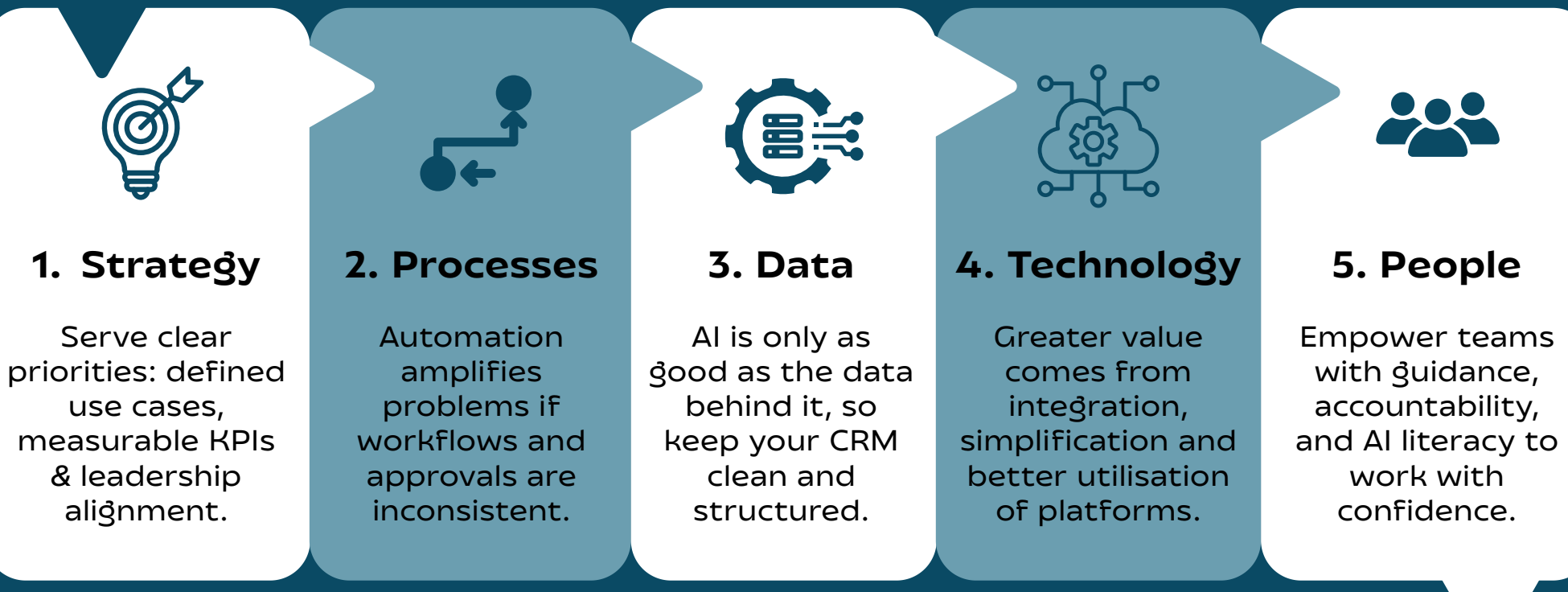
Deployment often starts with technology teams. But greater accountability often sits with marketing. Because marketing is where:

- Customer experience is shaped
- Brand trust is tested
- Personalisation becomes visible
- ROI has to be demonstrated



When an AI-enabled campaign underdelivers, the consequences are both commercial and reputational. That's why readiness isn't optional.


The 5 Foundations of AI Readiness



These foundations will support your growth

- D Discover**
- O Optimise**
- T Transform**

DOT Growth® is IMG's proprietary framework built around three pillars that determine whether AI can scale effectively...

-  **Discovering** where the operational gaps actually sit
-  **Optimising** existing workflows and platforms before layering anything new on top
-  **Transforming** through prioritised, measurable use cases that stick

Know where you stand. Know where you're going.

DOT Growth® gives you a structured, actionable pathway to AI readiness, diagnosing where you are today and charting your next steps.



The Bottom Line

AI itself isn't the problem. Lack of operational readiness is.

Organisations that build strong foundations will scale faster, carry less risk & demonstrate clearer commercial impact when it counts.

Ready to close the AI Scalability Gap?

Get in touch.



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