

The Intelligent Decision Platform

BoldARC Advisors's Strategic Vision for Enterprise AI

How leadership teams think, decide, and act in the age of AI

\$16.3B → \$68.2B by 2035

Decision Intelligence market growth | Multiple analyst firms, 2025–26 | 15–25% CAGR

One of the fastest-growing segments in enterprise technology

Research-Backed Insights from: Gartner | Forrester | McKinsey | Harvard Business Review

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The data is in and the results are unambiguous. AI investment has never been higher. Yet meaningful enterprise-wide impact remains rare, concentrated among a small group of organizations that have done something their peers have not: they connected AI to outcomes before they deployed a single model.

TERMINOLOGY: HOW WE USE THESE TERMS

Decision Intelligence (DI) is the market category — the \$16B+ industry that analysts track and vendors compete in. BoldARC Advisors' Intelligent Decision Platform (IDP) is our proprietary approach to delivering it. Throughout this document: DI = the market. The IDP = BoldARC Advisors' solution.

Multiple analyst firms now confirm the Decision Intelligence market at **\$16.3 billion in 2025**, projected to reach **\$68.2 billion by 2035** (Precedence Research, 2026) at a 15–25% compound annual growth rate (CAGR) — one of the fastest-growing segments in enterprise technology. Yet despite this investment, **McKinsey's 2025 State of AI** found only 39% of organizations attribute any earnings before interest and taxes (EBIT) impact to AI, and most report less than 5% EBIT contribution.

The most important finding McKinsey published in 2025: **of 25 organizational attributes tested, workflow redesign has the single greatest effect on an organization's ability to generate EBIT impact from AI**. Not the model. Not the platform. Not the budget. The strategic operating system.

BoldARC Advisors's Intelligent Decision Platform (the IDP) is not another analytics product. It is a fundamentally different **approach** — starting with the boldest version of success and working backward, using AI-powered navigation to close the gap between strategic intention and operational reality.

THE ONE THING

Organizations do not fail at AI because they lack technology. They fail because they deploy technology without a strategic destination and without a strategic operating system to connect AI to outcomes. The Intelligent Decision Platform solves this.

Why This Matters Now

Every enterprise claims to be “data-driven.” Very few actually are.

Organizations are drowning in dashboards and analytics tools yet leadership teams still make their highest-stakes decisions based on instinct and politics. Gartner’s 2024 Market Guide for Decision Intelligence Platforms confirms the paradox: one-third of organizations surveyed have deployed decision intelligence, yet adoption remains largely siloed in individual functions rather than driving enterprise transformation. Meanwhile, Forrester predicts vague business objectives will stall 25% of agentic AI efforts in 2025 not because technology fails, but because organizations deploy AI before defining the outcomes it should serve. And Gartner has now issued its starkest warning: **over 40% of agentic AI projects will be canceled by the end of 2027** due to escalating costs, unclear business value, and inadequate risk controls (Gartner, 2025).

Research Across All Major Firms Tells a Consistent Story

Source	Finding	Implication
Gartner (2024)	33% of organizations have deployed DI; 75% of Global 500 will apply DI practices by 2026	Demand is near-universal — but siloed deployment is the norm
Gartner (2025)	40%+ of agentic AI projects will be canceled by 2027 due to vague return on investment (ROI) and unclear value	Technology without a strategic operating system is a liability, not an asset
McKinsey (2025)	88% AI adoption enterprise-wide, but only ~6% achieve >5% EBIT impact	The gap between usage and value is the opportunity BoldARC Advisors addresses
McKinsey (2025)	Workflow redesign is the #1 predictor of EBIT impact — ranked highest of 25 organizational attributes	Strategic operating system first. Technology second. Always.
Forrester (2025)	25% of agentic AI efforts will stall due to vague business objectives	Outcome definition must precede agent deployment
HBR Research (2025)	Executives using unstructured AI made significantly worse forecasts than structured peers	Unguided AI amplifies bias; structured approach removes it

The pattern is clear in companies that have cracked it. Moderna and Klarna did not start with “let’s give everyone ChatGPT.” They started with outcomes. McKinsey confirms: organizations that begin with business goals rather than technology features are **2.5x more likely to report positive AI ROI**.

“You cannot prompt your way to market dominance from the bottom up. Enterprise AI transformation starts with leadership, outcomes, and decisions. The technology follows.”

— BoldARC Advisors

The Agentic AI Crisis No One Is Talking About

WHY 40% OF AI PROJECTS WILL FAIL — AND HOW TO PREVENT IT

40%+ of agentic AI projects will be CANCELED by end of 2027 (Gartner, 2025)

25% of planned AI spend will be deferred by 2027 due to ROI concerns (Forrester, 2025)

60% of Fortune 100 companies will appoint a Head of AI Governance in 2026 (Forrester, 2025)

The cause in every case: technology deployed without a strategic destination. No outcome definition. No strategic operating system. No GPS.
This is precisely what BoldARC Advisors’s Intelligent Decision Platform was built to prevent.

Gartner identifies the root cause directly: “Most agentic AI projects right now are early-stage experiments driven by hype and often misapplied. Organizations need to cut through the hype to make careful, strategic decisions about where and how they apply this emerging technology.”

BoldARC Advisors’s IDP ensures that before a single agent is deployed, the organization has defined its strategic destination, mapped its GPS coordinates, and aligned every AI initiative to a measurable business outcome. The cancellation crisis is preventable. The approach is the solution.

The Market Opportunity

The Decision Intelligence market is not a niche it is one of the fastest-growing segments in enterprise technology, now confirmed by six independent research firms:

Research Firm	2024–25 Baseline	2030–35 Projection	CAGR
MarketsandMarkets (2024)	\$13.3B	\$50.1B by 2030	24.7%
Grand View Research (2024)	\$15.2B	\$36.3B by 2030	15.4%
Precedence Research (2026)	\$16.3B (2025)	\$68.2B by 2035	15.4%
Fortune Business Insights (2025)	\$16.8B (2024)	\$57.8B by 2032	16.9%
Future Market Insights (2025)	\$14.3B	\$48.9B by 2035	13.1%
IMARC Group (2025)	\$14.3B (2024)	\$54.2B by 2033	15.1%

What market reports miss: most vendors are selling technology platforms, APIs, machine learning (ML) infrastructure. They are not selling an approach to changing how leaders think. Gartner's CDAO Agenda Survey found only 7% of organizations expressed no interest in DI demand is near-universal. But supply-side solutions lack the transformation layer. That is BoldARC Advisors's differentiator.

What Is BoldARC Advisors's Intelligent Decision Platform?

The Intelligent Decision Platform transforms how organizations make strategic and operational decisions by combining five interconnected capabilities:

1. Real-Time Data Integration

Pulling from every relevant source customer relationship management (CRM), enterprise resource planning (ERP), financial systems, market data into a unified intelligence layer. No waiting 18 months for ERP consolidation. The Retrieval-Augmented Generation (RAG) aggregation layer creates strategic intelligence from fragmented sources today.

2. AI-Powered Analysis and Recommendation

Using machine learning (ML), natural language processing (NLP), and predictive models to surface what matters and recommend action not just describe what happened. Betty does not report; she navigates.

3. Decision Frameworks and Governance

BoldARC Advisors's Outcomes-Based Thinking (OBT) approach ensures every decision aligns with strategic destinations, not departmental politics or individual cognitive bias. Governance is built in from Day 1, not bolted on after deployment.

4. Continuous Feedback Loops

Tracking actual outcomes of decisions against predicted outcomes, learning and recalibrating in real time. The GPS Framework recalculates as conditions change.

5. Human-AI Collaboration

Augmenting human judgment with machine intelligence. Removing the cognitive noise while preserving the strategic vision only humans can provide.

WHAT THE IDP IS NOT

- Not a dashboard — dashboards show where you've been; the IDP shows where to go
- Not a chatbot — a chatbot answers questions; the IDP challenges assumptions
- Not business intelligence — BI describes the past; the IDP navigates the future
- Not individual AI productivity tools — ChatGPT for employees does not equal enterprise transformation

The Four Transformation Levers

BoldARC Advisors's IDP is built on four interconnected levers. Each addresses a dimension of organizational failure that technology alone cannot fix. **Forrester's 2025 predictions confirm:** enterprises achieve lasting AI success only when their data and AI strategy is in lockstep with business strategy not technology-first. McKinsey adds: workflow redesign is the single strongest predictor of enterprise EBIT impact from AI.

LEVER 1

Business Context

Most transformation efforts fail because they ignore the environment in which decisions are made. If culture punishes risk-taking, no AI tool will make leaders bolder. BoldARC Advisors starts here reshaping organizational context so intelligent decisions can actually happen.

Context shapes every decision before the data arrives.

LEVER 2

Customer Obsession

The question is not 'how do we serve customers better?' It is 'what outcome does the customer actually need and how do we organize every decision around delivering it?' BoldARC Advisors' 'Coffee Cup' principle: stop optimizing the cup. Start understanding the experience.

Customer outcomes drive organizational alignment — not the reverse.

LEVER 3

Intelligent Decisions

The OBT approach as the strategic foundation; the GPS Framework as the living navigation system; Betty as the AI Strategic Advisor. Harvard Business School research confirms that human judgment paired with structured AI frameworks significantly outperforms either alone. McKinsey confirms workflow redesign the core of OBT as the #1 predictor of AI-driven EBIT impact.

Strategy without navigation is aspiration. Navigation without strategy is motion.

LEVER 4

AI Workforce

Gartner predicts 40% of enterprise applications will integrate AI agents by the end of 2026 up from less than 5% today. Agentic AI could drive 30% of enterprise software revenue by

2035, surpassing \$450 billion. But Gartner also warns: 40%+ of agentic AI projects will be canceled by 2027 without clear ROI frameworks. Organizations that build their AI Workforce on a strategic foundation will not just be more efficient they will be operationally unbeatable.

Human creativity + machine intelligence + strategic destination = a workforce no competitor can replicate quickly.

OBT, the GPS Framework, and Betty | The Intelligence Trinity

The three components of Lever 3 work as an integrated system. Understanding each individually understates the value; the power is in how they reinforce each other.

Outcomes-Based Thinking (OBT)

BoldARC Advisors’s proprietary OBT **approach**. Instead of starting with today and planning forward, OBT starts with the boldest version of success and works backward:

- **Jump to the Future — Define the destination as if it already exists, unconstrained by today**
- **Build Back to the Present — Work backward, identifying milestones and capabilities needed**
- **Navigate to Success — Execute with precision using the GPS Framework**

OBT IN PRACTICE

A global manufacturing organization worked with BoldARC Advisors to reframe product development from “managing engineering tasks” to “ensuring every product decision connects to a customer outcome.” The shift changed how 5,000+ engineers prioritized daily work — without a reorganization. McKinsey identifies exactly this — fundamental workflow redesign — as the single greatest driver of enterprise AI EBIT impact.

The GPS Framework

Like the GPS in your car but for strategic navigation. Not a dashboard. A living navigation system that recalibrates as conditions change. The GPS Framework is an actionable, visual model that breaks down organizational silos by rallying teams around prioritized outcomes instead of activities — outcomes that move horizontally across the enterprise so tradeoffs are optimized globally, not locally.

Tier	Name	Definition
1	Destination	The organization’s bold strategic aspiration — the ‘why we exist’ outcome
2	Highway	Mission-critical outcomes that must be achieved to reach the Destination
3	Main Street	Strategic initiatives and programs that advance Highway outcomes
4	County Road	Tactical actions and projects that execute Main Street initiatives

Betty — The AI Strategic Advisor

Betty is not a chatbot. She is a horizontal AI orchestrator, the strategic intelligence layer coordinating specialized agents across every function, grounded in the GPS Framework outcome hierarchy. Gartner predicts that by 2029, 10% of global boards will use AI guidance to challenge executive decisions — Betty is designed to be exactly that: the advisor who has read everything, remembers everything, and carries zero political agenda.

AI Assistants (Copilot, ChatGPT)

- Answer questions within a single function
- No strategic context or outcome alignment
- Individual productivity gain only
- No GPS Framework. No destination. No navigation.

Betty AI Strategic Advisor

- Orchestrates across the entire organization
- Trained on GPS Framework outcome hierarchy
- Challenges assumptions, identifies blind spots
- Navigates toward strategic destinations
- Enterprise transformation, not individual efficiency

Human-Proofing: Removing the Noise, Preserving the Vision

We spend decades future-proofing strategies, fool-proofing processes, and mistake-proofing operations. But our highest-stakes decisions still depend on how someone feels on a given day.

Harvard Business Review research (2025) makes the case with data: in a controlled experiment, executives who used unstructured AI tools became significantly more overconfident and produced worse forecasts than peers using structured, evidence-based approaches. The authoritative voice of AI without guardrails amplifies bias rather than removing it.

Now Gartner adds a new dimension: **by 2026, atrophy of critical-thinking skills due to GenAI use will push 50% of global organizations to require “AI-free” skills assessments.** The risk is not that AI replaces human judgment. The risk is that AI degrades it. Human-Proofing is BoldARC Advisors's answer.

Figure 3: The Human-Proofing Framework

REMOVE — Cognitive Noise	PRESERVE — Human Intelligence
• Confirmation Bias — seeking info that confirms beliefs • Recency Bias — overweighting most recent events • Anchoring Effect — over-relying on first information • Sunk Cost Fallacy — continuing due to past investment • Groupthink — suppressing dissent for harmony • AI Overconfidence — unstructured AI amplifies certainty without improving accuracy	• Strategic Vision — long-horizon thinking and direction • Empathy & Judgment — reading stakeholders and relationships • Creative Thinking — novel approaches beyond data patterns • Ethical Reasoning — values-based decision frameworks • Leadership Instinct — pattern recognition from experience • Critical Thinking — independent analysis that AI cannot replicate

Informed by: HBR cognitive bias research (2025); Gartner Strategic Predictions 2026; Kahneman, Thinking Fast and Slow; BoldARC Advisors Human-Proofing approach.

The Intelligent Decision Platform is the delivery mechanism for Human-Proofing at scale. Betty augments the executive team; she does not replace it. The goal is not AI that thinks for leadership. It is augmented intelligence that removes cognitive noise so leadership thinks more clearly.

MARKET POSITION

How BoldARC Advisors Stands Apart

The Decision Intelligence market is crowded: IBM, Oracle, Google, Microsoft, Aera Technology, Quantexa, Peak.AI, H2O.ai, Board International, SAS, Salesforce Einstein. Gartner’s 2024 Market Guide for Decision Intelligence Platforms identifies mandatory capabilities for a true decision intelligence platform: decision modeling, cross-functional governance, and continuous learning. Most vendors meet the technical threshold. None pair it with a proprietary transformation approach.

Figure 4: BoldARC Advisors’ IDP vs. Traditional Decision Intelligence Vendors

Dimension	Traditional DI Vendors	BoldARC Advisors IDP
Starting Point	Technology drives outcomes	Outcomes drive technology
Core Offering	Software platform	Strategic operating system + AI + advisory
Decision Framework	Generic analytics	Proprietary OBT approach + GPS Framework
AI Role	Tool for analysts	Strategic advisor for C-suite
Change Management	Optional / afterthought	Built into the foundation
Governance	Bolted on post-deployment	Embedded from Day 1
Success Metric	Platform adoption rate	Business outcomes achieved
Time to Value	12–18 months (typical)	POC in 5–6 weeks

NEW: THE MID-MARKET GAP

The Mid-Market Opportunity: Where BoldARC Advisors Lives

Enterprise AI transformation has historically been the domain of Global 500 companies with nine-figure technology budgets. Meanwhile, lightweight OKR tools and productivity copilots serve the small-and-medium-business market. The mid-market companies with \$100M–\$5B in revenue has been systematically underserved.

Segment	Current Solutions	The Gap	BoldARC Advisors IDP
Enterprise (\$5B+)	IBM Watson, Oracle DI, Salesforce Einstein	High cost, 18-month deployments, requires dedicated AI teams	Enterprise-grade approach, mid-market speed

Mid-Market (\$100M–\$5B)	OKR tools, generic dashboards, AI copilots	No strategic operating system, no outcome alignment, no Betty	Designed for this segment — 5-week POC, outcome-first
SMB (<\$100M)	ChatGPT, Copilot, Notion AI	Individual productivity only; no enterprise transformation	Entry via GPS Discovery Session

THE MID-MARKET INSIGHT

McKinsey confirms that companies with revenue >\$5B are nearly twice as likely to be scaling AI. The question is not whether mid-market organizations need decision intelligence, it is whether anyone has built the right approach for them. BoldARC Advisors has. The GPS Discovery Session is the entry point. Five weeks is the proof-of-concept timeline. Outcomes are the currency.

NEW: AI GOVERNANCE MATURITY

Figure 5: The AI Governance Maturity Model

Forrester predicts 60% of Fortune 100 companies will appoint a Head of AI Governance in 2026. Governance is no longer optional; it is the new competitive moat. BoldARC Advisors' IDP builds governance into every layer of its approach.

Maturity Level	Characteristics	Common Outcome	BoldARC Advisors Response
Level 1: Reactive	Ad-hoc AI pilots; no governance; tool-first decisions	Canceled projects, wasted spend, audit risk	GPS Discovery Session reveals gaps immediately
Level 2: Defined	Governance policies exist but are siloed; AI in individual functions	Limited EBIT impact; adoption stalls at function level	OBT approach aligns functions to shared strategic destination
Level 3: Integrated	Cross-functional AI strategy; outcome-linked KPIs; active oversight	Measurable ROI in 2–3 functions; scaling begins	Betty as horizontal orchestrator connects functions
Level 4: Optimized	AI governance embedded in strategy; continuous learning loops; Betty at the C-suite level	Enterprise-level EBIT impact; decision intelligence as competitive advantage	Full IDP deployment — GPS Framework recalibrates continuously

Most vendors sell a platform and wish you luck with adoption. BoldARC Advisors transforms how leadership thinks first, then deploys the technology to sustain that transformation. Governance is not the final step, it is the starting condition.

The Evidence-Based Case for Approach First

The research is not ambiguous. Every major failure mode in enterprise AI has a documented cause and a BoldARC Advisors solution. The table below maps the top five enterprise AI failure modes to their root causes and to the specific IDP capability that prevents them.

Figure 6: What BoldARC Advisors Prevents | Failure Modes Mapped to Solutions

Failure Mode	Root Cause (Source)	BoldARC Advisors Prevention	IDP Component
40%+ AI projects canceled by 2027	Unclear business value; hype-driven deployment (Gartner, 2025)	Every initiative tied to GPS-defined outcome before deployment	OBT approach + GPS Framework
Only 6% achieve >5% EBIT impact	Technology deployed without workflow redesign (McKinsey, 2025)	OBT redesigns workflows around outcomes, not tools	Outcomes-Based Thinking
25% of AI spend deferred due to ROI concerns	No measurable outcome framework at project initiation (Forrester, 2025)	GPS Framework KPIs established before technology is selected	GPS + Betty navigation
Executive overconfidence from unstructured AI	No guardrails; AI amplifies bias (HBR, 2025)	Human-Proofing framework removes cognitive noise	Human-Proofing + Betty
Critical thinking atrophy from GenAI overuse	No structured decision framework governing AI use (Gartner, 2026)	OBT approach keeps human strategic judgment at the center	Human-Proofing + OBT
Agentic AI ‘agent washing’ by vendors	Rebranded tools without genuine agentic capability (Gartner, 2025)	Betty is a genuine horizontal orchestrator, not a renamed chatbot	Betty AI Orchestrator

VALIDATION

Proven in the Field

BoldARC Advisors's approach has been validated by enterprise leaders across industries. It does not just work in theory it transforms how organizations actually think, decide, and act.

"OBT allowed us to look at Build-A-Bear from a different perspective — unlocking strategic insights that conventional planning had missed."

— **Sharon Price John, President & CEO, Build-A-Bear**

"BoldARC Advisors's approach revealed and leveraged the intellect, expertise, imagination and passion of the employee base — proving that the approach activates human potential, not just machine intelligence."

— **David Falter, President, RoomIt by CWT**

"The shift from managing tasks to focusing on meaningful outcomes changed everything about how our team prioritizes work."

— **VP, Global Product Development, Global Electronics Manufacturer**

The Path Forward | Four Phases

BoldARC Advisors's Intelligent Decision Platform is not a product you install. It is a capability you build. **McKinsey research identifies** that organizations achieving enterprise-level AI results have clearly defined roadmaps tying AI capabilities to specific business outcomes — not open-ended technology deployments. The IDP's phased approach ensures measurable value at every step:

PHASE 1

Strategic Alignment (Weeks 1–2)

- Deploy the OBT approach with the leadership team
- Define the organization's GPS coordinates current state to desired destinations
- Identify the 3–5 highest-impact decisions to transform first
- Establish outcome statements and success metrics

Deliverable: GPS Destination Map + top-priority outcome hierarchy

PHASE 2

Intelligence Layer (Weeks 3–6)

- Integrate data sources via the RAG aggregation layer
- Deploy Betty as the strategic advisory layer live in weeks, not months
- Begin Human-Proofing critical decision processes
- First GPS Framework dashboard operational

Deliverable: Betty live on GPS data; first AI-assisted decision made

PHASE 3

Operational Excellence (Months 2–4)

- Extend the IDP to operational decision-making across functions
- Build AI Workforce capabilities specialized agents per domain
- Create continuous feedback loops between decisions and outcomes
- Betty operating as full organizational orchestrator

Deliverable: Multi-agent ecosystem live; cross-functional GPS alignment achieved

PHASE 4

Competitive Dominance (Month 4+)

- The organization's decision-making becomes sustainable competitive advantage
- GPS Framework continuously recalibrates as markets shift
- Leadership operates with confidence, speed, and evidence at every level

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- Betty evolves with the organization smarter with every decision cycle

Deliverable: Enterprise-level EBIT impact measurable; IDP embedded in operating model

NEXT STEPS

Start the Navigation

The world does not need another dashboard. It does not need another AI tool that makes individuals 10% faster at tasks that may not matter. What it needs what the research demands is a way to fundamentally change how leadership teams think, decide, and act.

Not a new platform to learn. A new capability to build. **Forrester's 2025 AI Predictions are unambiguous:** enterprises that prioritize business outcomes over technology deployment will define the next decade of AI value. Gartner confirms: the organizations that cut through the hype and make careful, strategic decisions about where and how to apply AI will be the ones still standing after 40% of their competitors' AI projects are canceled.

BoldARC Advisors's Intelligent Decision Platform is the answer the market is waiting for. The approach is proven. The technology is live. The only question is whether your organization starts with a destination or starts without one.

THE GPS DISCOVERY SESSION

In 90 minutes, BoldARC Advisors will:

- Map your organization's top three strategic destinations
- Identify the decisions blocking your trajectory
- Show you what Betty sees when she looks at your current strategic position
- Define the one outcome that proves the concept in five weeks

Think Big. Start Small. Move Fast. One outcome. Five weeks. Proof before commitment.

Contact us at www.bold-arc.com or connect with us at <https://www.linkedin.com/company/boldarc-advisors-llc>

About BoldARC Advisors

BoldARC Advisors is an outcome-based organizational transformation firm co-founded by Steve Wilt (Managing Partner) and Tony Begum (Chief AI Officer). We specialize in designing, deploying, and scaling AI-powered strategic systems that help organizations navigate from where they are to where they need to be. Our proprietary GPS Framework and Betty AI Strategic Advisor have been deployed across global manufacturing, consumer products, and technology organizations. We believe transformation starts with clarity of destination — everything else follows.

Visit us at www.bold-arc.com Follow us: <https://www.linkedin.com/company/boldarc-advisors-llc>

