

AI IS SUPPOSED TO IMPROVE PROFITABILITY. BUT IS ANYONE MEASURING WHETHER IT DOES?

Companies are racing to adopt AI, investing in automation, subscriptions, and autonomous agents. But too few executives are asking a fundamental question:

WHAT IS AI ACTUALLY CONTRIBUTING TO THE BOTTOM LINE?

The financial risks are real:

- Uncontrolled costs: Usage-based charges and AI agents can generate unpredictable expenses.
- Hidden costs: Integration, training, data preparation, cybersecurity, and maintenance add up.
- Questionable savings. Saving employees' time doesn't automatically reduce payroll or improve profitability. Cutting workforce on the pretext of AI savings doesn't guarantee improved EBITDA when increased productivity hasn't been proven or considered consequential costs.
- Duplicated spending: Departments purchase overlapping tools without coordination.

The solution? A disciplined cost-benefit analysis.

1. What is the total cost of ownership, including implementation and ongoing expenses?
2. What measurable financial benefits will the investment generate?
3. Will productivity improvements actually reduce costs, increase capacity, or generate additional revenue?
4. What is the expected ROI, payback period, and impact on EBITDA and cash flow?
5. Who is for measuring actual results against projections?

AI can be a tremendous competitive advantage. But enthusiasm isn't a financial strategy, and productivity isn't necessarily profitability.

At Corporate Solutions Group, we are enthusiastic users of AI and help companies evaluate AI investments, uncover hidden costs, quantify financial returns, and establish financial accountability. Before spending another dollar on AI, make sure the economics work.

Want to improve EBITDA? The HIDDEN SERIES, including HIDDEN PROFIT, surfaces what stays hidden in plain sight: the buried EBITDA and the trapped liquidity.

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