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Zero-investment AI Transformation

Fund the Future from the Budget You Already Have

Why the smartest AI programs of 2026 start by finding money, not asking for it





Every CIO is caught in the same squeeze.

The board wants AI results this year. The technology budget, meanwhile, is flat at best. The instinct is to wait for the next funding cycle. The evidence from the past two months suggests that instinct is expensive.

The market's real problem: proof, not adoption

McKinsey's State of AI 2026, published in late August and based on 1,719 respondents, found that only 37% attribute any EBIT impact to AI, essentially unchanged from last year. Just 6% qualify as high performers. Around 20% say AI operating costs are already constraining how much they can use. And while 80% of AI users report better personal productivity, those gains have yet to reach the P&L.

Plug and Play's enterprise survey, released on 6 August, tells the same story: 74% of the world's largest enterprises have at least one AI solution in production, yet half still struggle to consistently measure ROI.

37% attribute any EBIT impact to AI, flat vs. last year

6% qualify as AI high performers

74% of largest enterprises run AI in production

50% still cannot consistently measure AI ROI

Adoption is no longer the hurdle. Funding discipline and measurable outcomes are.

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Waiting for new budget is the riskiest option

Pressure is rising while wallets are not.

McKinsey reports that

40% of respondents at organizations with more than $1 billion in revenue are now scaling AI agents, up from 27% a year ago.

Competitors are moving from pilots to production. An enterprise that pauses until incremental funding arrives is not standing still; it is falling behind.

The Movate view: fund AI from within

At Movate, we begin with business value, not technology. Enterprises have already invested heavily in applications, infrastructure, cloud, licensing and operations, and much of that spend is duplicated, underused or misaligned. Our position is simple: rationalize the portfolio, release the savings and reinvest them in AI. Zero net-new investment does not mean zero effort. It means the transformation pays for itself as it progresses.

We see 4 moves:

Find the money.

Rationalize the IT estate across applications, infrastructure, cloud, licensing and operations to release funds already in the budget.

Aim it at outcomes.

Target processes where AI can materially change economics, speed, experience or effectiveness, and set the baseline metric before the first agent goes live.

Give AI context.

Agents fail without enterprise knowledge. Governance, knowledge graphs, ontologies and context engineering teach AI the terminology, policies and relationships specific to your business. Mova iO, Movate's intelligent outcomes platform, orchestrates AI, automation, data and human expertise around those outcomes.

Share the risk.

Outcome-based commercial models, including milestone-based, SLA-linked, gain-share and success-based structures, align our success with yours.

Self-funded AI also has to be trusted AI. Plug and Play found that buyers now weigh data privacy and compliance more heavily than raw performance. Governance built into the foundation, rather than bolted on later, keeps rework from eroding the savings you worked to release.

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Where the savings hide

Most estates carry more waste than leaders expect, and it tends to sit in four places.

Applications

overlapping tools and duplicated workflows built up through acquisitions and departmental purchases.

Infrastructure and cloud

overprovisioned capacity and workloads that no longer justify their cost.

Licensing

shelfware and unused entitlements.

Operations

manual, repeatable processes that AI agents and automation can now absorb.

Each release funds the next wave of AI, allowing the program to compound instead of stalling.

AI absorbs the repeatable; people own the judgement

Movate's 12,000-plus people across 20 global locations work alongside AI collaborator agents.

On 25 September, Movate was named a 2026 Global GigCX Peak Leader,

recognizing AI-powered workforce orchestration and flexible talent models built for the Human + AI economy.

That is the model we bring to clients: automation handles repeatable work while people focus on exceptions, empathy and decisions. As a right-sized partner, we combine the scale to deliver at an enterprise level with the flexibility to provide your program with focused leadership attention.



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Three traps that quietly kill AI returns

1 Pilot sprawl

Dozens of experiments with no path to production. Fewer, better-chosen use cases scaled properly beat a portfolio of demos.

2 Measuring activity, not outcomes

The gap between 80% reporting personal productivity gains and only 37% seeing any EBIT impact is a measurement gap. Tie every use case to a P&L metric.

3 Ignoring run costs

With one in five organizations already constrained by AI operating costs, usage-based bills need the same scrutiny as build costs.

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Your next 90 days

Baseline first

Choose one outcome metric, such as cost per contact or engineering cycle time, and measure it before deploying AI.

Audit and release

Map your technology estate for savings and commit a fixed share to AI reinvestment.

Contract for outcomes

Structure partnerships so your provider shares accountability for the result.

The winners of the next phase of enterprise AI will not be those with the biggest budgets. They will be the ones who treat existing spend as their AI budget, prove value quickly and reinvest it. That is exactly what we help enterprises do.

If your AI roadmap is waiting on budget, the first conversation should be about where your current spend can carry it. Movate is ready to start there with you.



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Your Applied AI Services Partner

About Movate

Movate is an Applied AI services company that helps enterprises translate AI ambition into measurable business outcomes. With over 12,000 employees across 20 global locations, augmented by AI collaborator agents, it brings together human expertise and technology to help organizations rethink operating models for efficiency and growth. Powered by Mova iO, its intelligent outcomes platform, Movate delivers practical, scalable, and industry-contextualized solutions that address real business challenges.

For more details, please mail us at info@movate.com

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