

AI is Rewriting the Business Playbook: New Report Shows Legacy Methods Becoming Obsolete

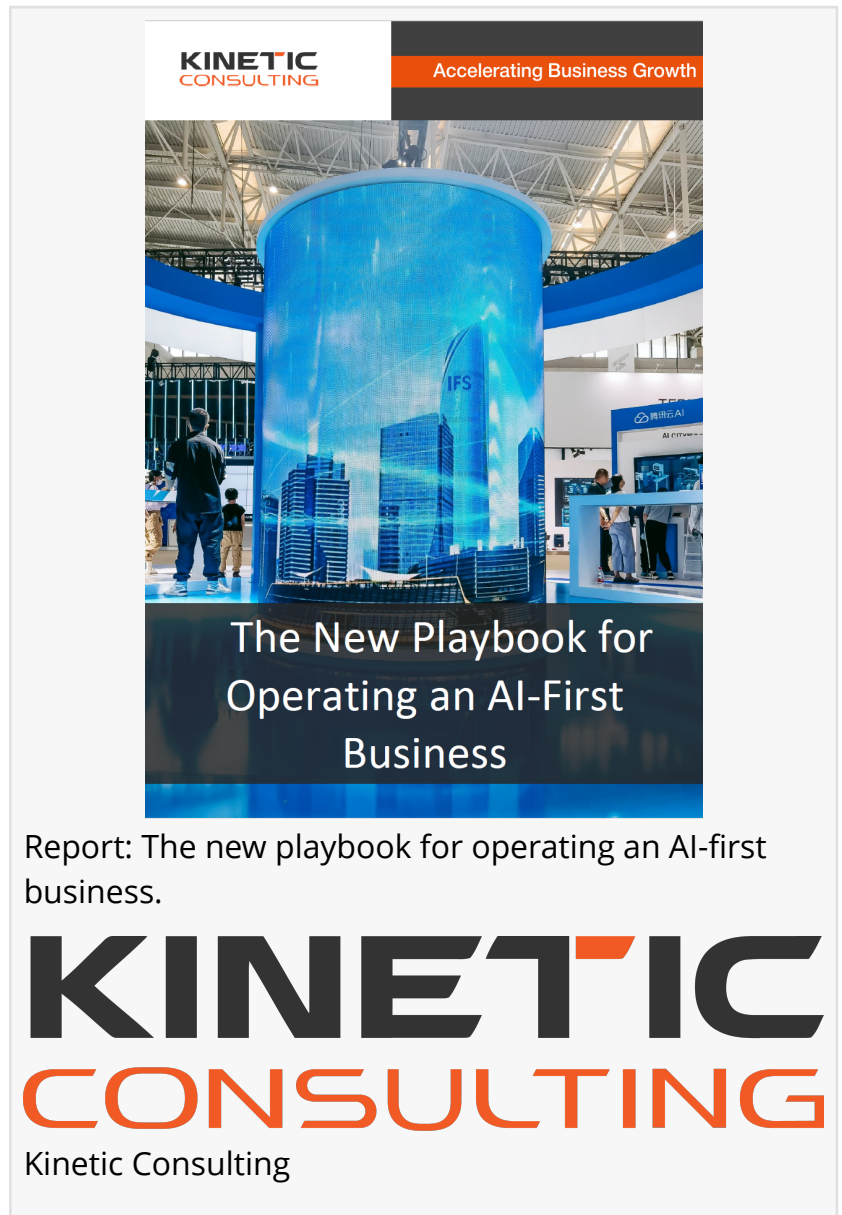
Companies adopting AI and operating under a new playbook can harness sustainable gains, while those relying on traditional methods risk obsolescence.

DUBAI, DUBAI, UNITED ARAB EMIRATES, March 20, 2025 /EINPresswire.com/ -- [Kinetic Consulting](#), the leading boutique consulting company providing business growth and CX consultancy, has released a new groundbreaking [report](#) titled “The New Playbook for Operating an AI-First Business”. The new report reveals that Artificial Intelligence (AI) is fundamentally transforming how companies operate, rendering traditional business practices outdated". The report highlights how companies that fully embrace AI across their operations can gain a significant competitive edge, while those clinging to legacy methods may struggle to keep pace in an increasingly AI-driven world.

AI's Transformative Impact Across Business Functions

The report details how AI is revolutionising key business areas, including marketing, customer service, operations, HR, finance, product development, data analysis, software development, and cybersecurity. By automating routine tasks, enhancing data analysis, and improving decision-making, AI is making traditional approaches—like manual data entry, mass advertising, and basic forecasting—seem inefficient and obsolete.

- Marketing and Sales: AI personalises customer experiences through predictive analytics,



The image shows the cover of a report titled "The New Playbook for Operating an AI-First Business" by Kinetic Consulting. The cover features a large, glowing blue cylindrical structure in a modern, high-tech environment. The structure is surrounded by people, suggesting a collaborative or interactive setting. The Kinetic Consulting logo is visible in the top left corner, and the tagline "Accelerating Business Growth" is in the top right. The report title is prominently displayed in the center.

Report: The new playbook for operating an AI-first business.

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An "arbitrage of knowledge and best practices" currently exists where AI enables companies to leverage superior insights and outmanoeuvre rivals."

*Joe Tawfik - Kinetic
Consultancy*

replacing broad advertising with tailored strategies.

Companies investing in AI report revenue increases of 3-15% and sales ROI improvements of 10-20%.

- Customer Service: AI-powered chatbots and virtual assistants provide 24/7 support, outpacing traditional call centres. For example, Amazon's AI-driven customer service sets a new standard for efficiency.
- Operations and Supply Chain: AI optimises logistics and demand forecasting, as seen in Walmart's AI-optimized supply chain, potentially leaving competitors with manual systems behind.

- HR, Finance, and Beyond: From automating recruitment to enhancing fraud detection, AI delivers efficiency and precision across the board.

A New Playbook Emerges

The report introduces the concept of an "arbitrage of knowledge and best practices," where AI enables companies to leverage superior insights and outmanoeuvre rivals. This advantage allows businesses to innovate faster, make smarter decisions, and adapt quickly to market shifts.

The "AI-First" approach is central to this transformation, a new playbook for operating successful organisations. This strategy integrates AI throughout the workplace—not to replace people but to empower them with tools that boost productivity and creativity. It requires a cultural shift, updated operating models, and a commitment to ethical AI use with clear governance.

The Urgency to Adapt

The need for businesses to adopt AI is pressing. A 2024 Gartner survey found that 94% of business leaders view AI as critical to success over the next five years. Meanwhile, a 2025 McKinsey report predicts AI could contribute up to \$4.4 trillion annually to global productivity, with significant gains in marketing and sales. Companies that fail to adapt risk losing market share, as seen in case studies of traditional retailers overtaken by AI-driven e-commerce giants.

Competitive Edge Through AI

The report showcases how AI adopters are leapfrogging competitors:

- A global professional services firm automated 80% of onboarding with AI, enhancing efficiency and employee experience.
- Early adopters in product development cut timelines by 50% using AI-driven design optimisation.

Conversely, companies sticking to legacy playbooks—like manual processes or rule-based cybersecurity—may find themselves vulnerable to disruption.

"The New Playbook for Operating an AI-First Business" concludes that AI is setting a new standard for business operations. Companies that adopt AI comprehensively can harness its

potential to gain a lasting advantage, while those relying on traditional methods risk obsolescence. To thrive in this AI-driven future, businesses must act now to rewrite their playbooks.

For more insights on how AI is reshaping the corporate landscape, download the full report at the Kinetic Website (<https://kineticcs.com/the-new-playbook-for-operating-an-ai-first-business/>)

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About Kinetic Consulting

Kinetic Consulting is a boutique business growth consulting company providing clients with a full suite of consulting services focused on growth, CX, and business transformation. Kinetic specialises in creating and implementing strategies that can offer organisations the highest impact on their business.

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