

Business Reporter: From a technology programme to transforming value creation

Why AI success depends on strengthening core competencies, not chasing short-term wins

LONDON, UNITED KINGDOM, August 31, 2026 /EINPresswire.com/ -- In an article published on Business Reporter Anni Chi, Managing Director and Head of Asia at Eraneos Singapore Pte Ltd. explains why the primary objective of any AI strategy should be to make an organisation's core competency materially better, creating sustainable competitive advantage rather than isolated productivity gains. Artificial intelligence is transforming how organisations operate, enabling faster decision-making, greater productivity, lower operating costs and improved customer experiences. Yet the greatest opportunity lies beyond efficiency. As AI adoption accelerates, business leaders face increasingly difficult questions. Which opportunities should be prioritised? Which pilots deserve further investment, and which should be stopped? How can AI be embedded into day-to-day operations instead of remaining a series of disconnected experiments? Most importantly, how should organisations balance projects that deliver immediate efficiency gains with longer-term initiatives that fundamentally strengthen the capabilities that differentiate the business?

Successful organisations recognise that both are essential. Efficiency projects can generate quick returns and build organisational confidence, while strategic AI investments enhance products, services and decision-making to create lasting value. Striking the right balance requires disciplined portfolio management, clear governance and robust measures of business outcomes. Leaders must continuously evaluate which initiatives should scale, which require refinement and which no longer justify investment. Ultimately, AI should not be treated as a procurement exercise focused on acquiring technology. It is a leadership act that demands clear strategic choices, organisational alignment and a relentless focus on strengthening the capabilities that define long-term business success.

To learn more about how to start rebuilding your company around new business intelligence, [read the article](#).

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Eraneos is an international management and technology consulting group that guides organisations through digital transformation from strategy to execution. They provide services in IT strategy, cybersecurity, data & AI, sourcing and organizational change, helping businesses modernise their operations and technology infrastructure.

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