



AIiA EVIDENCE BRIEF

NO. 01 | OCTOBER 2026 | VERSION 3.0

Eight Business AI Implementations That Are Changing the Economics of Work

What growing businesses can learn from measurable AI results - and how to turn those lessons into competitive advantage.

For founder-owners and CEOs of \$5M–\$50M businesses

Executive perspective

AI adoption is not an economic outcome. The question for a growing business is whether AI changes the cost of serving a customer, the capacity to deliver, the quality of a decision, or the revenue captured from work already performed. Eight reported implementations illustrate different routes to value. They are not a prediction of what any other business will earn.

The cases span healthcare, logistics, telecommunications, contract processing and business operations. Several involve enterprises much larger than AIiA's intended reader. Their scale is not the lesson; the transferable mechanisms - and the conditions needed to reproduce them - are.

Who This Brief Is For

This brief is written for founders, owners, and CEOs of established, growing businesses - typically generating \$5 million to \$50 million in annual revenue - who are responsible for balancing growth, profitability, operational capacity, and investment risk.

These businesses have moved beyond the startup stage but often operate without the specialized technology teams, extensive capital reserves, or organizational infrastructure available to large corporations. Their competitive advantage frequently depends on accumulated expertise, customer relationships, operational knowledge, and the judgment of a relatively small leadership team.

For these leaders, AI is not simply a technology adoption question. It is a business decision: where can AI create measurable value, strengthen existing capabilities, and support growth without introducing disproportionate cost, complexity, or risk?

The eight implementations examined here offer evidence of what is possible - not ready-made solutions. Their value lies in understanding which economic mechanisms may be transferable to a growing business and under what conditions.



The AlilA Perspective: Business Value Before Technology

AI capabilities are advancing rapidly, but business value does not automatically follow technological progress.

At AlilA, we approach AI as a business architecture and investment decision - not a technology procurement exercise. The starting point is understanding where a business creates value, where its economics constrain growth, and which capabilities must change to improve performance.

Our guiding principle is straightforward: AI strategy comes before AI tools.

Successful implementation requires more than identifying tasks that AI can perform. It requires connecting technological capability to measurable economic outcomes, redesigning work where necessary, and preserving human judgment, accountability, and control.

The following eight implementations illustrate different ways organizations are beginning to achieve those outcomes. The purpose of this brief is to examine the evidence and translate its implications into decisions relevant to growing businesses.

The Economics, Not The Tools

Economic lever	Business effect	Cases
Revenue integrity	Find and recover value already earned	Ember AI
Administrative capacity	Reduce recurring document and scheduling burden	UTHealth Houston; Middlemore
Service productivity	Reduce customer handling friction	PLDT
Unit processing cost	Match model complexity to task economics	Docusign
Delivery economics	Modernize with governed AI-assisted engineering	Odyssey Logistics
Investment discipline	Identify value before automation spending	Oxford Global Resources
Decision quality	Improve predictive accuracy in logistics	Armada

Eight Implementation Profiles

01 Ember AI | Recovering revenue leakage

Reported result Midwest Vision Partners identified more than \$1 million in missed-revenue opportunities within three months across over 200,000 encounters (company announcement).

What changed Coding, denials and underpayments can erode revenue without a corresponding drop in demand. AI-supported coding review, appeal preparation and revenue-integrity workflows were deployed.

Economic mechanism Revenue recovery and leakage prevention - not simply staff-hour savings.

For a \$5M–\$50M owner Review denied claims, underpayments and billing rework before assuming growth requires more leads.

Evidence boundary Identified opportunity is not the same as cash collected. Vendor site also reports broader customer metrics, which should not be attributed to this specific customer.

Source: Ember AI, Aug. 18, 2026 [1]



02 UTHealth Houston | Scaling document processing

Reported result More than 1.8 million faxes processed and 73,000 staff hours saved cumulatively; separate 2026 technical account estimates over \$2 million annual cost savings.

What changed Manual medical-fax classification and entry consumed clinical staff time. The iDFax platform connected AI classification and document processing with clinical record systems.

Economic mechanism Lower handling time per transaction; capacity released at increasing volume.

For a \$5M–\$50M owner Find high-volume, repetitive document flows where employees retype, route or classify information.

Evidence boundary Institution-reported cumulative hours and modeled annual savings are different measures; cost savings should not be assumed to equal cash savings.

Source: [UTHealth Houston, Sept. 16, 2026; UTHealth/AWS technical account \[2–3\]](#)

03 Middlemore Hospital | Reclaiming scheduling capacity

Reported result RosterLab reported monthly rostering work fell from approximately 120 hours to fewer than 20 hours in prior Middlemore work.

What changed Complex workforce rosters demanded extensive administrative effort. Optimization-assisted rostering supported scheduling while preserving local requirements and review.

Economic mechanism Managerial capacity released from recurring coordination work.

For a \$5M–\$50M owner Look at scheduling, dispatch and resource allocation where constraints are numerous and exceptions frequent.

Evidence boundary This is a vendor-attributed departmental result, not a demonstrated reduction in total labor expense; later Health New Zealand pilots are distinct.

Source: [University of Auckland, Sept. 15, 2026 \[4\]](#)

04 PLDT | Reducing customer-service friction

Reported result Amdocs/AWS reported 61,000+ customer wait hours avoided, 44,000+ inquiries resolved by agents, 25% frontline productivity improvement and 50% fewer escalations.

What changed Frontline agents navigated multiple screens and systems to resolve routine inquiries. An AI-assisted service interface consolidated information and automated bounded resolutions.

Economic mechanism More requests handled per team; reduced delays and escalations.

For a \$5M–\$50M owner Start with a single high-volume service journey and measure resolution, handoffs and customer satisfaction together.

Evidence boundary Supplier-reported figures across Smart and PLDT Home; customer wait time is not employee labor saved.

Source: [Amdocs/AWS announcement, June 2026 \[5\]](#)



05 Docusign | Lowering the cost per AI transaction

Reported result Microsoft reports 90% lower AI processing cost and up to eightfold higher throughput after task-specific model optimization.

What changed General-purpose models were expensive for routine agreement extraction at scale. Docusign matched specialized models and limited context to specific document tasks.

Economic mechanism Lower variable cost per processed item while preserving adequate accuracy.

For a \$5M–\$50M owner Avoid paying for maximum model capability when a narrower, tested approach is sufficient.

Evidence boundary These are AI processing metrics, not an enterprise-wide profit-margin increase; scale and engineering resources differ greatly.

Source: [Microsoft customer story, Sept. 15, 2026 \[6\]](#)

06 Odyssey Logistics | Governing AI-assisted software delivery

Reported result Odyssey reported 37% net cost savings versus a conventional approach and roughly one-third greater delivery throughput.

What changed Legacy applications constrained modernization under a fixed budget. A seven-person team used AI-assisted engineering, with technical-lead review and sign-off; a 21-day separate pilot preceded production work.

Economic mechanism Less cost and time to deliver a defined modernization scope.

For a \$5M–\$50M owner Pilot on a bounded legacy process; require accountable human review before scaling.

Evidence boundary Joint vendor/client announcement; comparator and longer-term maintenance costs are not independently audited in the source.

Source: [Cognizant/Cognition announcement, Sept. 23, 2026 \[7\]](#)

07 Oxford Global Resources | Finding value before deployment

Reported result A six-week assessment identified approximately \$680,000 in annual services efficiency gains and 58,704 hours per year in projected procurement time reductions.

What changed Fragmented processes across multiple ERP platforms risked automating inefficiency. The assessment prioritized process standardization, bounded automation and governance.

Economic mechanism Capital allocation discipline: avoid multiplying automation across inconsistent workflows.

For a \$5M–\$50M owner Map workflow variation and quantify opportunities before purchasing or building AI.

Evidence boundary These are identified or projected gains from assessment, not verified realized savings; the published hours and dollar estimates describe different workstreams.

Source: [Oxford Global Resources, Sept. 15, 2026 \[8\]](#)



08 Armada | Improving predictive decisions

Reported result A 2026 collaboration reported 53% lower mean absolute ETA prediction error across 1.76 million predictions, averaging 124 minutes improvement.

What changed Inaccurate arrival estimates complicate planning and exception management. A machine-learning model used cleaned shipment and GPS data to improve arrival estimates.

Economic mechanism Potentially fewer avoidable exceptions and better service decisions through improved forecast quality.

For a \$5M–\$50M owner Identify a recurring decision where forecast errors cause measurable cost or customer friction.

Evidence boundary Model accuracy is a technical outcome; this source does not quantify realized savings from the ETA project.

Source: [Armada / Carnegie Mellon announcement, Aug. 24, 2026 \[9\]](#)

What The Eight Cases Reveal

- 1. Revenue can be easier to recover than to create.** Revenue-integrity work begins with value already generated but not collected; validate cash recovery before claiming ROI.
- 2. Capacity must have a destination.** Hours released become economic value when reassigned to revenue-producing work, quality, faster service or genuinely avoidable cost.
- 3. Unit economics improve through fit.** The right model and workflow can outperform a larger, more expensive approach on a narrow task.
- 4. Governance can accelerate deployment.** Human approval, clear scope and pilot evidence are not obstacles to speed; they make repeatability more plausible.
- 5. Readiness precedes scale.** Process inconsistency, weak data and unclear ownership can erase an otherwise compelling technology advantage.

From Evidence to Action: The Founder-Owner Decision Filter

The eight implementations demonstrate that AI can create measurable business value—but they do not establish which investment is right for your business. That decision depends on your operating economics, growth priorities, available resources, and ability to turn improved performance into financial results.

Before selecting an AI solution, examine where your business has the greatest opportunity to create or recover value. Use the following six questions to identify one business problem worth investigating. You do not need complete answers at this stage. The objective is to establish a credible starting point for an informed investment decision.

- 1. Where is value being lost?** Where does your business currently lose revenue, margin, time, or customer trust?
- 2. What is the economic baseline?** What are the current transaction volumes, costs, error rates, and cycle times?
- 3. What would success look like?** Which outcome could be measured within 30–90 days, and who would be accountable?



4. What must remain under human control? Which review processes, privacy safeguards, and escalation paths are essential?

5. How would the business capture the benefit? If AI releases employee capacity, where would that capacity be reinvested?

6. What evidence would determine the next decision? What results would justify expanding, redesigning, or stopping the initiative?

The intended outcome: One clearly defined business opportunity, a measurable economic objective, and an initial understanding of the requirements and risks involved.

The next step is not necessarily to implement AI. It is to determine whether the opportunity warrants further investigation - and whether AI is the right response.

From Evidence to Strategic Advantage

The eight implementations reveal a consistent pattern: AI creates economic value when businesses connect technological capability to specific operating problems, measurable outcomes, and the organizational capacity to act on the results.

But identifying an opportunity is only the beginning.

As AI capabilities advance, businesses face a continuing challenge: technology can evolve faster than their people, processes, and management systems can absorb it. The objective is not to adopt every new capability. It is to build an organization capable of evaluating change, capturing value, and adapting without losing strategic direction or human control.

For growing businesses, this requires three disciplines:

Decide where AI matters. Prioritize opportunities according to their economic contribution, strategic relevance, and implementation feasibility.

Design for value capture. Connect workflow improvements to measurable business results, including revenue, margin, capacity, quality, and customer experience.

Build the capability to adapt. Establish the accountability, human oversight, and decision processes needed to evaluate, improve, scale, or discontinue AI initiatives as conditions change.

Together, these disciplines transform AI from a collection of tools into a repeatable source of business advantage.

AI changes fast. Your business advantage comes from knowing what that change means - and making the right decisions as it evolves.

Engage Alila: From Evidence to Your Next Decision

Alila helps founder-led businesses identify where AI can improve business economics, evaluate readiness and risk, and prioritize initiatives with a credible path to measurable value. AI strategy comes before AI tools.

Discuss a business question by email: strategy@alilaconsulting.com

Book a complimentary [AI Opportunity Call](#), or explore the [AI Profit Acceleration Audit™](#)



Evidence Notes and References

Method: Publicly reported implementation cases available by October 10, 2026. Results are attributed to the reporting organization. No independent audit of the eight case metrics was conducted for this brief. Savings estimates, realized operational metrics, modeled opportunities and accuracy improvements are deliberately distinguished. Results are not transferable forecasts.

- [1] Ember AI / Midwest Vision Partners. <https://www.embercopilot.ai/post/ember-midwest-vision-partners-strategic-partnership>
 - [2] UTHealth Houston announcement. <https://www.uth.edu/news/story/award-winning-ai-streamlines-medical-fax-workflows>
 - [3] UTHealth Houston technical account. <https://sbmi.uth.edu/blog/2026/how-uthealth-houston-built-hipaa-compliant-generative-ai.htm>
 - [4] University of Auckland / RosterLab. <https://www.auckland.ac.nz/en/news/2026/09/15/the-hidden-healthcare-problem-rosterlab-is-trying-to-solve.html>
 - [5] Amdocs / AWS / PLDT. <https://press.aboutamazon.com/aws/2026/6/amdocs-expands-store-genie-to-pldt-home-bringing-agentic-ai-to-broadband-customer-service-operations>
 - [6] Microsoft / Docusign. <https://www.microsoft.com/en/customers/story/27299-docusign-microsoft-foundry>
 - [7] Cognizant / Odyssey Logistics. <https://www.prnewswire.com/news-releases/cognizant-and-cognition-put-autonomous-ai-engineering-into-production-at-odyssey-logistics-with-a-37-percent-net-cost-saving-302886961.html>
 - [8] Oxford Global Resources. https://www.oxfordcorp.com/es/insights/case-study/emea-ai-assessment-delivers-680k-in-annual-gains/?switch_language=es
 - [9] Armada / Carnegie Mellon. <https://www.globenewswire.com/news-release/2026/08/24/3349753/0/en/armada-collaborates-with-carnegie-mellon-university-s-heinz-college-of-information-systems-and-public-policy-on-ai-driven-capstone-projects.html>
- Publication record: AlilA Evidence Brief No. 01 | Version 3.0 | Published October 2026 | Evidence cutoff October 10, 2026. Subsequent editions should retain revision dates and document material metric changes.

Sharing & Attribution: This brief is freely available for sharing. When distributing or referencing its findings, please credit AlilA Consulting and link to the original publication at www.aiiiaconsulting.com.

© 2026 AlilA Consulting. All rights reserved.