



A SYNAPTIC SYSTEMS WHITE PAPER

Technology is not transformation.

How CEOs win with AI: by running the transformation method they already trust, at the pace of AI. Not another pilot in IT. A company that runs better than the one you have now.

TRANSFORMATION KPIS

\$800K

unbilled revenue recovered from a build IT had queued for three years

20 to 30%

plant-floor yield lift from computer vision, a real early-adopter deployment

4.6x

Black-Belt project value vs. the industry average, across a Fortune 200 program

THE REFRAME

Walk into almost any mid-market company right now and you find the same room: a pilot, a tool someone in IT stood up, maybe a "Head of AI" with a title and a budget, and a CEO who, in private, cannot say what any of it did to the P&L. AI was sold to that CEO as a technology decision, so it landed where technology decisions land: in IT, in a lab, in a pilot that never crosses into operations. The experiment runs. The EBITDA does not move.

Here is the reframe that dissolves the confusion. Transformation was always a discipline. Long before generative AI, the companies that actually improved did it the same way: define the problem, measure the baseline, find the root cause, improve the process, build the controls that make the gain stick. AI does not replace that method. **AI is the nitrous.** It compresses the clock on every phase and pushes the ceiling higher than a human team could reach. A company that bought AI and a company that transformed with AI do not look alike. One owns a tool. The other rebuilt how it runs.

Technology is not transformation. The execution method is the thing that is known. AI is what makes it run at light speed.

The discipline the CEO already trusts, with AI inside every phase.

Every engagement runs the same gated method. It is the transformation discipline you know, accelerated:

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- I** **Identify** the business problem and the end-state in P&L terms, not technology terms. Strategy first; the tool comes last.
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- G** **Gather** the orchestrators and integrators already inside the company. The roughly 30% who will run the AI-driven business are already on payroll.
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- N** **Name the number.** Baseline the KPI it moves and the hard dollars the CFO will sign. The productivity gain is measured by your finance team, not self-reported by the project. No number, no project.
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- I** **Install the method:** Define, Measure, Analyze, Improve, Control, with AI compressing every phase from months to days.
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- T** **Transfer the leverage.** Augment and equip the people so the capability spreads bottom-up, not a committee and not a shelf of tools.
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- E** **Enforce the cadence:** live dashboards and executive review so the gain holds and replicates to every line, site, and process.
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The four-part test for whether it holds: **aim** the work at problems that move the P&L, give it **owners** (the orchestrators already inside, not a committee), run the **method** with AI in every phase, and hold it with a **cadence** of executive sponsorship. Get those four right and an AI initiative stops being a project and becomes how the company runs.

AI KPIS · PROOF IT IS BUILT, NOT SLIDeware

4 systems

interconnected AI systems built in 80 days, an operations-intelligence platform end to end

5 sources

enterprise systems unified into one platform: KPIS, SLAs, and field data

1,340+

automated tests behind it, production-grade engineering, not a demo

CASE STUDY 1 · THE BUILD IT COULDN'T SHIP

The dashboard your IT has promised for two years is a two-week build.

At a Fortune 200 retail-energy operation, everyone knew revenue was leaking. The strategy was settled. What was missing was the system to make the leakage visible and recoverable, and internal IT could not ship it for three years. It sat in a queue. The operator built it himself, and it recovered **\$800,000 of unbilled revenue**.

\$800K

unbilled revenue recovered (real)

3 years » ~2 weeks

the IT-backlog build, compressed by AI
(illustrative)

Sit with what that says about AI. The thing that took a three-year IT backlog, the data integration, the KPI layer, the leakage dashboard, is exactly the kind of build AI now compresses to days or weeks. Same insight, same goal, the clock collapsed by orders of magnitude. Knowing the tools was never the point. Removing the thing that stood between the insight and the working system is the point.

CASE STUDY 2 · COMPUTER VISION ON THE PLANT FLOOR

Proof, not promise: the operational AI already shipped.

Two plants run the same cut. One eyeballs the yield off a clipboard. The operator put a camera and a model on it and moved **cutting yield 20 to 30% per square foot**, an early-adopter computer-vision deployment when very few manufacturers had yet adopted it. This is the line that separates this from every AI pitch a CEO has already heard: it is not a forecast. It is a company that was changed, measured, and improved by an operator running a trusted method.

+20 to 30%

cutting yield per square foot (real)

one line » plant-wide

the deployment cost has collapsed; the next one is fast (illustrative)

More of the record, all source-backed: a \$3M-a-year load-forecast fix (error 4% to under 2%); contract cycle time cut two-thirds (366.8 to 125.2 hours across 873 contracts); an M&A integration delivered at \$3.39M against a \$5.02M estimate, 32% under budget; and authoring the Lean Six Sigma program for a Fortune 200 utility (3,800+ employees, \$3.5B revenue) with Black Belts averaging \$1.15M per project, 4.6x the industry average.

The historical figures are real. Any picture of what AI compresses is illustrative, never a claim of a result already achieved with AI.

WHY NOW

Are you ready for what is coming?

Within three to five years, your workforce reorganizes around AI. About **10%** of your people, the visionaries who can plan the integration, become your AI orchestrators. They drive so much change that executing it, the change management, the customer transitions, everything that comes with it, takes another **20 to 30%** of your workforce as integrators. The rest are your support staff, and your job is to identify the top **10%** of them.

If you are not operating at that level of efficiency within three to five years, you are out of business. The leaders who win already know who their orchestrators are and have started building the structure.

WORK WITH THE OPERATOR

Start this week, not next quarter.

Executive AI Coaching, by the hour

The fastest way in. A **free 30-minute call**, then **\$300 per hour**, working directly with an operator on your actual AI decisions: where it moves your P&L, which of your people become the orchestrators, what to build first and what to ignore. No long engagement, no committee. You get an operator who has run the transformations, on the clock, this week. It stays private: every engagement comes with a simple one-page mutual NDA, I never reveal a client's name (including for marketing), and references are written opt-in only.

AI Readiness Assessment

A structured read of where AI actually moves your throughput, margin, and decision velocity, and where it is noise. Fixed scope.

90-Day AI Ops Pilot

Install the method on one real problem: strategy, orchestrators, DMAIC with AI in every phase, and a live control cadence, until the number moves.

Fractional Chief AI Officer

Ongoing operating-system leadership: the whole AI-transformation program run by an operator, not a vendor.

THE CLOSE

The value was never the AI. It is the transformed company, delivered faster.

The company that transforms and the company that stalls are not separated by their tools. They had the same tools available. They are separated by discipline and by who runs it. AI does not change that law. It changes the speed at which the disciplined company pulls away.

The team that runs your future AI company already works for you. The only question is whether you know how to augment them, equip them, and lead the change at the pace of AI. That is the work Synaptic Systems does. Start with an hour.

Synaptic Systems installs AI-enabled operating systems that increase throughput, reduce cost, and enforce discipline. Ivan Madrigal, Founder. ivan.madrigal@synapticsystems.ai · synapticsystems.ai

Draft, 2026-07-13. Historical figures are real and source-backed from the operator's career. Any "AI compresses" figure is illustrative, a disciplined picture of how the clock and ceiling move, never a claim of a result already achieved with AI.