

AI Doesn't Fix A Bad Process. It **Speeds It Up.**

Nine real deployment failures, with the dollar figures that came attached to each one.

SWIPE →

The first five ways deployments fail

01 Automating a broken process

02 No definition of success

03 Trusting output without checking it

04 Ignoring data quality and bias

05 No visibility into what's happening

The next four ways deployments fail

01 Replacing expert judgment

02 Creating more work, not less

03 Choosing the wrong tool

04 Gradual degradation no one notices

\$62M

Spent before IBM Watson for Oncology was shut down

Deployed into clinical workflows that weren't standardised first. Clinicians couldn't act on the recommendations because the process underneath was inconsistent.

Real example: MD Anderson Cancer Center

\$500M

Lost when an algorithm met local market nuance

Zillow's home-buying model couldn't account for the dynamics experienced real estate professionals navigate intuitively. The programme shut down in 2021.

Real example: Zillow Offers



AI doesn't fail in isolation. It fails inside poorly designed systems.

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Nine failures. One root cause.

LOOKS LIKE AN AI PROBLEM

Contradictory chatbot replies

Reports nobody acts on

Accuracy drifting silently

IS A DISCIPLINE PROBLEM

No process mapped before automating

No baseline set before launch

No monitoring built in from day one

Visibility isn't optional. **\$440M** taught us that.

Knight Capital's 2012 trading collapse wasn't AI, but it's the defining automation disaster: a deployment error went undetected because there was no monitoring or rollback. The firm lost \$440 million in 45 minutes and was effectively put out of business.

This is the system-level list.



There's a companion piece on where individuals go wrong day to day:
terencekok.com/blog/9-common-mistakes-intelligent-people-make-with-ai-and-tips-to-prevent-them

It's not the AI. It's the missing discipline.

Successful deployments treat AI as part of an integrated system: process design, measurable outcomes, human oversight, and continuous monitoring, built in from the start.



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