

ADOPTION CASE STUDY

Preparing for Predictive Success in Project Delivery
A Leading Telco's AI Adoption Strategy



Introduction

A major telecommunications provider with complex capital programmes engaged greyfly.ai to define a structured strategy for adopting Artificial Intelligence in Project Management (AI in PM). Facing rising delivery uncertainty, increasing data complexity, and pressure for financial returns, the organisation recognised that AI could transform forecasting, resourcing, and governance, but only if applied with maturity and precision. This case study outlines how greyfly.ai designed a readiness-led AI Adoption Strategy and identified the Data Maturity Assessment as the pivotal next step before implementation.

Strategic Imperative: Why Now?

The organisation was under growing pressure to:

- ! Reduce project cost and schedule overruns
- ! Enhance decision confidence across delivery portfolios
- ! Respond to rising complexity without increasing PMO overhead



AI isn't a solution - it's a journey. And every journey starts with data.

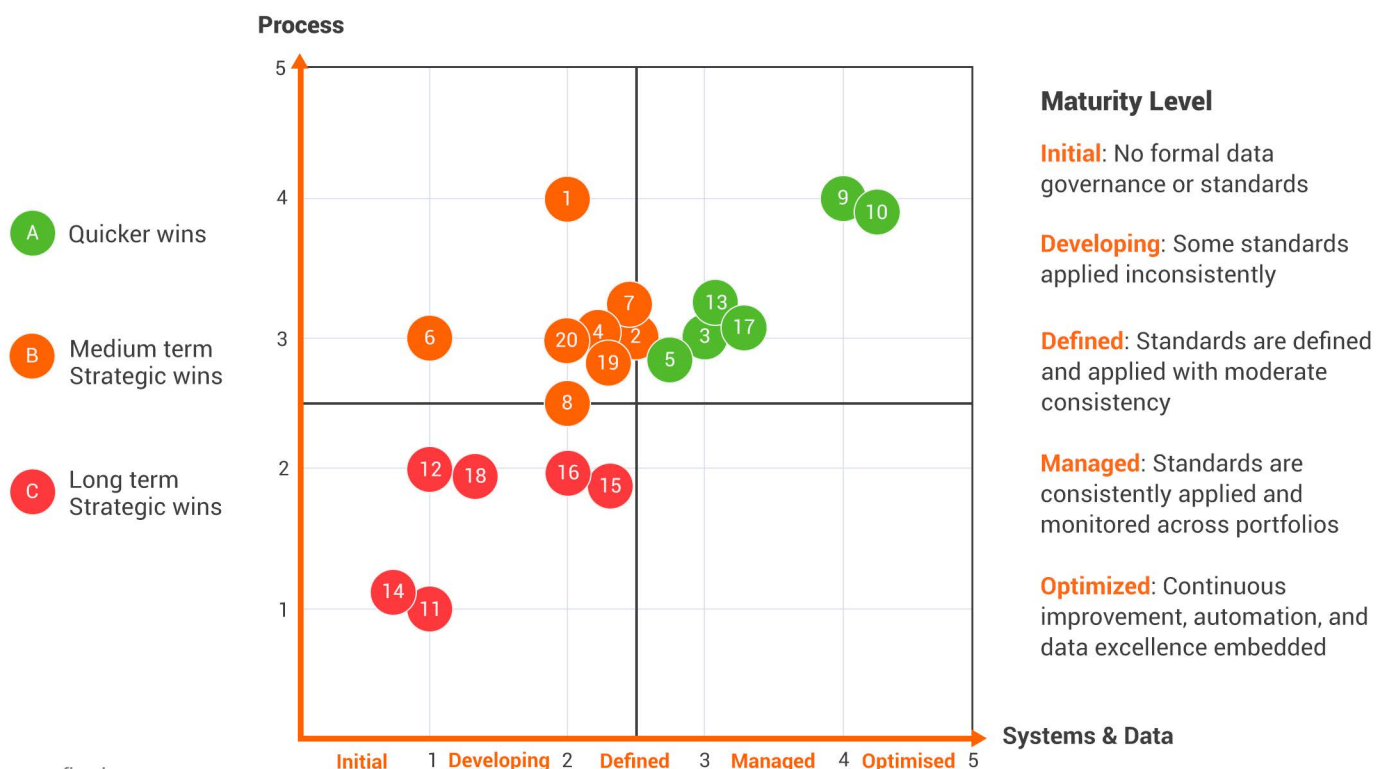
Director of Major Projects



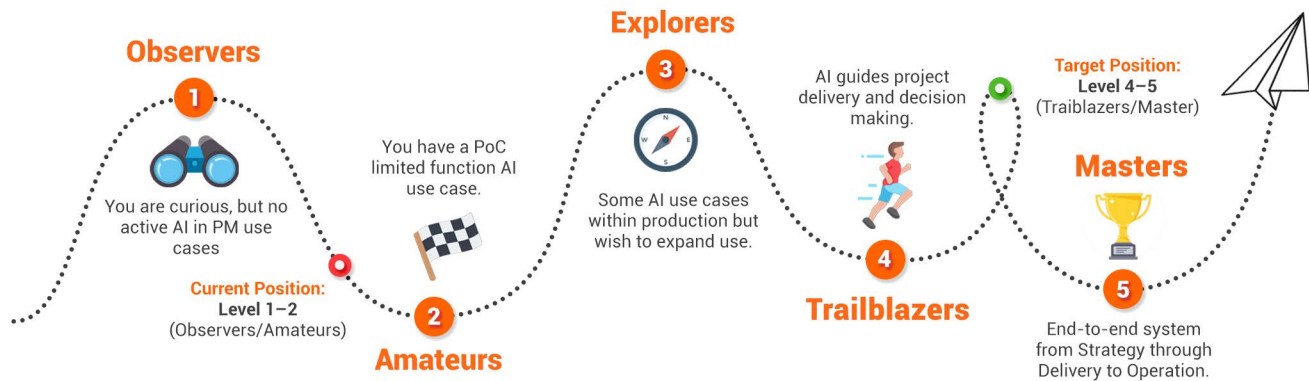
AI was seen not as a technology gamble, but a strategic accelerator. Yet previous digital attempts had stalled due to unclear data ownership, misaligned expectations, and lack of structured prioritisation.

Project Controls Maturity Assessment

The diagram shows the maturity of core project control processes across 2 business divisions. Items in the top right marked in green were considered ready to proceed as they offer areas offered high value and feasible activation given current constraints.



Readiness Assessment



The Telco company was benchmarked against infrastructure, construction, and energy peers. They are currently stuck at level 1-2 while leading organizations are embedding AI into their forecasting, scheduling, and risk mitigation.

This diagnostic confirmed significant ambition but exposed key preconditions to be addressed before any PoC or implementation.

Without intervention, the risk was falling two transformation cycles behind.
Director of PMO

Use Case Prioritisation

Framing Value

Use cases were ranked on business impact, readiness, and complexity. Top priorities included:

- Forecasting & Decision Insights
- Risk/Issue Modelling & Scenario Planning
- Change Control & Governance Automation
- Schedule & Resource Optimisation

Each use case was aligned to maturity scores, with clear indications where additional data preparation or integration was required.

Strategic Recommendation

Data Maturity First

Do not proceed to PoC or delivery before completing a targeted Data Maturity Assessment. The assessment will:

- ✓ Validate use case feasibility based on real data conditions
- ✓ Quantify improvement opportunities in structure, flow, and ownership
- ✓ Prevent avoidable rework and failed pilots

This step protects the strategy's credibility and creates executive assurance around investment.

Roadmap: Five Phased Approach

The agreed roadmap balanced the prioritised use cases constrained by the maturity / impact grid to show incremental adoption in achievable steps.

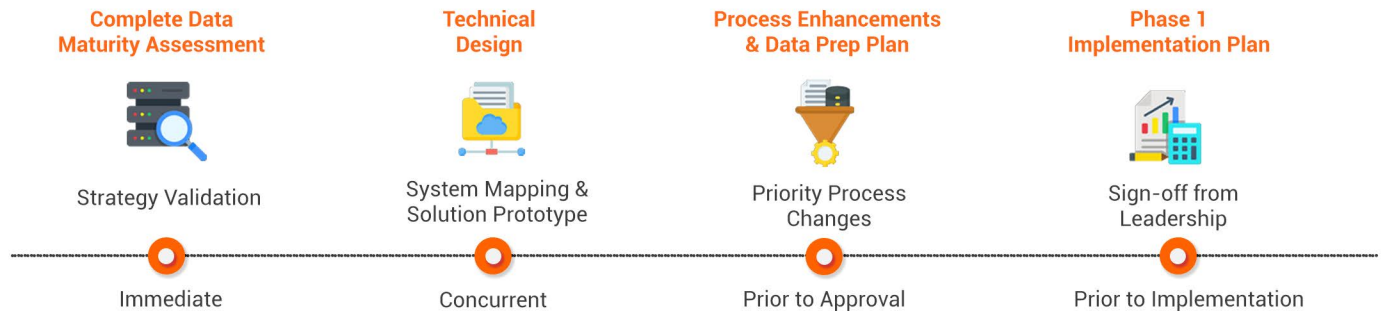


Social Proof & External Validation

This strategy aligns with:

- PMI (2023): Maturity-led AI implementation frameworks
- Gartner (2024): Best practice in AI enablement for project governance
- McKinsey (2023): Phased AI adoption in capital project environments

High Level Next Steps



Conclusion

By following an Adoption first approach, this leading Telco is not just exploring AI, it is preparing to win with it. With clear priorities, grounded benchmarks, and a critical Data Maturity Assessment as the next move, the path to enterprise grade AI in project delivery is no longer conceptual - it is underway.

"You can't automate what you can't trust. This strategy stops us building tech before proving readiness."

Director of Major Projects

Why greyfly.ai

greyfly.ai is transforming project management through AI-powered solutions. With over seven years of implementation experience and applied research, we help organisations improve predictability, reduce risk, and optimise outcomes through intelligent forecasting, diagnostics, and strategic transformation. We deliver measurable value across the full project lifecycle and our clients span key sectors and we are trusted by global enterprises.

Book a call today to boost delivery confidence, assurance, and drive your transformation with structured assessment.



Not ready yet?

Request an anonymised sample output or short discovery call to explore how this fits your priorities.



<https://greyfly.ai/>

<https://www.linkedin.com/company/greyfly>

advice@greyfly.ai

4 Oxford Avenue, Bournemouth. BH6 5HS