

SMEs don't have an AI problem — they have a Transformation problem.

If the technology is accessible to everyone, why don't SMEs transform?

AI assistants, automation, agents and intelligent platforms are no longer reserved for large enterprises with huge technology budgets. And still, giving an SME access to AI does not mean the organization will actually use it.

Based on our experience, the main adoption struggles are:

- 1. No clear business problem.** I've heard it many times: "Let's use AI!" Come on, this is not a transformation strategy.
MOVENTIKA's approach is to start with a process that is slow, repetitive, expensive or simply not working well. Believe it or not, sometimes less technology solves the problem faster.
- 2. Technology before people.** A powerful tool nobody understands, trusts or wants to use creates very little value.
At MOVENTIKA, we have seen clients paying for expensive software they barely use and that has little or no impact on their critical business processes. Why do they keep it then?
- 3. Existing processes are ignored.** Adding AI on top of a broken process can simply automate the problem faster.
At MOVENTIKA, we ensure our clients use technology with purpose and that everything we do integrates into their operating model, supporting adoption and continuity.
- 4. Solutions are too complex.** SMEs rarely need the most sophisticated architecture.
That is why at MOVENTIKA we take a practical approach: implementing something that fits naturally into the way our clients work. And trust us, many times our proposed solutions are much simpler than what was there before.
- 5. Nobody owns the change.** Someone needs to drive adoption, collect feedback, remove obstacles and demonstrate value.
Companies often underestimate the value of a change manager, but this role can be critical to a successful transformation. At MOVENTIKA, we take that role on behalf of our customers to help drive people adoption. No people adoption means a failed transformation program.

6. **The first step is too ambitious.** Trying to “transform the whole company with AI” is overwhelming. Improving step by step, critical processes is manageable.

We are sometimes too bold with our clients, but... we can't have everything.

Budgets may be limited. Timelines may be tight. Priorities may compete. We help our clients define realistic steps and transformation roadmaps that make execution feasible and increase the chances of transformation success.

To conclude, at MOVENTIKA we believe transformation needs to consider three dimensions together — the 3 Ps:

- **PEOPLE** — Who will use it, and why will they adopt it?
- **PROCESSES** — What critical scope are we actually trying to redesign?
- **PLATFORMS** — Which technology is the most appropriate to make it happen?

We believe that transformation happens when we make the 3Ps work together.

The objective is to make the business work better, not to introduce AI.