

THOUGHT-LEADERSHIP SPEECH | FEATURED SPEAKER

Don't Compete with AI. Outcreate it!

Reworking Software Delivery in the Generative Era

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FORRESTER®



Today's Illusion of Progress:

You were told you could generate everything and that agents were going to do all the work

Today, generation is a tool for people, not a people replacement... yet

"74% of Value Captured by 20% of Firms." PwC 2026 AI Performance Study

"95% of enterprise generative AI pilot programs fail to generate measurable financial ROI." MIT report



Why we're so entranced

- From idea to something that runs in minutes
- Freedom from skill requirements and software knowledge
- Get rid of boring, repetitive work
- Gain knowledge faster

Anything is possible! (kinda)



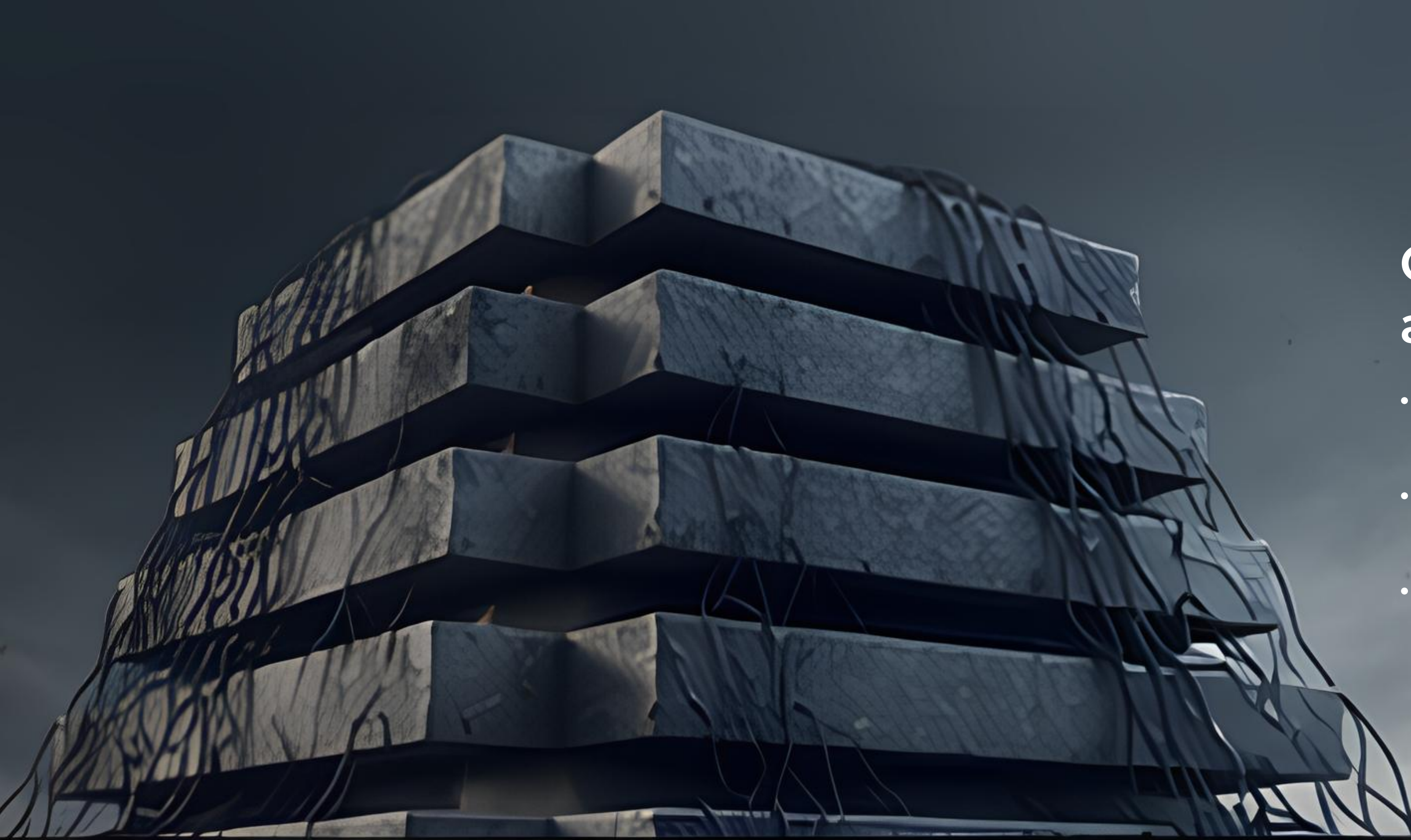
But it doesn't work that way for companies

- Everybody creating without structure drives chaos and out of control costs
- Personal productivity does not make big measurable business impact
- There are all sorts of walls non-developers run into when building with pure generative tools — integration, data store, AI memory, context....
- Companies take on all the risk and security challenges



The speed of change makes the path unclear

- Limitations of tools are unclear unless you use them regularly
- End of token subsidization is driving up costs
- The agentic push is not backed with solid gains
- Hype for the pure generative players is driving FOMO



Companies must evolve to gain value and advantage

- Few organizations have a strategy for how they will evolve to a “Creator Organization,” much less agentic
- Most organizations do not have a plan for how they will change to adapt
- Current processes cannot support the speed and volume



Becoming “A Creator Organization”

- Companies must get back to the fundamentals of investment where there is value
- Tools need to support how work is done, removing obstacles and friction
- Processes must be evolved to enable speed and the right level of freedom without improper risk
- Even if generation is \$0 cost, things must be updated, maintained, and evolved

Source: Forrester Implement Fusion Teams To Drive Measurable Success With AppGen And Low-Code Programs





AppGen & No-Code Platforms Fuel the Evolution

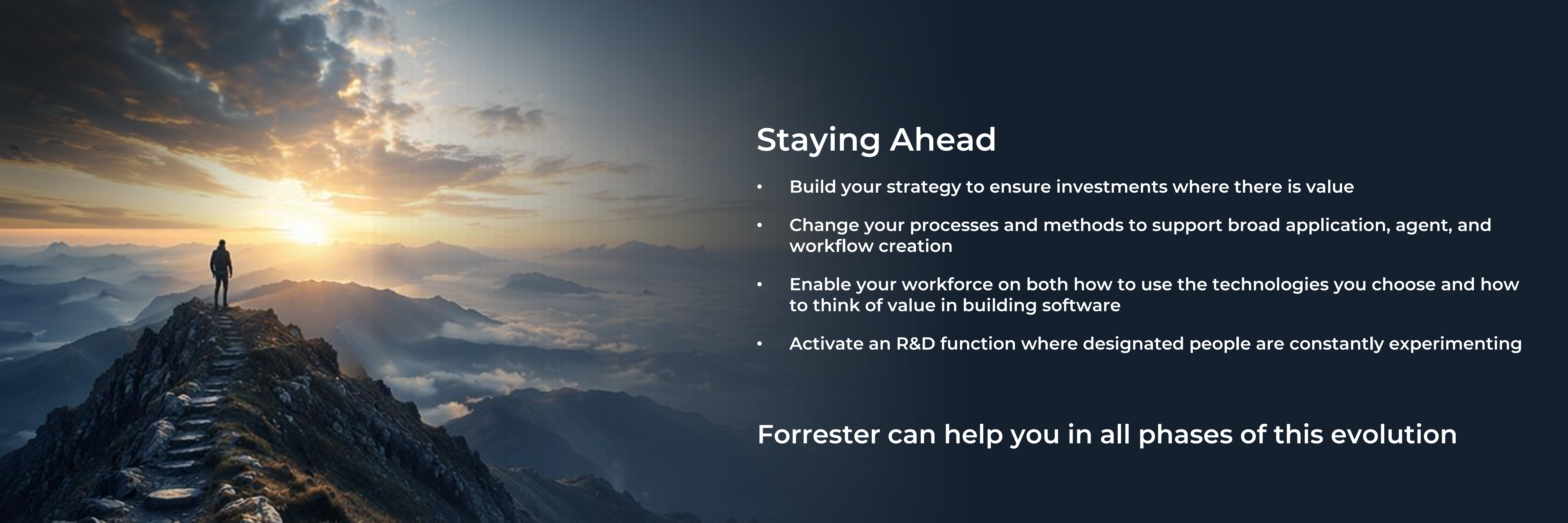
- They resolve the gap between generation and a running production solution
- They support citizen developer through to developer, providing a promotion path and enabling speed
- They provide guardrails, security, management, and governance
- They give the generative speed but into a scalable enterprise platform





Preparing for What's Next

- **System Generation** combining applications, agents, and workflows
- **Agentic SDLC & self-realizing systems**
- **Private-focused models**
- **Verticalized agent specialists**



Staying Ahead

- Build your strategy to ensure investments where there is value
- Change your processes and methods to support broad application, agent, and workflow creation
- Enable your workforce on both how to use the technologies you choose and how to think of value in building software
- Activate an R&D function where designated people are constantly experimenting

Forrester can help you in all phases of this evolution

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LinkedIn

Thank you!

I'm here for questions after the session!