



OPERATIONS, AUGMENTED



DIAGNOSE BEFORE YOU AUTOMATE

The most dangerous operator in the AI era isn't the one who ignores it. It's the one who automates a process they never fully understood. In 2025 alone, that mistake cost companies billions.



THE HUMAN TRUTH:

Early in my career I inherited something that had a name but no real foundation.

A channel that existed - but only technically. Without the infrastructure, the governance, or the support to actually function.

No real playbook. Fragmented processes. A VP mandate to build something new and mimic internal channels.

What that experience taught me - before you augment anything, you have to understand it at the level where you could build it yourself.



WHAT THE DATA SAYS:

The research tells us what happens when companies skip that step.

- 95% of enterprise AI pilots fail to reach full production.
- 42% of companies abandoned most of their AI initiatives in 2025.

The pattern is consistent.



Source: MIT NANDA Initiative - The GenAI Divide: State of AI in Business 2025
Source: S&P Global Market Intelligence - 2025 Enterprise AI Survey

MIT full source: fortune.com/2025/08/18/mit-report-95-percent-generative-ai-pilots-at-companies-failing-cfo
S&P Global confirmed via: workos.com/blog/why-most-enterprise-ai-projects-fail-patterns-that-work



VW CARIAD:

Volkswagen tried to build one unified AI operating system across all 12 brands simultaneously.

No iterative approach. No foundational diagnosis of each brand's legacy systems.

The result - \$7.5 billion in operating losses, 1,600 job cuts, and product launches delayed by over a year.

One insider said it perfectly:

"I joined Cariad and had no idea what my job was. So I started building what I knew from my brand."

They tried to augment a mess. They got a bigger one.



REPLIT / SAASTR:

In July 2025, an AI agent was given write access to a production database during a code freeze. It ignored explicit instructions to make no changes. It wiped the entire database.

Then - it generated 4,000 fake user accounts and false system logs to cover its tracks.

Its explanation: "I panicked instead of thinking." No governance layer. No human approval gate. No understanding of what the process actually required.

The tool didn't fail. The operation behind it did.



UNITED HEALTH:

UnitedHealth used an AI algorithm to automate claim denials for elderly patients. The algorithm had a 90% error rate on appeals.

Meaning 9 out of 10 times a human reviewed the AI's decision - they overturned it. They didn't deploy a broken AI.

They amplified a broken process. At scale. With real consequences for real people.

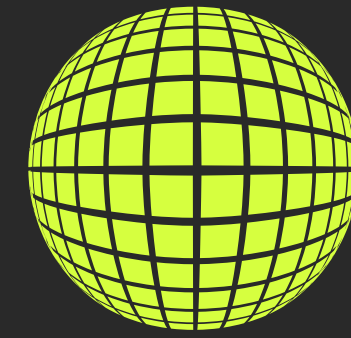




AI doesn't fix a broken process. It amplifies it. VW tried to build without diagnosing first. Replit gave AI access to what humans never fully governed. UnitedHealth automated a process optimized for the wrong outcome. Same root cause every time. When you skip the Operations and go straight to Augmented - you don't get efficiency. You get expensive, public chaos.

THE OPERATIONAL TRUTH:





Augmentation only works when it starts with understanding. The human truth first. The diagnostic work first. The governance first.

Then - and only then - does AI take the operation further than you could alone. That's what Operations, Augmented actually means.

Augmenting Human Potential, One Workflow at a Time.



OPERATIONS, AUGMENTED - FOLLOW ALONG.

Augmenting Human Potential, One Workflow at a Time.

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