



# How AI Is Reshaping IT Operations to Innovate Service Delivery

CIO Leadership Live Atlanta



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## How AI Is Reshaping IT Operations to Innovate Service Delivery



**Speaker**



**Jeff Baker**  
PwC Technology Managed Services Leader

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## Tension between AI hype and operational reality amidst broad uncertainty

< **12%**

Of CEOs have successfully decreased cost **and** grown revenue using AI

**56%**

Of companies are not seeing any upside from AI

**28%**

Plan to grow by partnering with tech companies over the coming three years



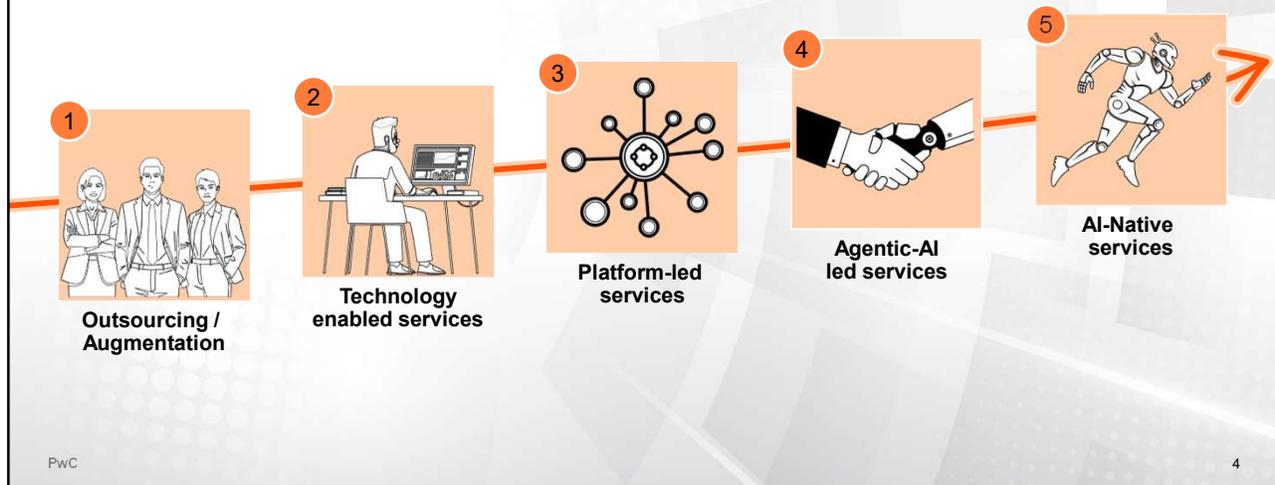
Source: PwC 29<sup>th</sup> Global CEO Survey: Leading through uncertainty in the age of AI, January, 2026

[url.pwc.com/s8YtePX](https://url.pwc.com/s8YtePX)

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## Approaching an Event Horizon for Services



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## From Outsourcing to “Agent Sourcing”

### Procurement

- Integrate innovation
- Maximize investment impact

### Responsible AI

- Bias
- Risk & Regulation
- Security
- Data Management

### New ways of teaming

- Team Engineers with Business
- Human "in the loop"
- Context Matters !

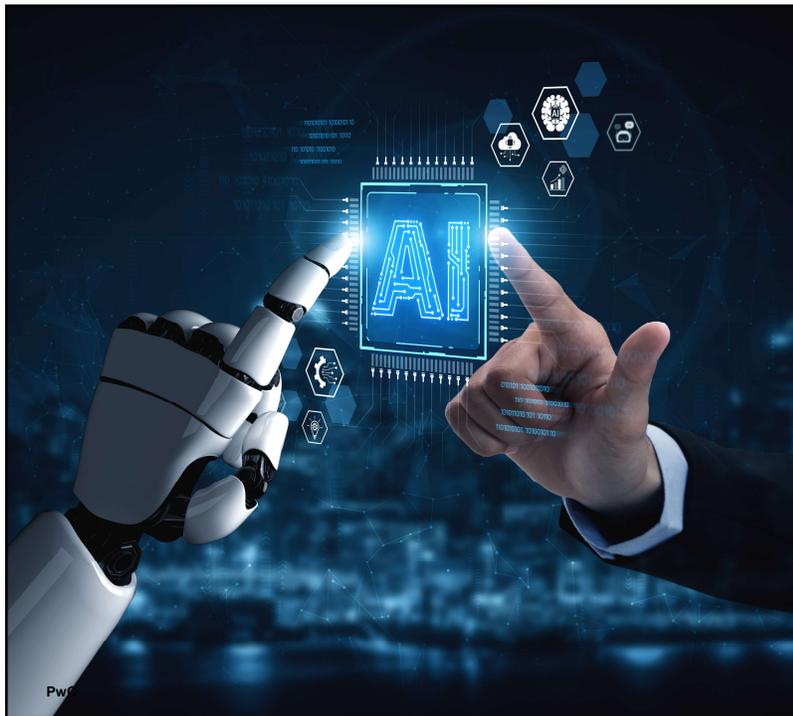
### Ownership of tech/IP

- Where does IP reside?
- Ensure clear ownership
- Ongoing Curation

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AI isn't just changing technology - it's changing delivery, trust, and the operating model of the enterprise

Organizations that embrace the shift early will move faster - and see value sooner

Agentic AI success is not about choosing the "right" framework. It is about mastering the lifecycle.

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# Thank you

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