Why should organisations consider early adoption and avoid being late movers?

	Early adopters	Late movers
Market position	Set industry benchmarks and gain first-mover market advantage.	Struggle to catch up and miss out on creating competitive advantage.
Innovation	Leverage AI to innovate business processes, deploy the AI solutions effectively and create differentiation.	Slow to innovate business processes and take full advantage of AI solutions to create differentiation.
Customer relationships	Build deeper customer relationships through personalised and newer experiences.	Play catch-up to match the personalised services of early adopters.
Operational efficiency	Streamline operations and reduce operational cost early on.	Higher lost opportunity cost due to late entry and adoptions.
Learning curve	Benefit from the initial learning curve and shape industry standards.	Miss out on early learning opportunities and industry influence.
Market share	Increase market share and profitability through early adoption.	Struggle to achieve similar market share.
Barriers to entry	Create barriers for competitors through deep AI integration.	Face higher barriers to entry due to established competitors.
Cost to entry	Pay relatively higher cost of entry and iterative test-and-learn due to new AI solutions.	Pay relatively lower cost of entry and lower learning and experiments.