MGI Research

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How Will Gen AI Impact Quote-to-Cash (Q2C)?

SUMMARY

The pace of innovation, disruption, hype and commoditization brought on by Gen AI is unprecedented in modern history. While the ultimate outcomes are still to be judged, Gen AI has already left an indelible mark on how society thinks about problem solving.

Gen AI has the potential to radically transform how businesses think about packaging, pricing, and selling their offerings. This combined set of business processes and functions is commonly referred to as the Quote-to-Cash cycle or Q2C. There is an already a broad expectation that Gen AI will have broad impact on most technology disciplines. This research report aims to spotlight the impact of Gen AI on Quote-to-Cash, the role that dynamic data infrastructure plays in ensuring Q2C excellence, and outlines the opportunities and the risks that enterprises should factor into their strategies.

INTRODUCTION

Adoption of Gen AI into Quote-to-Cash is at this point not a question of "if" but more of "when, how, and at what cost and with what level of ROI." Elements of Gen AI are entering the Q2C perimeter daily as features provided and/or sold by software suppliers and as capabilities developed by IT, finance, and operations teams. These are either as grassroots initiatives or elements of an overall Gen AI experimentation and strategy.

Gen AI will have a dual impact on Quote-to-Cash. First, companies will be challenged to support new offerings that have embedded AI capabilities, with many forced to re-tool to enable usage and outcome-based pricing, and as these will often initially be deployed as a means of price discovery. Second, enterprises will try to apply Gen AI to their selling and revenue management motions.

The full impact of Gen AI on Q2C should be viewed in context of various Gen AI adoption scenarios covering a spectrum of outcomes ranging from no impact, to modest change, to transformational disruption. Concerns about Gen AI performance, trust, precision, and cost persist and yet these factors generally fail to become impenetrable barriers to adoption. There is broad recognition that Gen AI is still at its earliest stages of evolution and will improve more rapidly than other technologies that in the past catalyzed major technological and business pivot points.

Q2C is one of the few strategic areas of impact when it comes to building a **durable competitive advantage**. Enterprises are best served to having a defined Q2C strategy and an execution **plan that can stand on its own**, even if the adoption of Gen AI falters or slows down.

DEFINITIONS: WHAT IS QUOTE-TO-CASH

A clear definition of what Q2C is and how it fits into the overall enterprise context is the first major milestone in formulating effective strategies that account for the full impact of Gen AI on Quote-to-Cash.

MGI Research defines Quote-to-Cash as a critical capability that unifies company sales performance and quoting efficiency and efficacy, with the ability to accurately process orders, provision services, meet commitments and service levels, bill clients, collect cash, and generate accurate and timely reporting.

Q2C is not a single enterprise application that an organization buys, but rather a capability that every company needs to master. It involves multiple processes, enterprise software tools and skillsets marshalled together to enable an orchestrated approach to pricing, packaging, selling, billing, collecting cash and recognizing, reporting and disclosing revenue.

There are several variations on the Q2C theme, including Order-to-Cash, Order-to-Revenue, Opportunity-to-Cash, Lead-to-Revenue, and Quote-to-Revenue. Most are similar in their intent but vary in terms of the inclusion or exclusion of the revenue management, recognition, reporting, and disclosure processes beyond actual cash collection.

QUOTE-TO-CASH IS DEAD – LONG LIVE PROSPECT TO DISCLOSURE!

Despite its long tenure, Q2C lacks distinction. Some organizations see it as a process that acts simply as a bridge from the front-office to the back-office. More progressive organizations increasingly look at Q2C as a core capability to be measured and continuously improved – with higher customer satisfaction and stronger financial results as the reward for improvements.

Q2C definition reflects a serial, batch-oriented process management that harkens back to the early 1980s, originally developed to support selling of physical goods. (see Fig. 1 below)

Figure 1 Classic Quote-to-Cash Cycle - Circa 1980s

MGI views Q2C as a capability comprised of many processes and tools and positions Q2C as a subset of the Agile Monetization Platform (AMP) reference model. Specifically, AMP spans sales and revenue operations from prospecting all the way through revenue recording, reporting, and disclosure (Prospect-to-Disclosure vs Quote-to-Cash). MGI AMP reference model is a peer-to-peer architecture whose best analogy is one of a living organism where each organ is responsible for a specific function and is connected to others through bloodstream and the nervous system (data and control planes - See Fig 2 below).

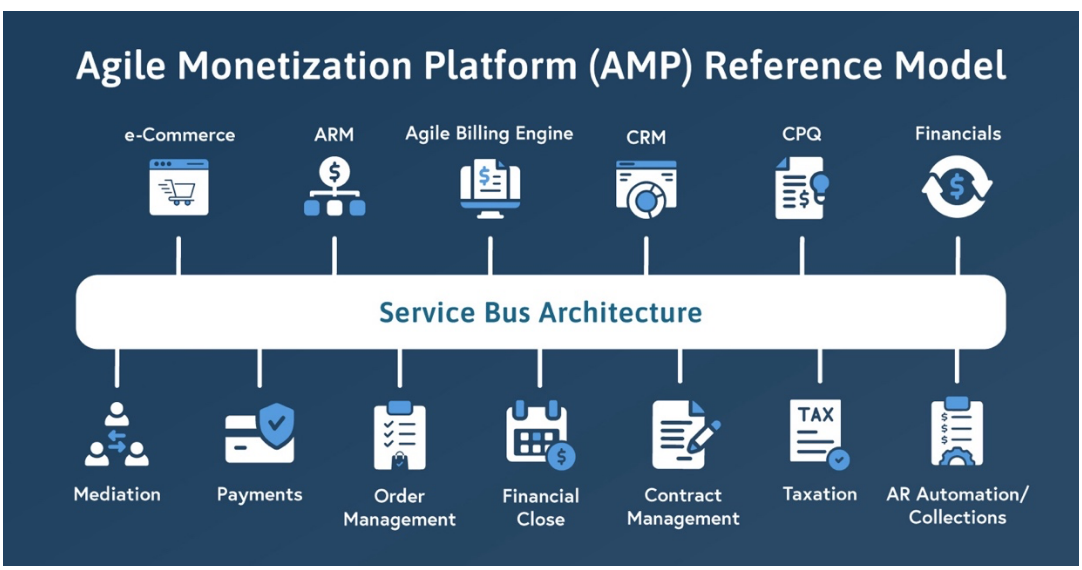

Figure 2 Agile Monetization Platform Reference Model

MGI AMP reference model positions monetization as a strategic capability rather than an operational process, recognizing that in digital markets, the ability of business, sales, and finance professionals to rapidly iterate on pricing and packaging (without the need to always involve IT) becomes a sustainable competitive differentiator. **While Q2C in its original form is primarily relevant for traditional physical product business models, the Agile Monetization Platform framework addresses requirements across a spectrum of physical, hybrid, and**

digital-first businesses and the emerging AI-driven economy, where usage patterns and value creation mechanisms are fundamentally different from traditional product-based commerce. In the context of Gen AI-driven business models, AMP is easily adaptable to incorporate agentic and other modern constructs.

Even without the impact of Gen AI, investment in Quote-to-Cash/AMP modernization remains a key avenue for maintaining a competitive edge. As important as it is to modernize core financials and HR systems, ultimately, these systems will not differentiate a business, but a unique, highly targeted, efficient, and effective go-to-market motion will. At a strategic level, every company has four primary objectives: revenue growth, profitability, customer experience, and risk management including governance and compliance. As a capability area, quote-to-cash hits all these areas – helps companies accelerate growth, improve profitability, enhance customer experience, and stay in compliance with regulatory mandates. Gen AI offers opportunities to potentially re-think and redefine quote-to-cash basic concepts, but enterprises are best served with strategies that ensure Q2C excellence, regardless of Gen AI impact.

HOW WILL COMPANIES COMPETE IN 2030?

When it comes to creating and maintaining a competitive edge, many organizations are hoping to leverage Gen AI to pull away from the competition, or at least to create enough defensive capability to sustain the current business model.

The term "AI-first company" is likely to lose its premium over time as nearly every company will have AI-first tools and capabilities. The competition focus will move away from just having an AI capability to how companies succeed with their go-to-market and operational excellence.

Most of the early adopters of Gen AI already struggle with pricing, packaging, and monetization of AI-centric solutions. Some AI features are being incorporated into existing systems at no charge, some translate into modest price increases for existing subscriptions, some will result in new stand-alone subscription-based products, and some will become available via a usage-based and/or outcome-based pricing mechanism. **MGI Research expects that between 2026 and 2028 a dominant (>75%) share of new product initiatives will be based on some form of usage-based pricing**. In a large part this trend will be driven by the need for price discovery—most organizations today do not have an extra 2-5% to add to their capital budgets just to pay for AI, so usage-based models offer an alternative that enables early adoption for users and a revenue source for vendors who want to avoid raising prices because of AI. This Gen AI-add-on phenomena will impact organizations broadly, well beyond just the tech companies.

Today only a modest proportion of global companies (<10%) have meaningful (>7 years) experience with consumption-based business models. In the digital domain, a shift to usage and/or outcome-based pricing (e.g., for Agents that can demonstrate immutable binary outcomes), represents a significant operating model disruption where companies are no longer operating with relatively predictable revenue and cost metrics, to one where both of these items become highly variable.

THE IMPACT OF GEN AI ON QUOTE-TO-CASH: OPPORTUNITIES AND RISKS

In today's markets, leading competitors can reprice, repackage, and relaunch offerings overnight. Generative AI promises to give mainstream enterprises the same speed and agility—producing quotes in seconds, personalizing prices on the fly, amending contracts in real time. Yet, **Gen AI will only deliver if the Quote-to-Cash engine runs on clean, dynamic, near or at real-time data.** Without clean data, companies risk providing mispriced quotes that cannot be fulfilled, overbilling, underbilling, being exposed for compliance violations, and public embarrassment—among many other issues. The companies setting the pace have already built horizontal, governed data layers, or intelligent usage data platforms to feed their AI-driven pricing, billing, and contract systems.

Most organizations still think of major systems initiatives in sequential procedural forms. Markets move in hours, days, and weeks, not quarters; competitors now have the ability to pivot pricing and product offerings overnight. Rate of change in the business is accelerating beyond what was planned by organizations 24 months ago. Business environments are moving from highly competitive to hyper-competitive. All these factors together with rapid and constant change and unpredictability can either spell doom for the unprepared or become a strategic competitive weapon for companies that have near real-time access to clean, accurate data. Regulatory environments are similarly volatile.

Change management is exponentially more important and challenging. Ability to react in an agile and consistent manner can often spell the difference between losing a customer or generating an earnings surprise. The strongest organizations will harness rapid change to their advantage by turning it into a competitive tool.

Gen AI has potential to fundamentally transform the business cadence by upshifting process velocity in a non-linear manner. Enterprises have an opportunity to meaningfully change how they approach every facet of Agile Monetization capability—from lead ingestion to dynamic CPQ to CLM, order management, billing, customer services, automated revenue management and forecasting. Agentic AI has mid-to-long-term potential to bring strategic benefits, but also a larger share of probabilistic rather than deterministic systems behavior.

The full impact of Gen AI on Quote-to-Cash is well beyond incremental gains in staff productivity, and is likely to be seminal, structural and long-lasting. Numerous forward-thinking organizations are actively re-thinking their core work patterns that have not changed since mid-1980s.

THE NEW GEN AI-BASED QUOTE-TO-CASH: NEW PROCESS + CLEAN DATA

Developing and bringing to market Gen AI-based initiatives will force companies to modernize their go-to-market and monetization strategies and motions and re-tool based on what modern AI-based tools can offer. Instead of recreating old processes and approaches with Gen AI, leading organizations today are already creating fundamentally new approaches to how to solve old problems in novel ways with today's tools.

The across-the-board re-thinking and renovation of Q2C will open up many new opportunities but is also laden with significant risks, the most notable amongst them is data quality, timeline, and velocity.

MGI Research expects the impact of Gen AI on Quote-to-Cash to materialize across two key categories:

- Business Practices: Redefinition of core Q2C business practices
- Technology: Increased automation of Q2C technology, including productivity enhancements

Success along both of these dimensions depends on data—more specifically clean, dynamic data. **Dynamic pricing, usage pricing, outcome-based pricing, all these business constructs rely on multiple, often incompatible data sources that are un-normalized and moving at different speeds. Attempts to harmonize these data channels using 1990s-vintage ETL tools is hardly the approach suitable for the Gen AI moment.**

There are deep structural reasons behind the importance of data in Quote-to-Cash in general and specifically when injecting Gen AI into the process and the most important one is trust. **Trust is the currency of Gen AI and especially Gen AI applied to critical business processes like Quote-to-Cash.**

Q2C is a domain where trust and auditability are paramount. Finance and to a smaller extent sales processes are largely deterministic – designed to follow precise rules, calculations and policies. **This is an area where trust is non-negotiable. And trust rests on a fragile foundation: data quality.** Gen AI, with its appetite for massive, continuous, and contextual data, multiplies the burden. Without clean data at scale and at speed, AI-enabled Q2C adoption will falter—or produce outputs that cannot be trusted by auditors, regulators, or customers. **Gen AI can multiply productivity but it can also amplify dirty data impacts 100X, increase revenue leakage, impact gross and operating margins and make reporting, forecasting and disclosure very challenging.**

IMPACT OF GEN AI ON PRICING: FROM STATIC LISTS TO CONTINUOUS DISCOVERY

Fundamental Shift: **With Gen AI, pricing could stop being a quarterly committee decision and become a** continuous, AI-driven discovery process. Pricing and product professionals can have near real-time updates of supply, demand, and competitive metrics summarized and brought forward for decision-making. Instead of static lists or once-a-year adjustments, Gen AI can enable *live market calibration*:

- **Dynamic Margins:** AI agents ingest real-time signals—usage, competitive activity, customer sentiment, macro data—to continuously propose optimal price points and provide scenario-based pricing simulation. Clean, multi-attribute data is critical in this context

- **Personalized Prices:** Models can tailor prices at the account or cohort level, reflecting actual value delivered. Historically, organizations are comfortable with standard price lists and see custom pricing for every deal as a weakness, evidence of a lack of sales discipline and poor product management. Given accurate data feeds, Gen AI tools could help sales teams generate personalized prices that align with past history, current conditions, contract status and other factors.
- **Cost-Plus Transparency:** As AI-infused products carry variable compute and data costs, Gen AI could empower deal desks and revenue teams to transparently align pricing to input costs, adjusting in near real-time. This could help boost gross margin consistency and elevate EBITDA metrics.

Opportunities: Gen AI can upend traditional philosophies of highly standard pricing with slight variations controlled via CPQ and offer companies true personalization on a massive scale.

- **Outcome-Based Models:** Gen AI can measure outcomes (e.g., reduced churn, increased conversions) and tie pricing/recognition to delivered value. This will initially materialize primarily for scenarios with no potential for outcome dispute (binary agents).
- **Micro-Entitlement Models:** Entirely new monetization forms like micro-pricing (per transaction, per feature, per outcome) that humans cannot maintain and track at scale. Gen AI can help bring micro-monetization to the masses at per-API call, per-feature, or per-transaction granularity—a capability that only a few large companies could previously afford.
- **Market Simulation:** AI runs thousands of "what-if" pricing and packaging experiments in parallel, surfacing profitable new models fast, including pricing and packaging changes, taking collections and card payment efficacy into account.

Risks: Without clean data and governance, Gen AI may set unsustainable discounts, create quotes that cannot be fulfilled or don't match client needs, trigger accusations of price discrimination, or run afoul of antitrust/fairness regulations.

IMPACT OF GEN AI ON PACKAGING: FROM BUNDLES TO CONFIGURABLE, AI-OPTIMIZED OFFERS

Fundamental Shift: **For digital and hybrid goods and services in particular, packaging becomes** adaptive and dynamic, rather than exclusively built around pre-set SKUs. Competitively, this can provide companies with a discernable advantage. Physical goods can also benefit from a more up-to-date packaging intelligence:

- **Configurable Portfolios:** AI analyzes buying patterns and generates "just-for-you" bundles, tested in near real time.
- **Continuous A/B/AI Testing:** Packaging strategies can be auto-experimented, with AI spinning up new variants and measuring revenue lift.
- **Feature-Level Monetization:** Instead of fixed editions, Gen AI allows outcome-based packaging—pricing for features most correlated with customer value.

Opportunities: Packaging strategies that change as customer usage changes (e.g., "AI-detected growth stage" bundles).

Risks: Packaging churn could confuse customers and overwhelm sales, product marketing and support if not carefully orchestrated.

IMPACT OF GEN AI ON SELLING: FROM HUMAN-LED TO HUMAN + AGENT TEAMS + DATA

Fundamental Shift: Selling is no longer only human-to-human or self-service PLG (Product-led Growth). **Gen AI can enable hybrid sales motions where Gen AI agents can handle routine tasks independently—e.g., manage sales follow-up, answer basic customer questions and analyze prospect interactions.** Professionalism of sales management can be elevated by offering tools to monitor sales training (e.g., implementation and testing of sales methodologies), and day-to-day sales performance management**:**

- **Speed:** Sales cycles compress by anywhere from 10% to 50%, even for complex products.
- **Work Patterns:** Share of routine tasks in sales declines by 30% to 90% across all types of activities: prospecting, qualification, follow up, quoting and contract drafting, execution, fulfillment, renewal, and order assurance. Gen AI is not likely to replace human sales teams, but future sales orgs will be based around humans + agents + data.
- **Cross-Functional Loops:** Gen AI can help build bridges amongst sales, finance, legal, and ops by feeding the same mediated data into all functions.
- **AI Agents:** Suggest deal structures, draft proposals, and surface playbook insights based on a specific customer context. Analyze prospect interactions, sales team performance, efficacy of sales strategies and methodologies.
- **AI Frontlines:** Conversational agents engage earlier in the funnel, qualifying leads, running discovery, even co-negotiating more complex deals.
- **Managerial Leverage:** Sales leaders shift from pipeline reviewers to AI-assisted orchestrators, managing exceptions, doing deep dives of sales performance and opportunity intelligence.

Opportunities:

- **24x7 Selling**: "Always-on sales engines" that prospect, qualify, and propose 24/7. New go-to-market models (e.g., AI-led digital-only sales channels).
- **Dynamic Pricing at Scale:** Entirely new "perishable monetization windows**"** (e.g., pricing dynamically for a 1-hour demand surge).

Risks: AI-driven outreach risks being perceived by customers as impersonal or manipulative when transparency is not maintained. Although Generative AI models are highly effective at aggregating established information, their propensity to default to "average ideas" may diminish efficacy in sales environments where originality and creative differentiation are essential."

IMPACT OF GEN AI ON BILLING AND COLLECTIONS: SUCCESS ASSURANCE

Fundamental Shift: Billing evolves to an even more important critical system of record for abstracting the current state of the financial relationship with customers. Gen AI provides new ways to improve transparency and currency of real-time billing data, acting as a tool of assurance:

- **Spotlight on Data:** Increasing share of usage-based and outcome-based pricing (e.g., for binary agents) spotlights requirements for clean current data across all data channels.
- **Continuous Assurance:** Gen AI proactively synchronizes billing, contracts and orders, quotes and revenue recognition, monitors for data quality issues, and revenue leakage.
- **Adaptive Payment & Collection Terms:** AI tailors collection strategies—flexible payment plans, personalized dunning communications—based on predicted risk.
- **Customer-Centric Invoicing:** AI brings industrial scale invoice customization to the masses to SME organizations, dynamically formats invoices to customer preferences (roll-ups, languages, currencies), lowering friction, and offering sales opportunities.

Opportunities: Continuous quality control, data reconciliation, faster implementations, easier more effective billing support that directly integrates with customer support, higher level of confidence in financial data, faster closes, and unqualified audits.

Risks: Without clean data and the ability to trace back and audit each transaction, revenue leakage could balloon and customers may lose trust in invoices, thus increasing billing disputes. Audit and customer trust can be at risk if customers cannot reconcile live AI-generated invoices with agreed terms.

IMPACT OF GEN AI ON REVENUE RECOGNITION: PATH TO CONTINUOUS FINANCIAL CLOSE

Fundamental Shift: Revenue recognition becomes AI-assisted and AI-driven, contract- and event-driven:

- **Contract Intelligence:** AI extracts obligations and allocates them across rev-rec schedules automatically.
- **Usage-Linked Recognition:** Event-level mediation (Mediation 2.0) feeds directly into recognition rules, enabling real-time P&L visibility. Can make complex revenue models (pre-paid and post-paid) on an industrial scale available to even SME organizations.
- **Predictive Closes:** AI forecasts the impact of contract amendments, renewals, or usage spikes on current/future revenue. Can provide real-time revenue impact visibility for every actual and potential transaction even prior to period close.

Opportunities: Near-real-time and/or continuous financial closes, predictive revenue assurance, and data-rich, granular reporting for stakeholders, increased confidence in fiscal results.

Risks: Success here is completely a function of a robust data platform that can deliver clean data on time and in the right format and importantly, as a standalone capability that is independent of any downstream application consuming this data. Gen AI may be capable of generating sophisticated revenue management solutions, but it will take time for finance and business professionals to develop trust. Regulators/auditors may reject opaque AI logic if not paired with immutable audit trails and explainable rule frameworks.

THE DATA IMPERATIVE: CLEAN DATA AT SCALE AND AT SPEED

MGI's "Dirty Data Kills!" research report highlighted the detrimental and potentially catastrophic impact of dirty data on Q2C. **Gen AI does not reduce the burden of data hygiene, it multiplies it multi-fold**: no amount of automation or model prowess can compensate for polluted, late, or incomplete data. When thinking about building a dynamic data capability to aid in Gen AI adoption, five key constraints dominate:

- **Scale of Input**: Product catalogs, entitlements, usage events, contract terms, pricing rules, and transactional histories must be complete and consistent.
- **Data Velocity**: Usage-based and dynamic pricing models demand near real-time ingestion and transformation.
- **Data Complexity and Contextual Integrity**: Governance over product/pricing hierarchies and entitlements is mandatory to prevent invalid configurations.
- **Change Management**: Ability to manage change in a controlled manner. This applies to data as well as to LLM version control—just automatically installing a new version of an LLM could potentially change data and outcomes.
- **Auditability, Reversibility, Non-Repudiation**: Similar to a cyber-security context, these trust-focused capability elements can help minimize Gen AI adoption risks and increase customer and internal trust in Gen AI enabled Q2C solutions. As AI shifts from recommendations to execution (e.g., tier adjustments, credits, amended invoices), Q2C leaders must require immutable, explainable audit trails for every AI-initiated action. Without traceability back to clean source data, finance and audit will challenge outputs and adoption will stall.

Organizations that are serious about injecting Gen AI into their Quote-to-Cash capability should invest into a robust data mediation capability. The MGI Research report defining the so-called Mediation 2.0 provided a blueprint for what a robust dynamic data layer may need to be for Quote-to-Cash. With evolution of Gen AI in Q2C, Mediation 2.0 architecture attains an even greater importance: a real-time, scalable, intelligent mediation layer that transforms raw events into accurate, auditable, monetizable records. If mediation is clean and timely, Gen AI can power price discovery, anomaly detection, and automated billing. If mediation is late or dirty, Gen AI amplifies noise, not signal. Gen AI capabilities can add value to data mediation approaches—e.g., by spotlighting inconsistencies, dealing with exceptions (Agentic AI applications) and building analytics that do not fit into pre-defined rules.

PRACTICAL REALITY CHECK: THE TOP 10 OF GEN AI IN Q2C

Adoption of Gen AI into Q2C is not going to be a straight path. This is a technology that is changing every day and carries significant risks, including scenarios that see Gen AI disillusionment and rejection. When planning for Gen AI in Q2C, organizations should account at least the following considerations in their strategy and planning:

1. **Hallucinations & Inaccuracies**: LLMs can and will make mistakes. Sometimes AI will solve a very complex problem elegantly, only to fail at a simple task that it had previously tackled accurately. Result consistency (same input, same context, same output) is still a challenge for Gen AI, although it is rational to expect this aspect to improve over time. Keep humans in the loop for customer-facing and financial artifacts; require validations before posting.
2. **Privacy, Security, Governance and Customer Data Segregation**: Establish AI governance (policy, risk reviews), security controls, and compliance monitoring from day one. Segregate sensitive data; enforce prompt and output filtering; log and monitor all AI access/events. There is nothing more that customers hate than to find out that someone used their data to train an LLM—even if the data is anonymized. Security remains a serious challenge as testing shows numerous vulnerabilities in agentic flows.
3. **Bias & Explainability**: Audit models; use interpretable summaries for price/credit decisions; document rationale. Develop clear test cases and automate testing leveraging Gen AI in building out test inputs and outputs. Seek independent skilled resources to help validate and challenge Gen AI setups.
4. **Integration & Data Quality**: Invest in master data, event pipelines, and schema governance before scaling AI use cases. Invest into a robust data mediation capability to enable usage and outcome metering and rating as well as audit.
5. **Regulatory Readiness**: Use Gen AI to create continuous tracking of emerging AI/industry regulations; ensure customer disclosures and controls meet industry best practices.
6. **Start Narrow**: Pilot concrete use cases (quote drafting, invoice validation, usage anomaly detection) with KPIs (cycle time, error rate, DSO).
7. **Fund the Data Layer**: Prioritize Mediation 2.0, product/pricing master data, and near-real-time pipelines; treat data as a product.
8. **Build Guardrails**: Define Gen AI autonomy thresholds, approvals, and rollback procedures; require immutable audit trails for AI actions.
9. **Human-in-the-Loop**: Mandate human review for high-risk artifacts; capture feedback to fine-tune models and prompts.
10. **Measure & Iterate**: Continuously benchmark AI vs. human baselines; expand only when value and control objectives are met.

BOTTOM LINE: A STEP-CHANGE, NOT JUST AN INCREMENT

Quote-to-Cash remains a key area that enterprises can leverage as a competitive differentiation tool. Under any scenario, investment into Q2C is likely to drive above average ROI and help drive attainment of meaningful corporate objectives such as growing revenue, improving profitability, and customer satisfaction and lowering corporate risk.

Over the next three to five years organizations will be attempting to modernize their own offerings to include Gen AI capabilities, while also trying to apply Gen AI to their selling and revenue management motions. The first initiative will increasingly push companies to grow their competency with usage and outcome-based pricing methods. The second initiative has the potential to upend well-established conventions.

Gen AI applied to Q2C can potentially generate significant new outcomes, well beyond just staff efficiency improvements Gen AI doesn't just make existing Q2C workflows faster. It changes the physics of monetization. The impact is likely to be structural, transformative, and durable, including a re-thinking of how organizations price, package and sell their offerings, questioning many established assumptions about price lists, product catalogs, and mass customization among others.

Success in both of these endeavors' rests on one foundation: clean, mediated, quality checked, auditable data at industrial scale and at speed. Trust is the currency of Gen AI and is a direct function of clean dynamic data. Companies that invest here will unlock new pricing models, faster closes, new revenue streams, and increasingly leverage agility as a competitive tool. Those that don't will find Gen AI adoption perpetually questioned and at risk of failure.

It is often said that Gen AI will not replace humans in the value chain, but humans with Gen AI tools and skills will. What is missing from this statement is clean data. Without clean data and systems to source, normalize, cleanse, and synchronize such data at scale, companies risk amplifying small data defects into massive loss of trust. The replacement team is likely to be Gen AI + humans with Gen AI skills and tools + dynamic data and systemic tools and approaches to ensure data quality, currency and velocity.

Select Research References from MGI Research:

- **Dirty Data Kills!**
- **Mediation 2.0: Taking on the Data Challenge in Agile Billing**
- **What is an Agile Monetization Platform (AMP)?**
- **Q2C Success: How to Achieve Excellence**
- **Quote-to-Cash** is **"Dead"**

