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Enate vows to help regulated businesses realise their AI ambitions

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Enate has set out its mission to help corporate service providers in regulated industries get AI working in live operations, rather than stuck in pilot mode. The company's evolved offering and refreshed brand are built on the concept of people, processes and AI, working as one.

The move follows HFS Research and Genpact's June study, The $18 Trillion Opportunity, which puts the recoverable value locked up by process debt across the Global 2000 at $7.7 trillion. The same research found that 85% of leaders say these process debts are actively limiting their AI value, and more than half have no funded plan to address them. Boards are pushing hard for AI, yet the architecture to support it isn't good enough for the job.

Felipe Araya, Global Head of Operations at TMF Group, recently told Diginomica: "Organizations are struggling with AI as they don't have any processes underneath, yet a lot of boards are pushing for AI. If you have a process and you are specific about what AI will solve in that process, you will sign fewer checks, and you will see the ROI sooner."

What most operations lack is an orchestration layer that co-ordinates their people, systems and AI agents so the work stays visible and controlled from end-to-end. Fortune Business Insights estimates that the orchestration market is worth $13 billion in 2026, growing to $61 billion by 2034. Enate is built to fill this operational gap so that customers can achieve their AI goals and deliver better services.

"We already know what closing the operational gap looks like, because our customers are doing it," said James Hall, CEO of Enate. "Orchestration is the piece that turns a promising AI pilot into an operation you can deploy safely, and at scale. Get that right and AI stops being a project and starts being the norm of how work actually gets done."

Enate gives teams one place to see every task, request and case, and route each one to the right person or AI agent, with an audit trail and built-in governance. It connects to agents built on Anthropic, OpenAI or Microsoft Copilot as well as customers' own models, and works alongside an existing tech stack rather than replacing it. Since using the platform, TMF Group reports a £32M margin improvement.

Enate's positioning also makes a case for what AI adds rather than what it removes. "We always hear about what you can cut with AI, but I think the value really lies in what you can add in," James says. "Free your people up for the things humans are good at, judgement and the client relationship, and you get better work out of them and better service for the client. Revenue grows without the cost base growing with it. That's the future of good services, and we predict that within 5 years human and AI agent augmentation will be the norm, with firms selling services they can't staff today."

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