How to Calculate Business Value and Cost for Generative AI Use Cases — Methodology Review

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Document control

Field	Value
Document ID	DODONE-EXT-010
Originating publisher	Gartner
Source publication	25 March 2025
Research cut-off	31 October 2026
Status	Independent source review — not an external audit
Publication type	Restricted analyst research framework
Source policy	Original public material only; no Dodone adaptation
Full source links	See section 14

Executive summary

Gartner publicly describes a framework intended to help AI leaders estimate value and total cost for eight common generative-AI enterprise use cases. The reviewed public landing page lists its purpose, analysts and an outline of the full research, but not the detailed calculation method.

Scope: Estimate business value and total costs for eight common enterprise GenAI use cases.

Important: This paper documents published source material only. A missing equation or input is reported as not available in the reviewed sources; no substitute model or artificial worked example has been created.

1. Purpose and scope

Estimate business value and total costs for eight common enterprise GenAI use cases. This paper is an independent explanatory analysis of published methodology; it is not endorsed by the originating publisher.

2. Counterfactual and baseline

Not publicly available in the reviewed source listing. The abstract establishes use-case cost/value estimation but not the specific baseline measurement method.

3. Published model inputs and variables

- Total cost and potential business value for eight common enterprise generative-AI use cases (high-level purpose described).
- Specific use-case identities, variables, units and input ranges: not exposed in the public abstract.

4. Cost methodology

The abstract says the full research provides total-cost estimates. It does not disclose which cost line items, annual assumptions or allocation methods are employed.

5. Benefit and value methodology

The abstract says the full research provides value estimates. The categorisation, attribution rules and valuation equations are not visible in the public record.

6. Published formulas and calculation logic

- Not publicly available in the reviewed sources.

7. Publisher-reported worked examples or results

Not publicly available in the reviewed sources.

8. Sensitivity, attribution and uncertainty

The abstract does not disclose uncertainty, sensitivity or confidence calculation methods. The full report may contain them, but was not available in the public record reviewed.

9. Author-scope qualifications and methodological limitations

- The full report is access restricted; the publicly accessible record is an abstract and section listing.
- No responsible claim of numerical reproducibility can be made from the abstract.

10. Independent reproducibility assessment

Not possible from the public abstract. This is a documented access limitation, not a claim that Gartner did not produce such detail.

11. Public-information gap register

Information unavailable or incomplete	Source review status
All explicit input definitions, formulas and default assumptions: not publicly available in the reviewed abstract.	Not publicly available / insufficiently specified in reviewed source
Detailed risk handling and source case examples: not publicly available in reviewed abstract.	Not publicly available / insufficiently specified in reviewed source
Full text requires Gartner research access.	Not publicly available / insufficiently specified in reviewed source

12. Independent reviewer observations

These observations address verifiability and scope; they are not additions to the publisher's financial method.

Confirm each numerical claim against the original publication before relying on it for an investment decision. Do not treat conceptual frameworks or opportunity estimates as if they were a reproducible company-level ROI algorithm.

Do not fill source gaps using assumed discount rates, value multipliers, proprietary weights, industry benchmarks, model code or synthetic test fixtures. An independent audit of calculations is possible only where sufficient primary data and methodology are disclosed.

13. Audit and publication checklist

- Primary publisher and publication dates have been identified.
- Source-specific equations are separated from descriptive process narratives.
- All author-reported numerical examples are identified as publisher examples.
- Unavailable parameters and proprietary elements are explicitly marked.
- No Dodone adaptations or fabricated examples have been introduced.
- Claims of complete numerical reproducibility are limited to publicly verifiable material.

14. Original source links and attribution

The following are the original publisher resources reviewed. Each link is clickable in the PDF and editable Word file.

S1 — Gartner research listing (document 6294515) — https://www.gartner.com/en/documents/6294515

Research cut-off: 31 October 2026. Access conditions and source text may subsequently change.

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