Enterprise AI ROI Value Framework — Methodology Review

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Document control

Field	Value
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Status	Independent source review — not an external audit
Publication type	Four-stage qualitative maturity and measurement framework
Source policy	Original public material only; no Dodone adaptation
Full source links	See section 14

Executive summary

Atlassian frames enterprise AI value in four maturity stages: exploring, optimising, enhancing and transforming. The recommended measurement emphasis shifts from adoption to efficiency, quality and innovation as AI becomes embedded into workflows and business models.

Scope: Choose appropriate value indicators as AI use develops from exploration to enterprise transformation.

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

Choose appropriate value indicators as AI use develops from exploration to enterprise transformation. This paper is an independent explanatory analysis of published methodology; it is not endorsed by the originating publisher.

2. Counterfactual and baseline

Atlassian recommends before-and-after workflow measures at the optimisation stage and comparison of error and customer-outcome trends at the enhancement stage. It does not specify one common counterfactual or financial control method for all stages.

3. Published model inputs and variables

- Exploring: employee experimentation, pilot breadth, training participation and experimentation investment.
- Optimising: time saved, cycle time, throughput, automation rate and cost avoidance.
- Enhancing: errors, rework, compliance adherence, customer satisfaction, escalation and resolution.
- Transforming: new products/features, intellectual property, incremental AI-related revenue/margin and market expansion.

4. Cost methodology

Exploration effort, tools, pilots, vendor/contractor avoidance and programme investments appear among suggested indicators. The guidance is not a full technology total-cost-of-ownership calculation.

5. Benefit and value methodology

The benefit categories progress from adoption to efficiency, quality and business-model innovation. The paper emphasises measuring the outcome relevant to the organisation's present stage rather than forcing a single early financial metric.

6. Published formulas and calculation logic

- No single published ROI financial equation is defined; the four stages are a measurement taxonomy.

7. Publisher-reported worked examples or results

The reviewed article provides example KPI categories and signals, not a fully specified numerical enterprise ROI case.

8. Sensitivity, attribution and uncertainty

The guidance highlights that isolated employee productivity can be misleading when output quality or collective workflow changes are not measured. It does not prescribe statistical risk intervals or an uncertainty distribution.

9. Author-scope qualifications and methodological limitations

- Maturity classification does not itself compute monetary return.
- Stages are conceptual and depend on organisational interpretation.
- No official equation for combining adoption, efficiency, quality and innovation into one ROI number.

10. Independent reproducibility assessment

High for conceptual four-stage framework and KPI examples; numeric ROI reproducibility not applicable.

11. Public-information gap register

Information unavailable or incomplete	Source review status
Numerical ROI formula and full calculation parameters: not published.	Not publicly available / insufficiently specified in reviewed source
Industry defaults, economic coefficients and numerical worked case: not published.	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 — Stop guessing at AI ROI: A four-stage framework for real results — https://www.atlassian.com/blog/strategy/enterprise-ai-roi-framework

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

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