

The **5%** Solution for AI Content Creation

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Where's the ROI in AI?



Where's the ROI in AI?

AI has been the largest driving force behind technology advancements over the past few years. Yet, a recent MIT study found that roughly 95% of generative AI pilots fail to deliver on their value.¹

Your projects should be in the other 5%.

The key is to avoid the pitfalls. AI often gets too complex to integrate and rarely works seamlessly with user workflows.

These roadblocks have even affected one of AI's most promising use cases: content creation and management. Despite being among the first and most obvious applications for generative AI, content-focused pilots still

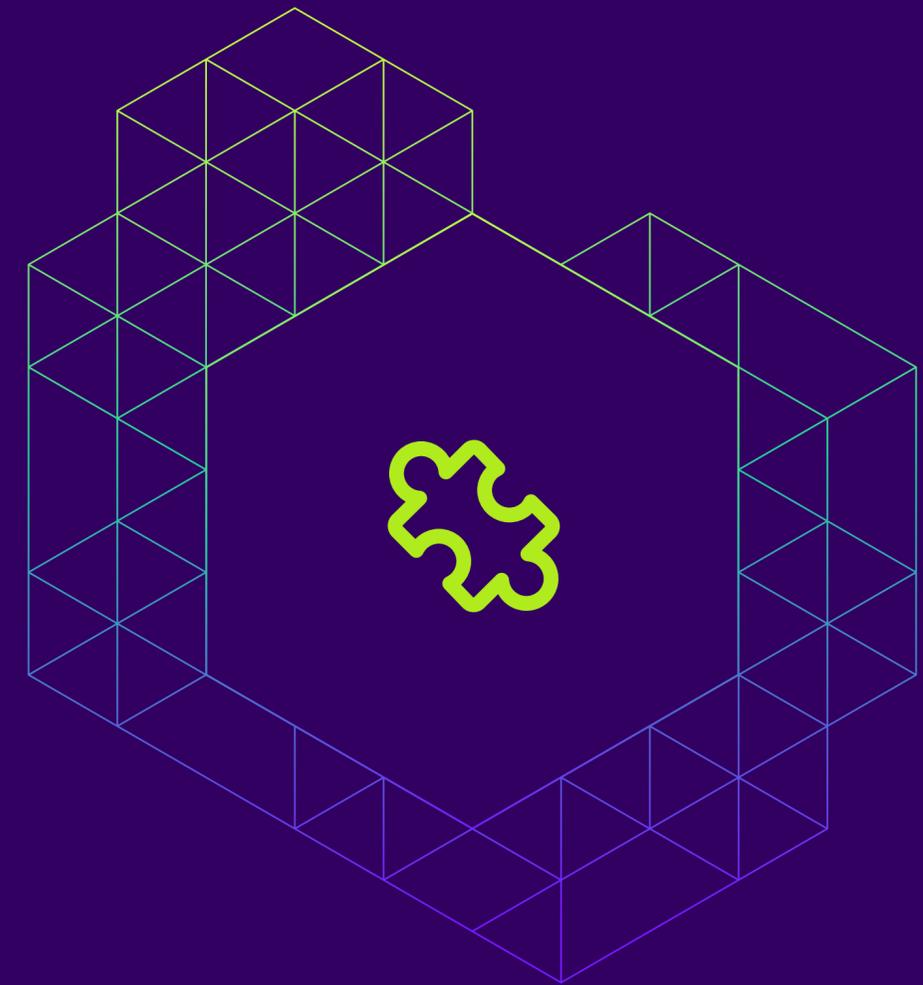
face integration hurdles, poor workflow alignment, and haphazard user adoption. But content creation is ubiquitous for any organization, so solving these challenges can have an outsized impact.

In this eBook, you'll discover the main issues with the AI content creation process, why consolidation can solve these points, and the benefits you'll see from consolidating your content workflows.

1. "MIT Report: 95% of Generative AI Pilots at Companies Are Failing," Fortune.
<https://fortune.com/2025/08/18/mit-report-95-percent-generative-ai-pilots-at-companies-failing-cfo/>
(accessed October 2025).

Chapter 2:

The Failure Points in AI Content Creation



The Failure Points in AI Content Creation

When generative AI had its breakout moment, people immediately saw its potential for content creation. You could generate outlines or even full drafts, research information, or polish final versions. Businesses expected industry-redefining productivity increases as a result. Yet, they soon tempered expectations as the reality failed to meet the promise. Using generative AI for content turned out harder than initially thought.

Disconnected toolsets and broken workflows

Whether it's customer-facing materials, internal corporate communications, or writing reports, businesses run on content. Everyone across the team can use an assist.

But while AI should improve productivity, it often fragments workflows, making speed and quality improvements an uphill battle. To produce a finished piece, employees might use:

- Multiple AI chatbots such as Gemini, ChatGPT, and Claude
- Grammar checkers like Grammarly or ProWritingAid

- Content summarization tools like Perplexity or QuillBot
- Optimization tools like Surfer SEO or Frase

That's a lot of tab switching (and payment overhead with 4+ tools) simply to create a piece of content. Plus, you get inconsistent results, as no two AI tools answer the same way. Disjointed workflows lead to disjointed results.

Shadow AI

According to Microsoft, 71% of employees have used unapproved AI tools on the job.² Doing this can introduce problems such as:

- Software vulnerabilities that cyberattackers can exploit
- Potential compliance breaches, typically by sharing protected information in third-party applications
- Network strain

2. "Microsoft Says 71% of Workers Have Used Unapproved AI Tools at Work—And It's a Trend That Enterprises Need to Crack Down On," ITPro. https://www.itpro.com/technology/artificial-intelligence/microsoft-says-71-percent-of-workers-have-used-unapproved-ai-tools-at-work-and-its-a-trend-that-enterprises-need-to-crack-down-on?utm_source=chatgpt.com (accessed October 2025).

If businesses want to maintain strong governance, limiting the use of unauthorized AI tools is absolutely imperative.

AI hallucinations

When creating content, you want high-quality, factually accurate output. Yet, pure-play generative AI models can get things wrong. These tools don't "know" anything; they predict the next word in a sentence. Making these inferences means it can be way off (and lack originality in its responses).

These hallucinations slow down adoption, lead to errors seeping through, and put speed bumps on productivity gains. You can cut down on hallucinations by giving AI models more context via document uploads or links and by enabling users to check citations for accuracy. Establishing clear AI guardrails, such as policies and systems that ensure responsible, accurate output, also helps keep these models reliable.

Time-consuming implementation

Integrating AI in your organization takes a lot of time and effort.

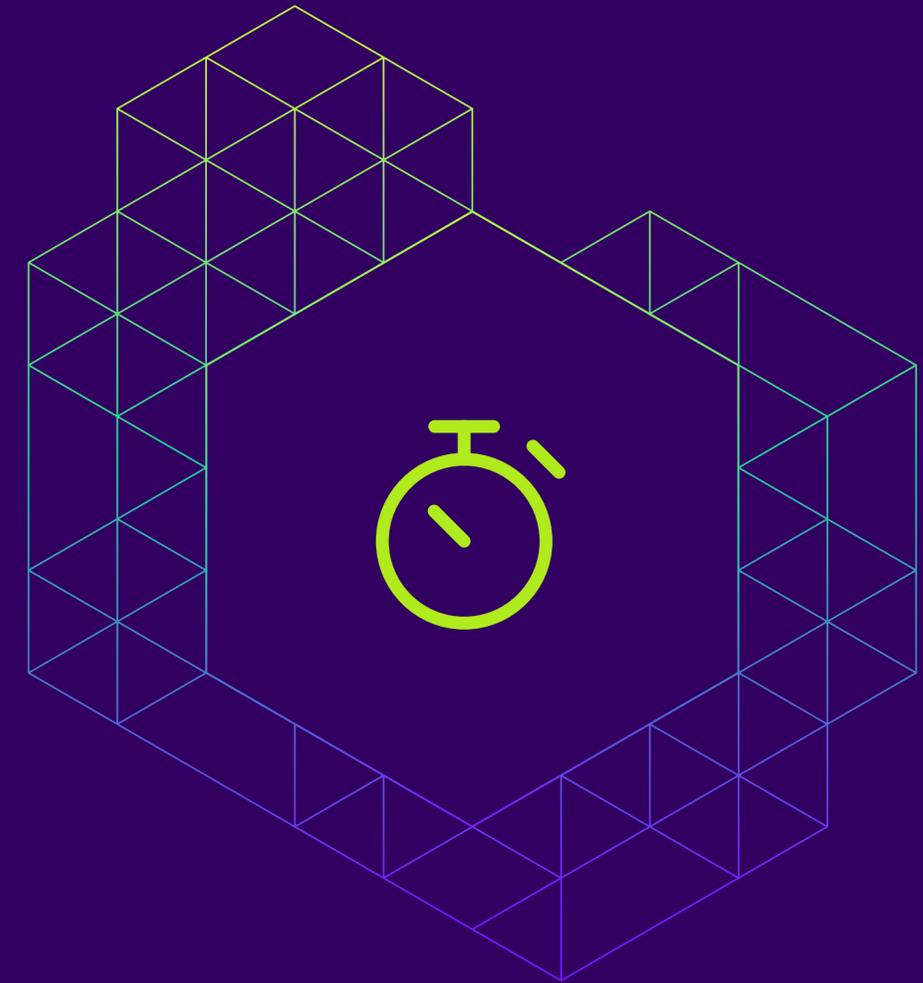
Development teams have to:

- Choose the right models or tools.
- Review benchmarking information.
- Gather information for more context.
- Integrate them with your tech stack.
- Check compatibility with your existing tools.
- Run QA tests on both software integrations and model outputs.

As mentioned in the MIT report, internal builds fail twice as often. Plus, with new models coming out frequently, developers will have to keep up with adjusting their applications to offer the new features and behaviors (and ensure they work with their existing tech stacks). All this development and maintenance work rarely yields the ROI or adoption levels to drive the business forward.

Chapter 3:

The C-suite Pressure Mandate



The C-suite Pressure Mandate

C-suite executives were promised deep productivity increases with the advent of generative AI. While these gains haven't fully materialized, particularly compared to the grandiose promises of full corporate reinvention, efficiency gains and greater output still remain the underlying goal.

Executives remain bullish on AI, with 92% of business leaders claiming they will increase spending on AI initiatives over the next three years.³ This puts tremendous pressure on IT teams to deploy AI faster and on business leaders to get their teams to adopt AI effectively.

But AI can't just be a problem you throw money at. With businesses starting to abandon their gen AI pilots, the age of experimentation may be coming to a close. The pressure's just too great.

If teams want to succeed, they must learn from the early missteps of generative AI pilots. The early days fell victim to a few strategic issues, including:

Selecting the wrong use cases

Many companies bet on the wrong applications for generative AI. Some aimed too high, building internal models that failed to deliver results. Others applied AI to tasks requiring more precision than a non-deterministic tool could handle. It took time and missteps to identify where AI truly adds value.

Build complexity

Businesses rushed to create in-house AI systems, only to find them expensive to build, hard to maintain, and quickly outdated as models evolved. The technology was simply too untested for businesses to maintain effectively.

Lack of integration with existing toolsets

In many organizations, AI adoption became a free-for-all. Users experimented with different tools and brought uneven levels of prompt engineering skills, creating a Wild West situation. Standardizing and integrating AI within existing workflows would have made a far greater impact.

3. "Superagency in the Workplace: Empowering People to Unlock AI's Full Potential, McKinsey. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work> (accessed October 2025).

These missteps are understandable as no one wanted to be left in the dust during the AI race. But now, the industry knows more. You have to focus on integrating AI into users' workflows. Your C-suite expects productivity increases, and that means users must have the tools at the ready.

In short, put AI where people work.

Content is still king (especially for AI)

Businesses produce a lot of content. Whether it's one-to-many externally facing marketing materials or thought leadership content, one-to-one email communications from sales or customer support, internal content for intranets or project updates, or even writing reports for higher-ups, content is the beating heart of any organization or workflow.

In short, content is ripe for efficiency gains. But few users have all their tools in one spot. AI sprawls across multiple services, whether that's using chatbots like ChatGPT or Gemini, grammar checkers and writing assistants, or research tools. Users have to switch between these tools,

which not only nibbles at their productivity, but it can also drive them to abandon tools or decide to not even try.

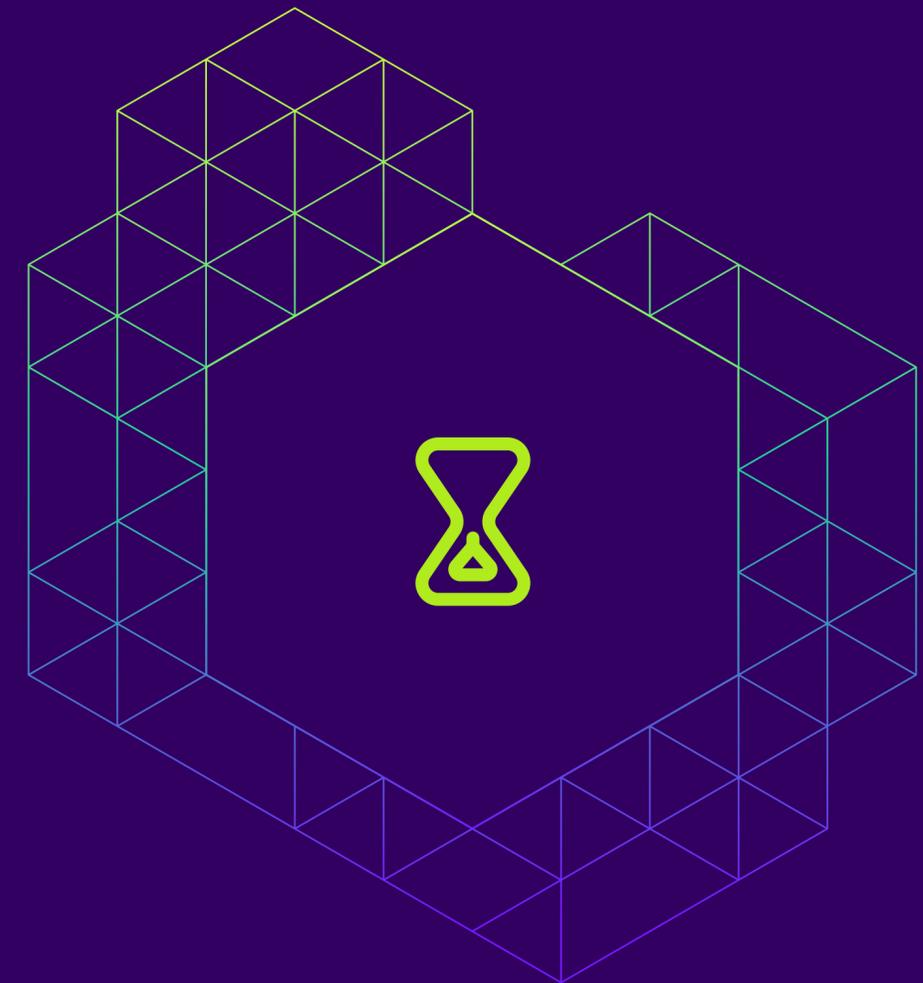
Yet, the pressure from the C-suite continues. Your board is likely already demanding results, questioning when they don't materialize (or do so unevenly).

If you want to speed up the content pipeline and unblock your users, not to mention demonstrate measurable improvements to higher-ups, then the key is to consolidate your content tools in one spot.

To understand why, it's worth living a day in the life of a content creator.

Chapter 4:

The Hidden Toll of AI Content Tools



The Hidden Toll of AI Content Tools



Content creation isn't a large monolithic process: It's a mixture of multiple subprocesses, each with its own interaction points across employees, digital workers like AI, and software solutions.

Let's take the example of publishing marketing content to a CMS. The table below shows the potential steps and touchpoints:

Content Stage	Task	Workers involved	Systems involved
Ideation	Receive request for content or create an idea	Product team or content team	Project management tools
Ideation	Research the topic for initial thoughts	Writer	AI chatbot, search, AI summarizer
Research and planning	Generate an outline for review	Writer	AI chatbot, SEO AI tools, documents
Research and planning	Send outline for review	Writer, subject matter experts	Collaboration documents, project management tools
Research and planning	Receive feedback on outline and iterate	Editor, reviewer	Docs, CMS comment thread, AI chatbot
Research and planning	Do any further research required	Writer	Search engines, AI assistants
Drafting and development	Begin drafting from the outline (can take hours or include multiple iterations)	Writer	Word processor, Hemingway, AI assistants
Drafting and development	Review content before sending to team	Writer	AI grammar checker, AI style check
Review and revision	Send to reviewers for fact-checking, editing, or proofing	Editors, SMEs	CMS workflows, collaborative document tools
Review and revision	Receive edits and make minor or major revisions	Writer, editor	CMS, collaboration tools, docs, AI assistants
Review and revision	Final proof	Editor / subject matter expert	Grammar checker, AI, research tools, search engines
Publishing and delivery	Add to CMS (if not already added)	Content ops	CMS
Publishing and delivery	Review in layout	Writer, editor, designer	CMS preview
Publishing and delivery	Publish final content	Content manager	CMS

That's a lot of back-and-forth between workers, teams, and AI tools. This complexity grows when users switch between multiple tools at each step. It leaves multiple touchpoints where AI can assist, but users must be able to access AI and use it effectively. In a complex process like this, users tend to fall into two buckets.

The first type may get frustrated and drop AI entirely. Or they may use it haphazardly and inconsistently. Either way, AI starts receding from their daily workflows, leading to spotty adoption at best or top-down, grudging AI adoption mandates at worst (which rarely changes long-term behavior).

The second group is more nuanced. These users adopt AI and enjoy using it, but they often have to switch between multiple tools to get the job done. This does lead to productivity enhancements, but the results aren't as strong as they can be. Users may:

- Lose productivity switching between tabs.
- Believe they're gaining more time from AI than they actually do.
- Grow exhausted from cognitive strain, further dampening productivity.
- Make more mistakes.
- Rely on multiple models that conflict with each other and introduce errors.

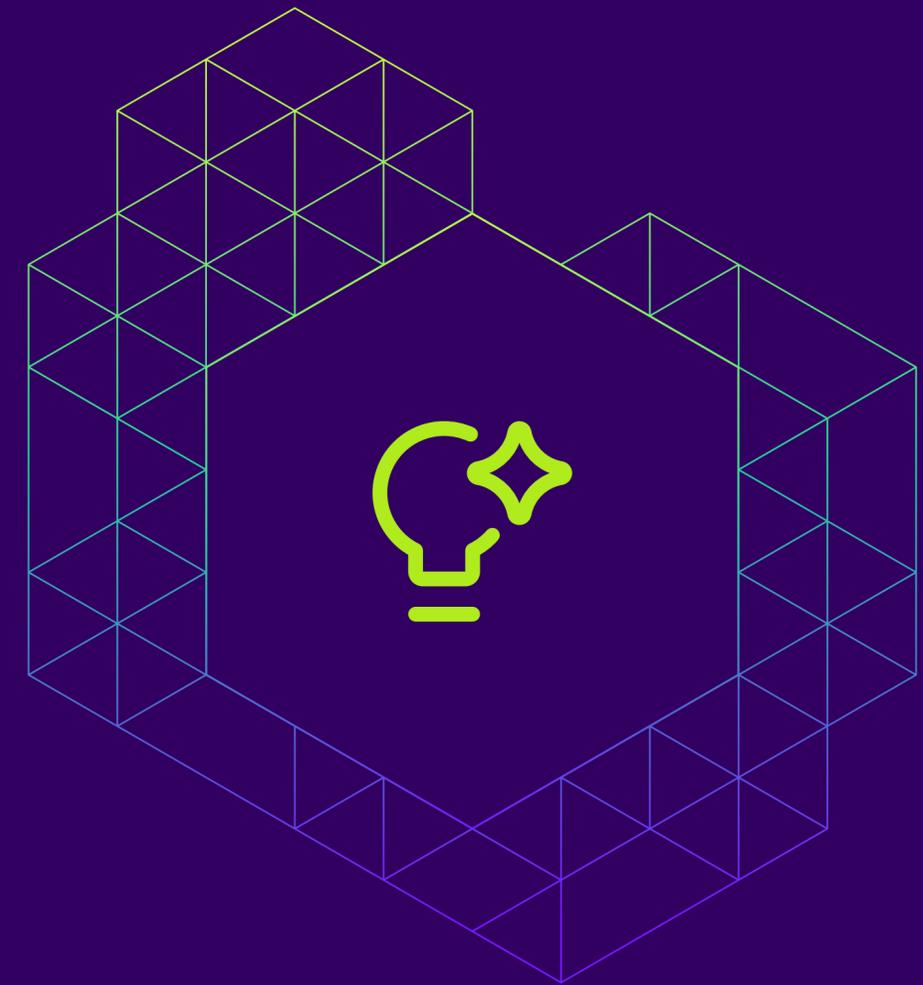
Plus, this group brings their own AI tools, adding to the aforementioned shadow IT risks. They may cause security issues or leak sensitive information that trips you up for compliance.

The solution is to unify their existing workflows. The industry writ large has already kicked off this process, with Google Docs including inline AI rewrites for content using Gemini and AI chatbots integrating search engine results. But these solutions are still piecemeal. Chatbots can't quickly paste content into your editor (and often, your output depends on your prompt). Google Docs doesn't really do research.

If you want to solve the problem, you'll need something that puts every tool you need in one place.

Chapter 5:

The Key to Using AI Competitively



The Key to Using AI Competitively

The winners in the AI race won't be those with the most tools: it'll be those with the rightsized stack. In everyone's eagerness to remain on the cutting edge of AI, they built "frankenstacks" of AI tools that turned linear workflows into byzantine processes. This made employees adopt AI at a lower rate and, when they did, they only partially realized AI's potential.

Instead of bouncing users between tabs, unification turns AI from a burden to a true productivity driver. This chapter explores what consolidation should look like, what strategic benefits it offers, and why simplicity will set your business apart.

How it should work

Some software providers have already caught on to this trend. As mentioned, collaborative document editors integrate inline AI edits and chatbots search the web. However, these only complete part of the puzzle: rarely do you see a single source that includes all the content tools needed.

The industry can do even better.

Ideally, users should have a single content editing space that allows them to:

- **Use a full AI chat assistant:** Search, generate outlines, summarize documents, and ask questions with a single interface as you work to speed up every step of the content process.
- **Edit content inline:** Rewrite sections, get feedback, or tighten elements of the content by highlighting a section and clicking a button. If someone gets stuck with a particularly thorny paragraph, this can unblock them immediately.
- **Review content:** For most content creators, writing and reviewing are two separate activities. Adding a separate workflow for review matches this approach, allowing users to get feedback across an entire document the way a human reviewer might mark up a collaborative document.

Putting these tools in one spot simplifies the entire content creation workflow and limits the amount of switching. No more flitting between ChatGPT, Gemini, Claude, Perplexity, Grammarly, SEO tools, outline creators, and search engines.

A new phase in strategic AI deployment

Consolidation isn't just a usability fix: it's a strategic differentiator. For years, nearly every business has claimed to have AI as part of their strategic vision—consolidation must be one of the primary objectives to generate ongoing gains. Simplifying the AI stack saves development time, boosts business user productivity, and leads to ongoing ROI.

Below are how this benefits business users and developers.

Benefits for business users

Productivity gains that scale

Over time, marginal, incremental gains add up. You see this across different domains of life—retirement plan contributions compound, small diet changes lead to weight loss, and manufacturing improvements can cut cycle times.

So, too with AI. A user might save only ten minutes on a single task, but that can lead to hours across the lifecycle of the workflow for a content

piece. Over time, these gains pile up across a user base. If you're using this in your own organization, this can speed up report production or content production for external use. For anyone developing a commercial-use application, this becomes a major selling point, generating more revenue.

Greater AI adoption

The C-suite wants to see returns. But step one means getting employees to actually use AI in their daily workflow.

Putting AI directly into their editors can spike adoption. It's the first step toward not only gaining productivity, but building a strong culture of AI literacy and use.

Quality and consistency

Everyone writes differently. With the breakneck pace of work, inconsistencies creep in. Switching between tools amplifies this problem, turning content creation into a game of telephone between humans and hallucinating AIs. Consolidation provides one AI-assisted environment that aligns tone, enforces brand guidelines, and assists with factual accuracy.

Many AI discussions miss this point. Productivity isn't the only benefit: quality and consistency can greatly improve with the right AI tools.

When models operate in context, they improve quality, enhancing brand consistency externally and improving user output within the organization.

Benefits for developers and technical teams

The AI rush added significant complexity to tech stacks. Every disconnected tool adds integration work, maintenance overhead, and governance risks.

By consolidating tools into a single, composable application component, developers have less to worry about, allowing them to focus on building differentiated features instead of paying down technical debt. Here are a few of the major benefits for development teams.

Better security and governance

Consolidating your AI systems improves privacy, security, and compliance. It gives you greater control and visibility over systems while shrinking your attack surface and simplifying governance (you'll only have one system to manage permissions, for instance). Plus, if you're working with a single provider, you can review their security and compliance certifications to ensure they use the highest levels of security practices, such as SOC 2 Type 2.

Protecting engineering time and speeding up time to market

It's worth reiterating that in-house AI pilots fail at double the rate of integrated components. That's why it's crucial to choose a strong provider that has already done the heavy lifting for you. Your team shouldn't lose time researching and benchmarking models, juggling APIs, and learning the ins and outs of each AI provider.

Doing so helps you:

- **Accelerate time to market:** When you can simply add an editor with AI as an application component, your teams deploy embedded AI to users in hours instead of weeks or months. In fact, this likely satisfies the C-suite mandate, as 47% of leaders claim generative AI products are being deployed too slowly.⁴ Also, users can receive the latest AI feature updates without your team having to worry about integrations or upkeep.
- **Innovate other features:** Offloading the development burden frees up engineering resources to focus on other features and capabilities in your application. Building, integrating, and testing AI is time-consuming. Offloading to a vendor keeps teams focused on innovation where their expertise lies.
- **Avoid technical debt:** Developing in-house may offer control, but that work is prone to bugs and vulnerabilities. Offloading to a vendor ensures reliable performance without miring your team in constant fixes.

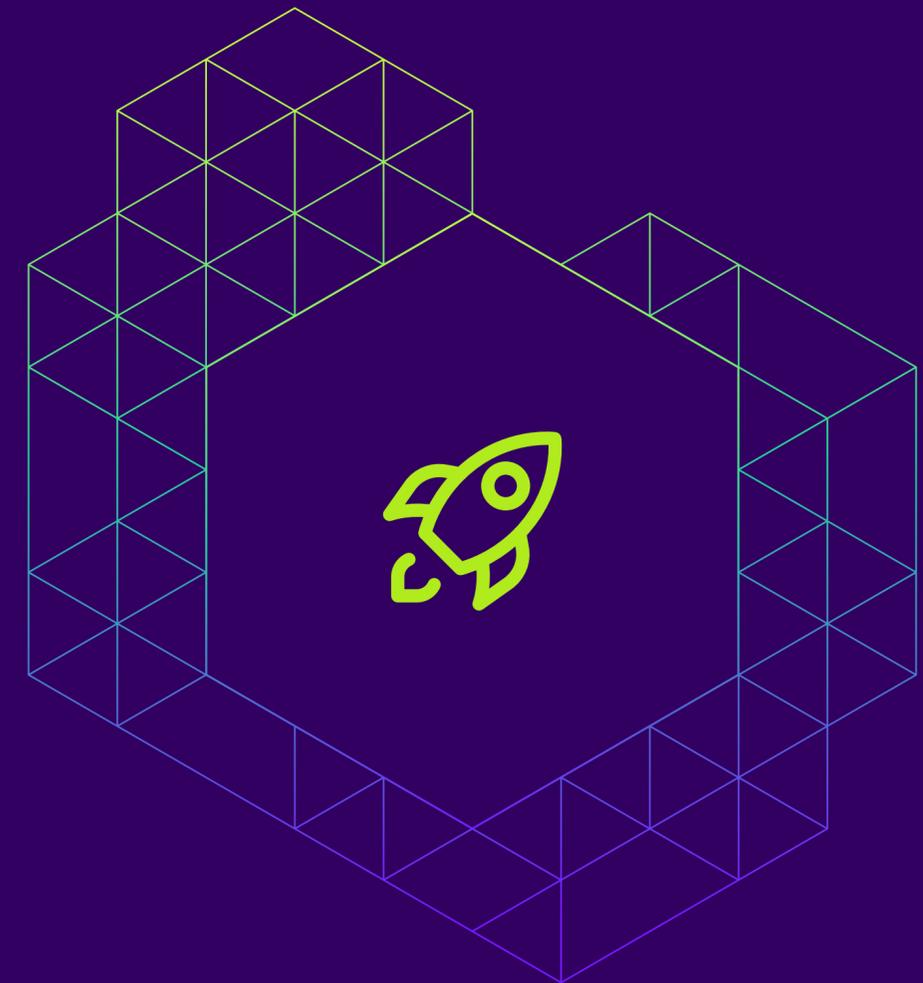
Be ready for the future

AI changes fast, with new models, capabilities, and integration patterns changing almost monthly. When you consolidate your systems and choose to buy from a vendor, you won't have to rebuild your infrastructure every time. You can let vendors handle this for you, and integrate the best-in-class solutions into your workflows without overburdening your teams.

4. "Superagency in the Workplace: Empowering People to Unlock AI's Full Potential," McKinsey. <https://www.mckinsey.com/capabilities/tech-and-ai/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work> (accessed October 2025).

Chapter 6:

Turning AI Promises into Potential



Turning AI Promises into Potential

In many cases, AI has been tall on promises and short on results. People raced to figure out how to integrate generative AI into their organizations only to watch 95% of their pilots falter. The amount of time (and money) thrown at the problem has been astronomical, and people might start to sour on AI.

Yet, when implemented well, AI can absolutely drive value to your organization. It can boost productivity, user satisfaction, and become a convenient way of producing stronger content. But the key here is to focus on:

- Strong, focused use cases
- Adding AI to users' actual workflows
- Simplifying integration

That's what CKEditor AI was built for.

CKEditor keeps you from having to build your own AI solution for content creation and management, yet gives you the flexibility to add AI to nearly any content workflow.

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