

CROSS-SECTOR RESEARCH

The AI-native enterprise: an operating evidence atlas

Eight sectors. Five markets. A closer examination of how AI enters recurring work.



ORIGINAL MAYDEN GRAPHIC / OPERATING QUESTIONS

01 / THE EXECUTIVE VIEW

Follow the decision, then test the operating change.

Eight sectors. Five markets. A closer examination of how AI enters recurring work.

80

selected entity records

272

recorded claims

224

qualifying claim records

9

candidate research themes

01 / THE OPERATING QUESTION

Compare operating questions: information, authority, handoffs and observed results. This public edition does not rank companies.

02 / THE OPERATING QUESTION

The corpus has 80 selected entity records and 272 recorded claims; 224 meet retained evidence rules. These describe the research collection, not AI prevalence across Gulf businesses.

03 / THE OPERATING QUESTION

The atlas supports deeper inquiry. Enterprise benchmarking still needs a defined participating population, permissioned evidence, human review and empirical validation.

AI-assisted, bounded public-source research. Purposefully selected entity scopes; no company participation, endorsement, independent assurance or population inference implied. Confidential assessment is in development.

02 / THE ARGUMENT

Four questions to carry into the business.

Read each step as a test of the operating claim. This is an analytical framework, not a measured maturity ladder.

- 1** **What becomes visible across the selected corpus?**
Observe where qualifying documentation appears across eight selected sector cohorts and nine themes. These are corpus counts, not adoption rates or sector performance ranks.
- 2** **Where does a deployment claim stop?**
Deployment does not establish current use, operational coverage or useful results. Publication date and confirmation of continuing operation require separate evidence.
- 3** **What would establish useful operating change?**
Connect the output to an accepted decision, a responsible owner and an observed result. The appropriate work unit and outcome differ by sector; matching headings alone does not establish comparability.
- 4** **What should the next research wave measure?**
Collect permissioned, scope-consistent operating records with multiple knowledgeable perspectives. Preserve outcomes, review gaps, source dependencies and reasons for change.

How to use this report

Follow the source accounts and their limits, use the diagrams to frame an evidence request, then choose one recurring workflow for deeper examination. A company name identifies an attributed account; it does not imply participation, endorsement or an enterprise rating.

03 / THE ANALYSIS

Follow the decision, then test the operating change.

Read the atlas as a research collection

The atlas connects eight inquiries: banking; telecoms; energy and utilities; aviation and logistics; manufacturing and materials; retail and consumer; healthcare; real estate and construction. Each contains ten selected entity records. Relevance and identifiable public disclosures influenced purposeful selection. This is not a census or probability sample.

Eighty records create 720 possible entity-theme cells across nine themes. Retained coding contains qualifying evidence in 201 cells; 519 remain unknown in this review. These are documentation counts, not 519 absent capabilities. A source can support several claims or themes; related corporate records can overlap.

Coverage charts count records with qualifying disclosures out of ten selected records per sector. They do not estimate adoption, national performance or which sector is most AI-native.

Scope, publication practice and retrieval success can change what is visible.

Separate deployment, use and continuing operation

Of 224 eligible claim records, 79 have no recorded source-publication date, 28 have a date before 2025 and 117 have a date in 2025 or later. These sum to the claim denominator. They are not company, project or independent-confirmation counts. An undated source can discuss a dated reporting period; a recent publication can describe an older implementation.

Deployment does not establish how much eligible work uses a system today. Continuing-use evidence needs a dated observation of the operation. A source-date filter can expose dependence on older documentation, but cannot show that an earlier practice stopped.

Later editions must distinguish discovery from operating change. Access recovery, coding correction, changed corporate scope and revised questions need separate change records.

EXHIBIT 01 / CORPUS STATISTIC

Evidence is uneven across themes in this selected corpus

Located qualifying evidence / ten selected entity records in each sector

	01	02	03	04	05	06	07	08	09
Aviation & Logistics	7	3	5	3	1	2	0	2	2
Banking	7	8	4	7	2	3	2	4	7
Energy & Utilities	7	6	5	3	0	3	1	3	1
Healthcare	6	3	3	4	0	3	0	1	4
Manufacturing & Materials	5	2	2	1	0	3	0	2	2
Real Estate & Construction	4	1	4	3	0	3	1	1	0
Retail & Consumer	3	1	3	5	0	0	1	1	2
Telecommunications	5	5	3	4	1	2	3	3	3

01 / AI Core

02 / Augmented Workforce

03 / Ecosystem

04 / Interfaces & Automation

05 / Decision Lineage

06 / Experimentation

07 / Autonomy & Operating Model

08 / Knowledge

09 / Governance

Each cell counts located evidence / 10 selected records. Not a sector maturity comparison.

Counts describe evidence in a heterogeneous selected corpus. They are not comparable sector maturity, national results or adoption prevalence. Company and subsidiary scopes can overlap.

Unit: Entity-theme cells with located qualifying evidence. Denominator: 10 purposefully selected entity records per sector; 720 total entity-theme cells. Research cutoff: 2026-10-10.

03 / THE ANALYSIS

Ask a different first question in each sector

In banking, trace information and authority. In telecoms, locate where the observation-to-action loop closes. In energy, distinguish prediction from physical-process control. In logistics, identify allocation and constraints.

In manufacturing, connect detection to intervention. In retail, follow exceptions until work finishes. In healthcare, separate activity, model evaluation and clinical consequences. In real estate, locate asset, operating entity and period. These distinctions draw on attributed cases and Maiden's synthesis; they are not estimated maturity stages.

A common research record can still capture work unit, accountable role, actual use, authority, result and period. Sector modules ask what those fields mean in context. Comparability must be tested, not assumed because headings match.

Make the next edition answer a stronger question

A broader public crawl could improve discovery and repeatability. It cannot reveal confidential operations or remove disclosure bias. The existing collector is a bounded public-source checker; retrieval and text matches create leads, not accepted operating claims.

Next work includes reconciling source families and cases, resolving review gaps, testing the candidate construct with knowledgeable humans and designing permissioned fieldwork. Multi-informant records should preserve disagreement. Outcomes should include checking and rework; later Maiden advisory work must be recorded as a possible influence on change.

Publish bounded findings, including nulls and unresolved questions. Return specific priorities

privately to participants. Benchmark status must be earned through usefulness, repeat participation, stable methods and validation; collection size and visual finish do not establish it.

Leadership agenda

Board: ask for the operating boundary behind each headline claim.

Research: improve source dependencies and continuity evidence before expanding numerical claims.

Programme owner: fund the next wave and human review before promising an annual benchmark.

Scope and reading boundaries

The source corpus contains 80 purposefully selected entity records across eight sectors, ten per sector. Headquarters markets are Saudi Arabia, the UAE, Qatar, Kuwait and Bahrain; Oman is outside this edition. Groups, subsidiaries and specific operations have different scopes. This is not a representative sample. Source cutoff: 10 October 2026; publication edition: 11 October 2026.

Source extraction and challenge were AI-assisted, not independent human assurance or verification of current operations. Source visibility is not adoption prevalence. Unreported details are unresolved questions, not absent capabilities. Named examples imply neither participation, endorsement, confidential access nor a Maiden client relationship.

Corpus provenance: **Mayden aggregate research inputs** and **public methodology**. Operating synthesis is developed in the **banking report**, **healthcare report** and **full research collection**. These are Maiden analytical outputs from the same selected corpus, not independent corroboration.

EXHIBIT 02 / CORPUS STATISTIC

Publication dates are not observations of current use

Source publication dates in the frozen qualifying-claim ledger

No recorded date	79 claim records. An undated source is not automatically obsolete.
Before 2025	28 claim records. The source may describe a useful historical practice.
2025 onward	117 claim records. Recent publication does not prove continuing use.

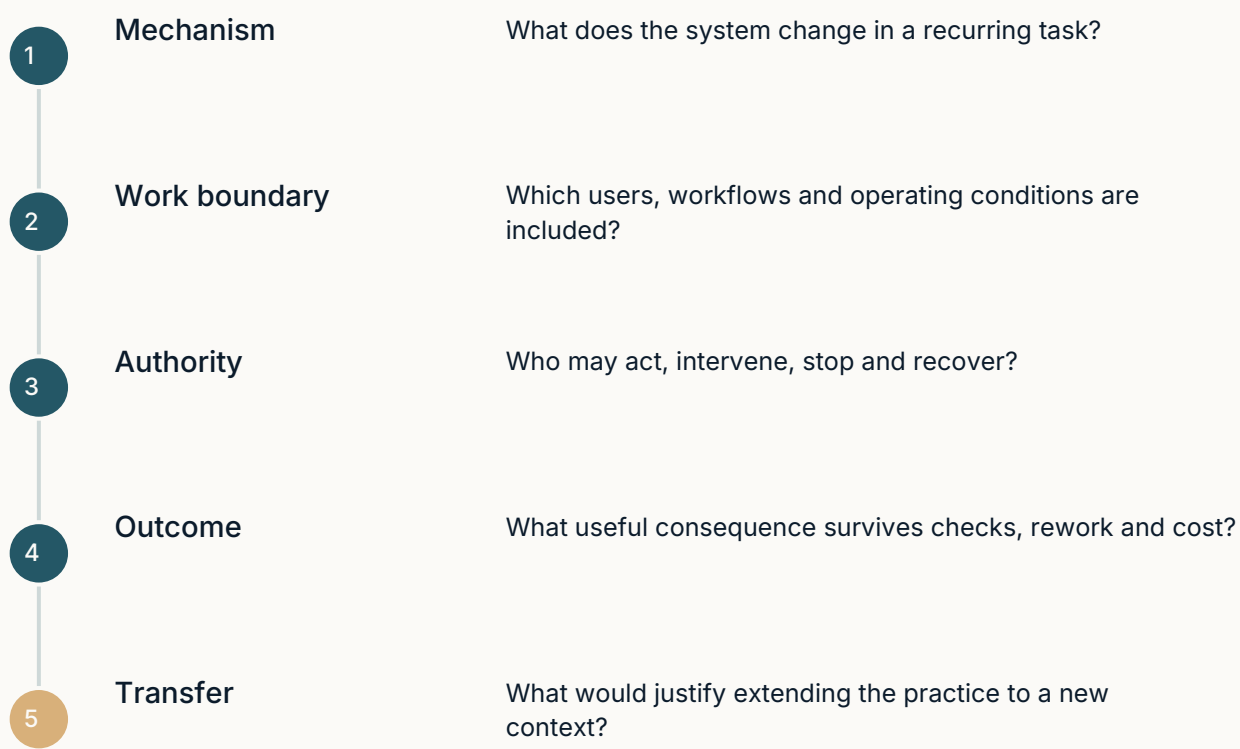
Publication date, observation period and confirmation of continuing operation are distinct. These categories do not establish current capability or a common observation window.

Unit: Qualifying claim records. Denominator: 224 claim records; claims can share operating cases. Research cutoff: 2026-10-10.

EXHIBIT 03 / CONCEPTUAL TOOL

Five gates separate a demonstration from an enterprise result

Mayden analytical framework / questions to test, not measured maturity stages



Mayden conceptual framework. These questions specify evidence to request; they do not assert that a named organisation has or lacks the practice. This is not a validated instrument or an observed causal sequence.

Unit: Conceptual decision or evidence request. Research cutoff: 2026-10-10.

EXHIBIT 04 / CONCEPTUAL TOOL

Eight sectors need different first questions

Mayden analytical framework / questions to test, not measured maturity stages

Banking	Follow information into a consequential decision.
Telecommunications	Locate the action and rollback boundary.
Energy and utilities	Identify the asset and permitted process change.
Aviation and logistics	Trace the recommendation into resource allocation.
Manufacturing	Connect detection to intervention and consequence.
Retail and consumer	Follow the exception through the workflow.
Healthcare	Separate retrospective accuracy from clinical use.
Real estate	Name the asset, team and observation period.

Mayden conceptual framework. These questions specify evidence to request; they do not assert that a named organisation has or lacks the practice. This is not a validated instrument or an observed causal sequence.

Unit: Conceptual decision or evidence request. Research cutoff: 2026-10-10.

05 / THE LEADERSHIP AGENDA

Ask for evidence that changes the decision.

01 / Board

Evidence to request: ask for the operating boundary behind each headline claim.

02 / Research

Evidence to request: improve source dependencies and continuity evidence before expanding numerical claims.

03 / Programme owner

Evidence to request: fund the next wave and human review before promising an annual benchmark.

Method and boundaries

This is an AI-assisted, bounded public-source review of a purposefully selected corpus. It publishes sector research and attributed operating examples, without current individual-company scores, ranks or coded profiles. Source accounts establish what a publisher reports; they do not independently assure operations. The working definition and nine candidate themes require empirical validation.

Recorded source dates run from 2019-05-14 to 2026-10-01. 79 of 224 qualifying claim records have no recorded publication date. This is not a common observation window or confirmation of continuing use.

The confidential opt-in diagnostic remains in development. Independent human review, instrument testing, participant data collection and comparable benchmark norms are future gates. Prior named public-evidence comparisons remain explicitly historical; changes in publication format do not establish changes inside companies.

[Inspect the method](#) / [Explore sector research](#)

06 / SOURCES & PROVENANCE

Follow the argument back to its source.

The following sources support the cited analysis or attributed examples. Inclusion is not independent verification, company endorsement or assurance. Research cutoff: 10 October 2026. Publication revision: 11 October 2026.

S01 / Mayden aggregate research inputs

Mayden / 2026-10-11 / Mayden original research / same selected corpus; not independent corroboration

Locator: Same-corpus aggregate data, methodological disclosure or linked sector synthesis; follow the named section in the report

[Open source](#)

S02 / public methodology

Mayden / 2026-10-11 / Mayden original research / same selected corpus; not independent corroboration

Locator: Same-corpus aggregate data, methodological disclosure or linked sector synthesis; follow the named section in the report

[Open source](#)

S03 / banking report

Mayden / 2026-10-11 / Mayden original research / same selected corpus; not independent corroboration

Locator: Same-corpus aggregate data, methodological disclosure or linked sector synthesis; follow the named section in the report

[Open source](#)

S04 / healthcare report

Mayden / 2026-10-11 / Mayden original research / same selected corpus; not independent corroboration

Locator: Same-corpus aggregate data, methodological disclosure or linked sector synthesis; follow the named section in the report

[Open source](#)

S05 / full research collection

Mayden / 2026-10-11 / Mayden original research / same selected corpus; not independent corroboration

Locator: Same-corpus aggregate data, methodological disclosure or linked sector synthesis; follow the named section in the report

[Open source](#)

About Mayden

Mayden connects senior judgement, research and engineering to help organisations turn strategic choices into working capabilities. The AI Native Index is a research programme on recurring work, decisions and accountability.

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