

USERBRIDGE WHITE PAPER | RESULTS

# From Deployment to Adoption: Closing the Enterprise AI Usage Gap

How NERD's UserBridge turns deployed AI into sustained activity

**485%**

**monthly active user growth**  
UCLA Anderson

**\$250K**

**new consulting revenue**  
within 90 days

**25 Clients**

**moved from pilot to prod**  
across enterprise, government, and  
higher education

**30–50%**

**improvement in rollout**  
success rates

**For enterprise AI leaders and Microsoft partners with deployed platforms that are not used consistently**

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**NERD** | Necessary Evolution. Real Disruption.

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## ADOPTION GAP

### The issue was not deployment - it was sustained activity

Husein Sharaf, Founder and CEO of Cloudforce, saw a consistent drop-off after go-live. Cloudforce had deployed nebulaONE®, a secure AI gateway on Microsoft Azure, across 25 clients in enterprise, government, and higher education, including CNA Corporation.

The platform was strong. Demos were compelling. Procurement was complete. But once nebulaONE entered production, sustained activity did not follow. Token usage was low to nonexistent across the client portfolio.

#### WHAT WE IDENTIFIED

- Users could not connect the platform to daily work
- IT support teams lacked platform familiarity
- Deployment handoff was unclear or missing
- Champions were not identified or equipped
- Leadership was not modeling platform use
- Users did not know what to do with the platform after go-live

#### THE MANDATE

Cloudforce did not need a better product narrative. It needed a repeatable adoption model to move clients from access to sustained activity.

**NERD** was brought in to diagnose breakdowns, align stakeholders, equip champions, and establish a clear path from deployment to operational adoption.

## THE PROBLEM

### Enterprise AI stalls when people are not operationally supported

Organizations invest in platforms and underinvest in the people expected to operate them. The symptoms included low activity, unclear handoffs, unsupported teams, missing champions, weak leadership modeling, and poor workflow alignment.

NERD defines this as an adoption architecture problem.

Implementation and adoption require different capabilities and ownership. When implementation ends without a user adoption infrastructure, the result is predictable: a deployed platform with minimal sustained activity.

## USERBRIDGE FRAMEWORK

### Three layers are required for adoption to hold

**UserBridge** is a tool-agnostic adoption architecture focused on workflows, incentives, support structures, leadership signals, and resistance points. We focus on how people actually use new tools in their daily work and look at how work gets done, what support people have, and where they get stuck. Just having access is not

enough. People use a platform consistently when it fits into their daily work, teams support it, and leaders reinforce it.

The Cloudforce engagement focused on three integrated layers.

| LAYER                       | GAP                                                                                      | WHAT USERBRIDGE BUILT                                                                                                             |
|-----------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1   Gap Intelligence        | The organization could see low usage, but not the precise causes                         | Stakeholder mapping, usage baseline, adoption breakdown analysis, executive alignment                                             |
| 2   Adoption Blueprint      | Training was too generic and too disconnected from real workflows                        | Custom adoption playbooks, workflow-based training paths, champion programs, and governance-ready handoff models                  |
| 3   Execution Orchestration | Roadmaps existed, but the behavior change required to make them real was not being built | On-site and virtual promptathons, Train the Trainer enablement, onboarding improvements, and facilitation through user activation |

SOLUTION APPROACH

The engagement turned diagnosis into repeatable adoption infrastructure

|                                                                                              |                                                                                                                   |                                                                                                                     |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| DIAGNOSTIC<br>Mapped adoption breakdowns, readiness signals, and highest-lift interventions. | BLUEPRINT<br>Built client-specific playbooks tied to workflows, governance, champions, and internal facilitation. | EXECUTION<br>Facilitated promptathons, Train the Trainer, onboarding improvements, and cross-team internal handoff. |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|

EXECUTION ORCHESTRATION

UserBridge embedded adoption in real user workflows

The engagement connected nebulaONE to real work, established repeatable work patterns, and enabled internal teams to sustain adoption.

|                                                                 |                                                                                                                                                                                       |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>UCLA Anderson School of Management</b>                       | Two-day on-site promptathon with faculty, staff, IT leadership, and administrative teams. The session translated nebulaONE from a deployed AI gateway into a practical workflow tool. |
| <b>London Business School</b>                                   | Virtual format designed for IT leadership to facilitate internally, supporting adoption without requiring long-term external dependency.                                              |
| <b>University of Maryland + Case Western Reserve University</b> | Hands-on user sessions and structured onboarding improvements to reduce friction between go-live and daily practice.                                                                  |
| <b>Client portfolio support</b>                                 | Champion programs, Train the Trainer facilitation, playbook development and handoffs, and onboarding design across client environments at different levels of readiness.              |

MISSION ALIGNMENT + JUSTIFICATION

# A secure AI platform only delivers value when usage is consistent

Cloudforce’s mission is to democratize access to secure, equitable AI. nebulaONE made that possible at the platform level. UserBridge made it practical at the adoption level.

The platform did not require redesign. The adoption conditions around it needed to be built: workflow-integrated training, champion activation, leadership alignment, onboarding improvements, and structured handoff to internal teams.

The platform was already capable. UserBridge made sure the people inside these institutions were equipped to use it.

MEASURED OUTCOMES

# Adoption became measurable and commercially relevant

|                                                                                        |                                                                                    |                                                                                        |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>10% → 85%</b><br>increase in Azure AI platform usage<br>across the client portfolio | <b>485%</b><br>monthly active user growth<br>UCLA Anderson, Dec. 2024 to Jan. 2025 | <b>30–50%</b><br>improvement in rollout success rates<br>through structured onboarding |
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|                                                                                           |                                                                                                                      |                                                                                                    |
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| <b>\$250K</b><br><b>new consulting revenue</b><br><small>generated within 90 days</small> | <b>25</b><br><b>advanced from pilot to production</b><br><small>enterprise, government, and higher education</small> | <b>0</b><br><b>rebuild required</b><br><small>product improved through user feedback loops</small> |
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ENGAGEMENT INVESTMENT

Investment required to produce results at this level

The outcomes above required coordinated strategy, enablement, facilitation, and execution across multiple client environments.

The ranges below reflect the scope and support required to produce measurable adoption results.

| WORKSTREAM                     | INVESTMENT RANGE             | WHAT IT COVERS                                                                                                                                                          |
|--------------------------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Adoption Gap Assessment        | \$9,500–\$18,000             | Cross-functional stakeholder discovery, usage review, friction mapping, executive recommendations                                                                       |
| Diagnostic + Blueprint         | \$25,000–\$45,000            | Full adoption analysis, segmentation, playbooks, champion strategy, rollout plan                                                                                        |
| Execution Partnership          | \$75,000–\$125,000 (90 days) | Full three-layer engagement (incl. above) + facilitation of AI literacy workshops, Train the Trainer, facilitation, onboarding, champion handoff, measurable activation |
| Portfolio Adoption Partnership | \$150,000–\$300,000+         | Multi-client or multi-business-unit adoption model, repeatable playbooks, enablement infrastructure                                                                     |

RECOMMENDED NEXT STEP

Select the engagement model aligned to your environment

|                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <p>Match your organization’s adoption maturity, stakeholder complexity, and timeline.</p> <p>For a single environment: Diagnostic + Adoption Blueprint is typically the starting point.</p> <p>For organizations ready to activate: Execution Partnership provides the structure and facilitation required to drive measurable adoption.</p> | <p><b>Engagement Alignment</b></p> <p>45 minutes</p> <p>Confirm scope</p> <p>Identify decision owner</p> <p>Set kickoff timeline</p> |
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