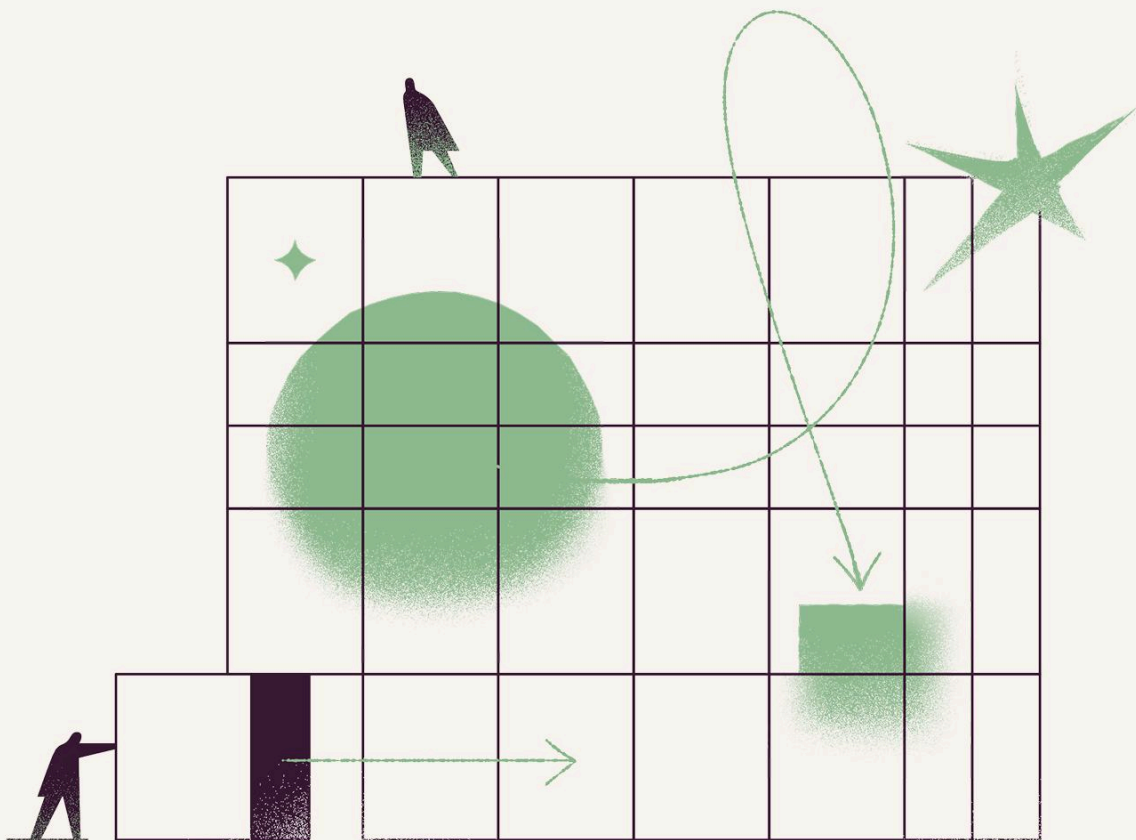# How to implement AI orchestration in 3 phases

zapier

Orchestration isn't the end—it's the beginning

Although almost all companies are investing in AI, <u>only 1% believe they've reached AI maturity</u>. And while almost half of C-suite leaders admit they're moving too slowly, they're <u>2.4x more likely</u> to blame employees for slow adoption rather than recognize their own lack of alignment.

It's time to move from disconnected AI pilots to orchestrated systems that scale. This guide shows you how.

2.4x

more likely to blame employees for slow adoption rather than recognize their own lack of alignment.

Implement AI orchestration in 3 strategic phases

vector

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An appetite for innovation is huge when it comes to moving from AI experimentation to full orchestration—a focus on data is important, too. Data will never be perfect, but the cleaner it is, the easier it will be to leverage AI and get insights and better productivity as quickly as possible.

—**Sara McNamara**
Founding Revenue Operations
and GTM Strategy Lead, Vector

Phase 1: Take immediate action (first 3 months)

1. Complete a comprehensive assessment of infrastructure, governance, and talent readiness

2. Secure executive sponsorship and establish an AI orchestration steering committee

3. Identify and prioritize high-impact orchestration use cases

4. Improve foundational infrastructure—especially data quality and integration capabilities

5. Launch company-wide AI literacy and awareness initiatives such as hackathons and AI use case presentations

Phase 2: Execute short-term objectives (3–12 months)

1. Deploy AI/ML platform capabilities with initial workflow orchestration features

2. Build an orchestration governance framework: policies, oversight, compliance

3. Launch AI orchestration pilots with measurable business impact tracking toward company OKRs

4. Hire and train core AI transformation team talent to upskill and improve AI adoption and innovation

5. Partner with key vendors (like Zapier 😉) to accelerate AI adoption

Phase 3: Scale orchestration for long-term impact (1–2 years)

1. Roll out a fully deployed AI orchestration platform with advanced capabilities

2. Demonstrate measurable business impact (tasks/processes automated, time saved, etc.)

3. Establish category leadership in AI orchestration through new and innovative use cases

4. Create proprietary AI capabilities that compound competitive advantage

5. Drive organizational and cultural transformation toward continuous AI adoption and innovation

The most connected AI orchestration platform

The world's most forward-thinking enterprises don't just adopt AI—they orchestrate it.

Zapier's AI orchestration platform gives you everything you need to connect tools, deploy agents, and scale intelligent systems across your business.

No patchwork. No bottlenecks. Just one unified platform built for real-world impact.

Connect every app, AI model, and workflow. Securely integrate with thousands of tools using advanced authentication and data handling.

Automate complex workflows with ease. Build, test, and scale AI-driven systems using no-code, low-code, or full-code—whatever your teams need.
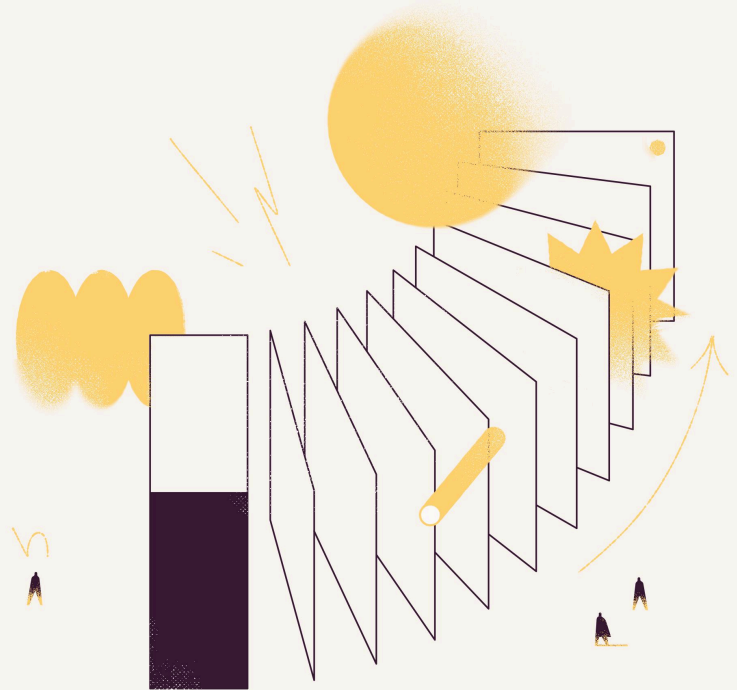
Deploy intelligent systems across the org. Connect AI to the workflows your teams rely on—sales, support, IT, ops, marketing, and more.

Control AI at scale with IT-grade governance. Prevent shadow AI, enforce permissions, and keep AI use auditable, visible, and compliant.

Ready to orchestrate?

Millions trust Zapier to connect AI to real impact

- **800,000+** AI tasks automated daily
- **87%** of the Cloud 100 use Zapier
- **300+** AI tools connected
- **3.4 million** companies using AI on Zapier

The most innovative enterprises are already scaling AI orchestration with Zapier:

airbnb   ActiveCampaign ≫   okta   betterhelp   Dropbox

hudl   Sysco   Ruggable   THE HOME DEPOT   VOXMEDIA   grammarly

_zapier

Talk to an expert today to start your orchestration journey.