

The Next Transformation

Cloud Native to AI Native



By Pini Reznik and Michael Müller

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Introduction

Cloud Native has long been billed as transformative and a way to deliver on efficiency and sustainability within IT environments. But why are so many companies struggling to realize the full potential of Cloud Native, even after years of effort? Despite the promise of Cloud Native, many IT environments remain surprisingly wasteful. Our research has also revealed that many organizations are still struggling to adopt Cloud Native ways of working.

This widespread struggle with Cloud Native is particularly striking given the increasing emphasis on sustainability. After a year and a half of experimentation, it became clear to us that most sustainability-related problems in IT stem from poor optimization of public cloud infrastructure. You might think that the solution is therefore to simply focus on better optimization of this infrastructure. This is partly true.

But this alone won't solve the wider issues businesses face, namely that they are already behind in their transformation efforts. The reality is organizations that are still struggling with Cloud Native are about to be picked up by the next wave of innovation: AI.

Just as Cloud Native faced initial hurdles, AI is now on a similar path. It's poised to transform everything around us—especially the IT landscape. But many businesses are still unsure how to integrate AI into their products and processes. They often struggle to distinguish between traditional machine learning and newer generative models. They lack clarity about practical use cases. In the Cloud Native world, discussions center on AIOps and development tools like GitHub Copilot. However, AI tooling itself remains immature, much like the Cloud Native ecosystem back in 2020.

This raises an important question: why do so many in IT fixate on advanced ideas like sustainability and AI when so many companies can't even build efficient internal development platforms (IDPs)? Why do cloud costs remain so high when, in almost every case, we can reduce them by 50 percent to 70 percent through simple infrastructure management best practices? And why are so many enterprises still stuck in slow, bureaucratic processes that keep them from delivering value to customers at the pace they want?

We won't answer all of these questions in this ebook—that will come when our book *From Cloud Native to AI Native: Catching the Next Wave of Innovation* is published. For now,

however, we will shine a light on where organizations struggle with Cloud Native transformations and offer recommendations on how to fully embrace Cloud Native before the AI Native wave arrives.

It may seem strange to focus on Cloud Native transformations, many of which have been underway for years, rather than looking to the next wave on the horizon. But there are many valuable lessons we can learn from our journey into Cloud Native environments that will position us well to ride the AI wave, rather than being knocked over by it.

Learning from the past

If we look back through the history of computing, we can see how it has shifted and changed in waves. In the early days, coding seemed almost artisanal. We could call this the Craftsmanship Era of computing. As software grew in scale and complexity, the industry moved into the Control Era, which spanned roughly from the 1970s to the end of the 1990s. Waterfall methodologies reigned, emphasizing predictable processes but often stifling speed and agility. Then, around the early 2000s—the Adaptability Era—Agile and iterative development took hold. Finally, as cloud computing matured and Docker emerged, we entered what we now call Cloud Native. It's the logical evolution of everything we learned about distributed systems and the need to move fast without losing resilience.

Of course, each of these new waves came with their own challenges that organizations had to navigate. At

the beginning of each new era, there was a period of experimentation, trial and error, and a lot of learning. The technology evolved, opening up opportunities to those that were ready. The organizations that learnt and adapted were the ones that thrived.

Cloud Native has overcome many of its initial hurdles, even if companies are struggling to keep up. Today's Cloud Native ecosystem features a wealth of stable, reliable tools. Development practices and team structures (like those described in *Team Topologies*¹) are well-documented. This maturity allows us to outline a clear vision of what a successful Cloud Native setup looks like. This is a vision based on proven patterns and real-world experiences.

Done thoughtfully, Cloud Native is the “well-oiled factory” for software development. With the right architecture, organizational alignment, and awareness of cost and complexity, it delivers both speed and stability. This allows organizations to innovate continuously without losing momentum. It's the latest chapter in our industry's ever-evolving story, picking up where old methods faltered and setting the stage for whatever comes next.

In this short ebook, we'll share some examples of how Cloud Native transformations should work and why they often fail. We'll then apply these lessons to the next wave that's building—AI Native—to help you understand how you can

1 Skelton, M. and Pais, M. (2019) *Team Topologies: Organizing Business and Technology Teams for Fast Flow*. IT Revolution Press.

embrace this new technology and take your organization to even greater heights.

Transformation is coming, the only question is, are you and your teams ready?

Understanding Cloud Native Transformation

If we look at what Cloud Native is at its core, it is clear why this approach is so transformative. It is more than just a buzzword or a collection of tools. It's a fundamentally different way of building and running applications, one that fully leverages the power of the cloud. At its core, Cloud Native is about achieving speed and agility without sacrificing stability and resilience. It's about empowering teams to deliver value to customers faster, adapt to changing market demands quickly and scale systems effortlessly.

In short, Cloud Native is an approach not a destination. It's a set of architectural principles, operational practices and cultural norms. It involves building and deploying applications as microservices. In other words, breaking down large applications into smaller, independent services.

Cloud Native uses containers, like Docker, to package those services into lightweight, portable units. This also means using platforms like Kubernetes to dynamically manage and orchestrate those containers, automating deployment, scaling and management. And it requires embracing automation and continuous delivery. This automates the software delivery pipeline for frequent, reliable releases. Crucially, Cloud Native demands a DevOps culture, breaking down silos and fostering collaboration between development and operations.

But simply adopting these technologies doesn't automatically make you Cloud Native. Many organizations fall into the trap of "doing Cloud Native" without truly *being* Cloud Native. They might use containers and Kubernetes, but if they haven't also transformed their organizational structure, processes and culture, they're likely missing out on the full benefits. This is where we turn our attention to transformational change.

And make no mistake, adopting Cloud Native is a transformational shift. It will change how work gets done, how teams are structured, the culture in your business and the processes you follow. The biggest risk for businesses comes from failing to spot the inflection point at which transformation is essential for survival. History is littered with examples of once-dominant organizations that saw their market share disappear and their position diminish because they didn't recognize the need for transformational change.

The fall of a mobile giant

Nokia, once the undisputed king of mobile phones, provides a cautionary tale. In the 1990s and early 2000s, their handsets were almost unrivaled in their popularity. They were compact, simple to use, customizable (to a degree) and contained fun extras like the game “Snake”. Nokia as a business became synonymous with mobile phones.

But while the company improved its traditional phones incrementally, it failed to grasp the transformative potential of iOS and Android. By the time Nokia realized it needed to transform its approach, it was already a long way behind. Internal attempts to catch up, like Symbian and Maemo, didn’t solve problems fast enough. Market dominance can evaporate surprisingly quickly if you underestimate the impact of a true platform shift. This is an example of what happens when you don’t keep up with disruptive innovation in your sector.

While Nokia as a business still exists, it has pivoted to focus on network solutions for B2B markets, rather than selling devices directly to consumers.

The rise of a streaming behemoth

When you hear the words “streaming service”, your next thought is likely “Netflix”. The on-demand streaming service has become a byword for watching series and films when and where you want. It’s even slipped into our language, with phrases like “Netflix and chill” now part of our vocabulary.

Netflix's evolution is dramatic. It started with DVD-by-mail, rivaling the then-dominant movie rental service Blockbuster. Its promise of no late return fees, along with the convenience it delivered, was enough to win consumers over. But it didn't stop there. Its leadership anticipated the shift to streaming and built an infrastructure to dominate that market. Netflix embraced and led Cloud Native technologies from its early days. It used those technologies to move fast and scale to its current size.

From this strong foundation, the company expanded into original content creation. Now Netflix is a global media powerhouse. It doesn't only provide one of the most popular streaming services available, it also commissions and creates original content. As technology and consumer habits have shifted, Netflix has transformed alongside them. This has made it a multibillion-dollar business and a trailblazer in a new sector. Netflix's story demonstrates how you can create an entire new market for your business by anticipating future trends.

What can we learn?

Nokia and Netflix show us both sides of the transformation coin. On one side we have a former industry giant that failed to keep up with new technology. On the other we have a challenger brand that has turned itself into an industry leader. Both can teach us valuable lessons.

- **Beyond tools:** Transformational change goes beyond picking a new platform or library. It reconfigures

team structures, company culture and often the way business is done.

- **Big shifts:** Big shifts build gradually, much like a wave, until they break and the pace of transformation rapidly accelerates. Netflix didn't usurp Blockbuster overnight. Nokia didn't lose market share to the likes of Apple and Samsung in a week. The shift started slowly. But by the time it gathered pace, the likes of Nokia and Blockbuster were already too far behind to catch the wave their competitors were riding.

In the technology world, moving from Waterfall to Agile and from monoliths to Cloud Native each redefined how software is built, who builds it and how organizations compete. We can learn valuable lessons from these shifts and apply them to the new wave that is already building.

- **Timing is everything:** Clinging too long to what worked yesterday can leave you behind when a big disruption hits. You need to keep one eye on the horizon so you can see the next wave that's building.
- **One transformation at a time:** Trying to juggle multiple massive changes simultaneously often leads to stalled, incomplete efforts. Focus on the one that matters most. Netflix is a good example of how to do this. It has gradually added to its services and divisions as it has grown and read the market. It didn't set out to become a global multimedia production company. It only pivoted in this direction

once it had stable foundations in the streaming market to support this next transformation.

We can apply these lessons to Cloud Native transformation, as well as to the AI Native wave that is building on the horizon. This raises the question of how you keep one eye on the horizon and prepare for what's coming, while also shifting to a Cloud Native way of working now.

Through our years of experience in Cloud Native transformation, we have identified six modes of operation that can be applied to the adoption of technology across organizations of any size and in any sector.

The Six Modes of Operation

Before we explore the six modes of operation in detail, it is helpful to have a framework for spotting where a new idea fits and how it matures over time. Two popular models—Three Horizons and a six-stage Product Lifecycle—offer that perspective.

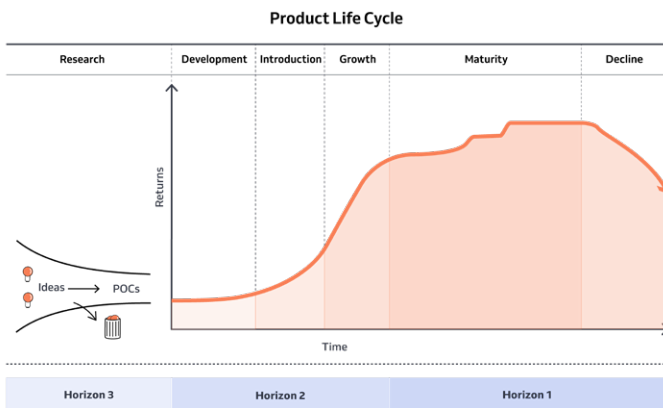
Three Horizons

- **Horizon 3:** Early research, “blue-sky” thinking—this is where radical or long-term ideas germinate.
- **Horizon 2:** Disruptive innovation—turning experimental concepts into viable solutions that challenge the status quo.

- **Horizon 1:** Sustaining and optimizing—where proven products or processes are refined and leveraged for ongoing returns.

Product Lifecycle (six stages)

- Research → Development → Introduction → Growth → Maturity → Decline



Using these quick references, you can categorize a product or technology initiative according to how radical it is (Horizon 3, 2 or 1) and which phase of development it's in (from Research to Decline). But our focus here is on the modes of operation—the day-to-day mindsets and processes that make each wave of technology adoption possible.

Each mode represents a particular way of operating, and none is strictly tied to any single horizon or lifecycle stage. Instead, these modes can appear at different times,

sometimes overlapping, within the same organization. Think of them like tools in a toolbox, where each is designed for specific tasks and conditions.

These six modes are:

1. Pioneering
2. Bootstrapping & Bridge-Building
3. Scaling
4. Optimizing
5. Innovating
6. Retiring

1. Pioneering

Pioneering is exactly what it sounds like—exploring unknown territory with minimal constraints. Teams in this mode:

- *Experiment fearlessly:* They work on raw ideas, unburdened by extensive bureaucracy or rigid guidelines.
- *Move fast and fail safely:* Quick prototypes and proof-of-concept experiments let them learn without incurring huge risks.

- *Generate inspiration and curiosity:* Their findings often feed the rest of the organization. They ignite interest in new tools, languages or architectures.

2. Bootstrapping & Bridge-Building

Once a pioneering idea shows real promise, teams shift into Bootstrapping & Bridge-Building mode. This is where they turn nebulous experiments into something tangible and viable in two distinct stages:

- *Bootstrapping:* Creating the minimal foundations—like a small set of microservices, a functional AI demo or the first iteration of an internal DevOps pipeline.
- *Bridge-Building:* Connecting new capabilities to existing systems or workflows. For instance, hooking a containerized service into a legacy monolith or integrating an AI model with older business processes.

3. Scaling

Eventually, as the new approach proves itself, you need to scale. This is where an idea transitions from a niche initiative into something widely adopted and mission-critical. This presents as:

- *Focus on automation:* Repeated tasks get automated. CI/CD pipelines become fully fleshed out, enabling daily or even hourly deployments.
- *From cross-functional teams to more specialised teams:* Larger, more diverse groups collaborate—Dev, Ops, QA, Security, Data Science. The aim is to handle bigger user volumes, more data and stricter uptime requirements.
- *Governance and standardization:* At scale, you can't have every team inventing the wheel. Common platforms, coding standards and governance practices ensure consistency across the organization.

4. Optimizing

Once scaling is in place and your new wave of technology or product is stable, it's time to optimize. This mode focuses less on radical change and more on refining what you've already built. It embodies:

- *Lean principles:* Removing waste, improving efficiency and maximizing flow.
- *Predictable, mature operations:* Detailed documentation, refined CI/CD pipelines, stable architecture.
- *Measuring and monitoring:* Using key performance indicators (KPIs) and operational metrics to

identify bottlenecks or performance issues, then systematically eliminating them.

5. Innovating

At first glance, you might expect “Innovating” to be the same as “Pioneering”. However, there’s a nuance. Pioneering mode is about exploring the brand new, whereas Innovating mode is about continuous improvement and staying open to fresh ideas even when you’re already operating at scale. This means:

- *Continuous discovery*: Teams regularly gather feedback from users, stakeholders and data analytics.
- *Rapid testing of incremental improvements*: Building small features or enhancements, releasing them fast to see if they boost engagement or efficiency.
- *Culture of curiosity*: Encouraging staff to suggest improvements or new directions. Leadership fosters a safe space for “outside-the-box” thinking.

6. Retiring

Retiring focuses on the graceful decommissioning of outdated technologies or processes. This ensures minimal disruption and resource waste. Teams in this mode focus on:

- *Systematic decommissioning*: They create and execute plans to phase out legacy systems, applications or infrastructure.
- *Data migration and archiving*: They ensure data is properly migrated, archived or destroyed according to compliance and business needs.
- *Knowledge transfer and documentation*: They capture and transfer institutional knowledge from retiring systems to prevent data loss and maintain operational continuity.

Applying the six modes to Cloud Native

Cloud Native was once seen as **pioneering**. Docker containers and orchestration with Kubernetes were radical ideas before they became widely accepted. Organizations that opted for a Cloud Native transformation **bridged** the transition by maintaining a monolithic core while slowly introducing containerized microservices around its edges. This mode is crucial because it reduces organizational fear.

From here they could shift to **scaling**. Cloud Native scaling uses container orchestration (like Kubernetes) to distribute workloads, encourages microservices architecture and relies on platform teams for shared tooling. Once the infrastructure required is in place at sufficient scale, it is time to shift to **optimizing**. For a Cloud Native organization, that might mean optimizing how container images are built, how frequently you can deploy or how effectively you're using cloud resources.

Innovating is what ensures your organization doesn't stagnate once it has completed the initial stages of its transformation. It is different from Pioneering mode in that it focuses on continuous improvement rather than experimenting with brand-new technology. In the Cloud Native wave, an innovating team might experiment with service meshes, advanced observability or serverless components. Meanwhile, the bulk of the organization remains in Scaling or Optimizing modes.

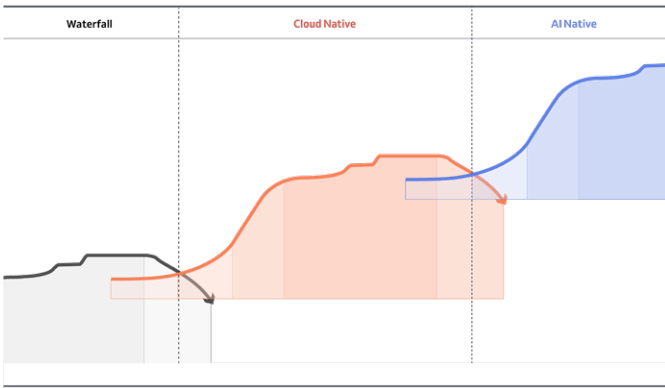
Alongside these modes, organizations need to **retire** their old technology and ways of working. In the Cloud Native context, this might involve retiring older virtual machine-based applications as containerized replacements are fully deployed.

Applying the six modes to the next wave

As Cloud Native transformations have progressed, we can clearly see their path through the six modes we've outlined here. But these modes are not specific to one type of organizational transformation.

Just as Waterfall gave way to Cloud Native, Cloud Native is already preparing to integrate AI workflows. This includes training and serving machine learning models, using advanced data pipelines or adopting "MLOps" practices. We're seeing Pioneering AI labs, Bootstrapping pilot projects and some early adopters already hitting Scaling mode with global AI-driven features. Over time, those will shift into Optimizing and Innovating modes as the technology matures.

Waves of Innovation



Each new wave of technology doesn't necessarily replace the old wave overnight. This gradual transition allows organizations to leverage existing investments, minimize disruption and learn from early adopters before committing fully to a new approach. Instead, organizations often run multiple waves in parallel. Legacy systems in a Waterfall framework may remain in Optimizing or Retiring modes. Cloud Native projects might be in full Scaling or Optimizing and Innovating modes. And AI Native initiatives may just be Pioneering, with a few key people in a dedicated lab or small pilot team.

The real challenge is orchestrating these waves so that they don't crash into each other. That orchestration comes from a solid grasp of the six modes and their roles. It also requires a broad perspective on which horizon or lifecycle stage each initiative occupies. By knowing how to Pioneer, Bootstrap & Bridge-Build, Scale, Optimize, Innovate and Retire effectively, you can exploit each wave of technology without sacrificing organizational stability.

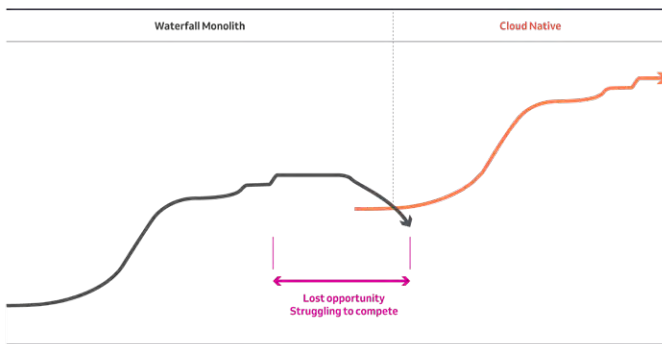
Learning from Cloud Native Transformation Mistakes

Cloud Native promises faster development, easier scaling and improved efficiency. Yet, many organizations stumble, failing to achieve these benefits—or worse, wasting vast resources. There are a number of common mistakes (anti-patterns) that derail Cloud Native efforts. We won't share all of these here—there will be a full list and exploration of these mistakes in our forthcoming book *From Cloud Native to AI Native: Catching the Next Wave of Innovation*.

The key is to understand that each of these anti-patterns offers insights to steer your transformation toward success. Being aware of these anti-patterns is how you prevent the different waves of innovation from crashing together and causing damage. Let's look at one of the

common anti-patterns we encounter to demonstrate how to apply the lessons it teaches us across transformational waves.

Cost of being too late: Missing the transformative wave



Ignoring the challenger disruption

In the fast-moving tech world, timing is everything. Delaying adoption of transformative technology can leave organizations scrambling to catch up, much like stagecoach companies once dismissed early automobiles. In the modern banking scene, challenger banks (Starling, Monzo, N26) exploited Cloud Native practices and Agile cultures to disrupt industry giants. Traditional banks that hesitated to modernize have lost market share and been forced into costly, chaotic transformations later on.

The danger of waiting often seems minor at first. A small dip in market share or a fledgling startup adopting

Cloud Native might appear non-threatening. But small, compounding changes can balloon into massive shifts. By the time the legacy players grasp the *real* threat, agile newcomers have momentum, investment and a modern tech stack that scales quickly. Just look at Blockbuster in comparison to Netflix.

Grassroots transformation

When leadership ignores new trends, enthusiastic developers often try to modernize from the bottom up. If leadership remains aloof, top engineering talent leaves to join more forward-looking companies. Middle management must become a bridge that allows teams to experiment while aligning the timing and approach to business strategy.

Key takeaway

Being too late can be catastrophic. Proactive, well-timed decisions are crucial to avoid losing market share and facing frantic, expensive catch-up attempts.

Embracing transformative shifts

Cloud Native transformations are not simple IT projects. They entail a fundamental re-evaluation of architecture, culture, processes and leadership approaches. AI Native transformations will require a similar re-evaluation. The anti-pattern we've shared here is just one example. There

are many others. What they all have in common, however, is that they reflect deeper organizational dysfunctions rather than mere technical missteps.

They are therefore lessons we can take forward into all future transformations—to AI Native and beyond.

Shifting from Cloud Native to AI Native

We've ridden the wave from Waterfall's rigid shores to the dynamic landscape of Cloud Native. But the ocean of technology never stands still. A new wave is building. One that's bigger and potentially more disruptive: AI Native. This isn't about adding some machine learning models to your systems. It's a fundamental shift that has the potential to rewrite how we build, deploy and even think about software. One thing we've learned from the shift to Cloud Native is that continuous Pioneering is the best way to prepare for this next wave of innovation.

Let's start with a recent conversation we had with a potential customer. It perfectly illustrates the current state of AI adoption and the pitfalls many organizations are falling into. The company's executives, eager to cut costs, were pushing to implement "AI" in their call center. Their

plan? Simply buy an off-the-shelf AI chatbot platform, with the vendor promising a magical solution and instant ROI. The goal was straightforward: replace a significant portion of their human call center agents with this new technology.

This approach, however, felt eerily familiar. It reminded us of the early days of Cloud Native, when companies believed that simply buying a container platform would magically make them faster and more efficient. Of course, it didn't if they didn't make a corresponding shift in how their developers worked. It wasn't about a single tool; it was about a whole new way of operating.

As we delved deeper into the project, it became clear that AI, at least in its current state, couldn't simply replace a human agent. While the chatbot could handle some basic inquiries, it needed a carefully crafted series of prompts and inputs to deliver accurate results. Asking a direct, complex question often led to nonsensical or incomplete answers. The process required breaking down complex queries into smaller, more manageable parts, potentially routing them to different AI systems, and then applying corrections and checks. In essence, the call center agents were becoming prompt engineers, a role requiring a completely different skill set.

The conversation was no longer about buying a new tool. It was about upskilling the workforce and rethinking the entire workflow. And even if the technology worked perfectly, as Jevons Paradox suggests, greater efficiency can lead to increased demand, potentially requiring more resources, not fewer. A focus solely on cost reduction was

missing the bigger picture. The real opportunity lies in leveraging AI to increase the productivity of the company's call center staff. This could enable them to handle more complex cases, provide better service and ultimately make the company more competitive. But achieving that requires a transformational change, not just a technological one—and that's what this next wave of innovation is all about.

Understanding AI Native: Beyond the buzzwords

What is AI Native? Agreeing on a definition as we write this in 2025 is like trying to define "Cloud Native" in 2014. We have glimpses of what it could look like, but the full picture is still forming. AI Native is about building with AI at its very core, not just using it as an add-on. It means AI-infused applications where learning and adaptation are fundamental, not afterthoughts. It involves automating operations, such as coding, testing, infrastructure, even security, with AI's help. It demands data-centric architectures, designed for the massive data flows AI thrives on. And it may even lead to new development paradigms, where we describe what we want and let AI figure out the "how".

What we're dealing with is a spectrum of AI:

- Classic AI (rule-based systems)
- Machine learning (ML, learning from data)
- Generative AI (GenAI, creating new content).

While all are relevant, GenAI, with its ability to create, is currently driving much of the excitement and innovation. But that doesn't mean that GenAI and LLMs will be leading the charge a few years from now.

While a complete "AI Native stack" is still under construction, we can see early patterns. AIOps uses AI to power IT operations, taking observability to new levels. AI-powered development, with tools like GitHub Copilot, is already changing how code is written. This hints at a future where AI assists with design, testing and even refactoring. We're seeing AI-enabled enterprises weaving AI into customer service, supply chains and marketing. And we see the rise of AI-driven products, where AI is the core value proposition. Examples include self-driving cars, personalized medicine and AI financial advisers.

The main lesson we can take from the way Cloud Native evolved from its early iterations in 2014 to now is that we shouldn't expect AI Native to develop in a straight line from where we are as we write this. The truly transformative changes we see in the future will likely be things we can't even imagine now.

The pioneering imperative: Don't wait and see

With AI Native's potential, you can't afford to wait. Continuous pioneering is essential. This means a small, autonomous team exploring AI (the Pioneering mode), running experiments and proof of concepts (PoCs), upskilling your workforce and addressing ethical concerns *now*, not later.

However, expecting an organization to rapidly pivot its collective mindset wholesale in response to every emergent technology is unrealistic. Lasting capability is built incrementally. Therefore, preparing for potentially disruptive waves like AI Native requires consistent, deliberate effort through ongoing Pioneering activities. Think of it as developing organizational muscle memory. Small, sustained investments in research labs, PoCs and skill development allow pockets of the organization to understand and adopt new techniques gradually. This methodical capability building ensures that when a genuine technological breakthrough solidifies, the organization is better positioned culturally and technically to handle it effectively. This is because it has already incorporated aspects of the new paradigm, rather than facing the daunting task of reacting unprepared.

If your organization has not yet entered Pioneering mode in relation to AI, now is the time to start. Not tomorrow, not next month, certainly not next year. If you already have teams in Pioneering mode, it's important to look for places where you can enter Bootstrapping & Bridge-Building mode when appropriate. Are there any early wins you can realize from introducing AI more widely in your organization? How can you do so without dismantling everything you've built so far?

The businesses that answer these questions and set about doing the work now are the ones that will likely emerge ahead when the AI Native wave of innovation breaks in earnest.

Key takeaways

1. **AI Native is imminent:** AI Native is a transformative shift, integrating AI deeply into systems and processes, similar to Cloud Native's impact.
2. **Pioneer continuously:** Maintain a dedicated team to explore AI technologies, experiment with use cases and assess their potential impact.
3. **Learn from Cloud Native:** The principles of starting small, iterating, bridging legacy systems and fostering a culture of quality apply equally to AI Native adoption.
4. **Adaptability is key:** The precise future of AI Native is unknown, so prioritize building an organization that can learn and adapt quickly.
5. **Focus on value, not just automation:** Embrace AI to enhance human capabilities and create new value, not just to automate existing tasks.

Getting your Cloud Native transformation right will give you a strong platform on which to build for the AI Native wave that is coming. Understanding how to use the six modes of operation we've outlined here will position you ahead of many organizations that are either not yet aware of the wave that is building, or not actively taking steps to prepare for its arrival.

Entering Pioneering mode now will allow your organization to capitalize on new technology as it is released, rather than waiting for use cases from others in your industry.

As we've explained, Pioneering mode shouldn't involve the whole organization. It focuses on one team that is free to research and experiment with new technology to help you and the rest of your leadership team identify what will be most useful and to make the business case for further investment.

In our forthcoming book *From Cloud Native to AI Native: Riding the Next Wave of Innovation*, we will explore the topics we've covered here in much greater detail. Our goal is simple: to help as many businesses as possible to prepare effectively for AI Native, building on successful Cloud Native transformations in the process.

If you want to learn more about how your organization can ride the wave from Cloud Native to AI Native and to stay up to date with our latest thinking on Cloud Native and AI Native transformation, you can sign up for updates here: re-cinq.com. To meet us in person: re-cinq.com/events

If you sign up to our newsletter, we'll also notify you when the book is published and share resources you and your teams can use to help you prepare for whatever transformative shifts the future holds.