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Can We Stop Talking About AI for 5 Minutes?

TECH SPOTLIGHT

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These days, it seems like everything has an AI feature. Every conference has an AI track. Every company has an AI strategy, an AI roadmap, or an AI-powered version of something that already existed. And if LinkedIn is any indication, we're apparently just a few months away from AI completely transforming the way we all work.

And there is good reason for all the attention. AI is undoubtedly changing technology. It is becoming more capable, more accessible, and more deeply integrated into the tools we use every day. We see that firsthand at Clientek, both in the work we do for our clients and in how we approach software development internally.

But there is a far less exciting reality that's also worth acknowledging: most of the problems businesses need to solve haven't really changed.

Organizations are still relying on 15-year-old applications. Spreadsheets are still running critical business processes. Systems still don't integrate the way they should. Data still lives in places nobody fully trusts. Basic software projects still get started, stalled, and left unfinished.

These aren't particularly exciting problems to talk about. They don't generate the same headlines as the latest AI model or autonomous agent. But they are real problems, and solving them often creates far more immediate value than adding another layer of technology just because it's the latest thing.

More Tech Doesn't Always Make a Better Solution

There is a natural temptation to treat every new technology as an opportunity to improve an existing solution. AI makes

that temptation even stronger because the possibilities seem almost limitless.

But before adding something new, it is worth asking whether the existing problem is actually a technology problem in the first place. The point isn't to avoid AI. It's to avoid starting with AI.

The question shouldn't be, *"Where can we add AI?"* It should be, *"What problem are we trying to solve?"*

That distinction becomes increasingly important as organizations add more technology to environments that are already complicated.

Simplicity Is a Technical Advantage

Good software development has always been less about the technology itself and more about judgment.

A solution can be technically sophisticated and still be poorly designed. Every additional system, integration, service, and dependency introduces something else that has to be secured, maintained, monitored, understood, and eventually updated.

The goal isn't to build the most technologically advanced solution possible. The goal is to build something that works reliably and continues to work as the business evolves for years to come.

That often requires a surprising amount of restraint.

A well-designed solution may use sophisticated technology behind the scenes, but the experience for the people using it should feel straightforward. The architecture should be intentional. The number of moving pieces should be justified.

In that sense, simplicity isn't the absence of technology. It's the result of making deliberate choices about which technology actually belongs.

AI is simply another part of that equation.

Where AI Does Make a Difference

None of this diminishes what AI can do. In fact, our experience using it has made us more thoughtful about where it provides real value.

AI has become a useful part of our own development process. When used in a controlled and secure manner it can accelerate research and problem solving, assist with code creation and review, automate repetitive development tasks, and help our

developers move more quickly through certain phases of a project. It can also play a significant role in testing, helping teams create test cases and test plans, generate testing scenarios and identify issues that might otherwise take considerably more time to uncover.

Used this way, AI isn't replacing the engineering process. It is helping our people work more effectively within it.

That's an important distinction.

We can use AI to make the way we build software faster and more efficient without making AI a required component of the software itself. Sometimes the best use of AI is behind the scenes, helping developers do their jobs better, while the solution delivered to the client remains straightforward, reliable software.

And when AI is introduced into a client solution, it should be because it serves a clear purpose and creates measurable value.

Technology Should Serve the Outcome

That perspective is ultimately at the heart of how we approach our work at Clientek.

We're a digital consultancy first. Our job isn't to arrive with a predetermined technology and find a reason to use it. It's to understand the business problem, the existing technology environment, the people and processes involved, and the outcome the organization is trying to achieve.

The technology is determined by the need.

As AI continues to become a bigger part of the technology landscape, that distinction may become even more important. The organizations that benefit most from AI won't necessarily be the ones that incorporate it into the most systems. They'll be the ones that understand where it can create meaningful value, where existing technology can do the job just fine, and where introducing something new would simply create unnecessary complexity.

AI is going to be part of the future of software. There's no doubt about that. But it doesn't belong in every solution.

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