

The SURGE Framework: Engineering Discipline for AI Investment at Scale

Apply the same financial governance to AI tooling that the enterprise applies to every other capital investment.



AI tools sit in your stack like infrastructure. Most enterprises run them without the visibility, governance, or measurement applied to every other multi-million-dollar line item.

AI moved from experiment to capital expenditure. The controls haven't followed.

Across the typical engineering organization, AI tooling now consumes 7-figure annual budgets across licenses, token consumption, model selection, and infrastructure. Most of that spend operates without the cost-attribution, utilization tracking, and outcome reporting that govern every other enterprise technology investment.



The Framework

Five pillars. One end-to-end view of AI investment.

Powered by real telemetry across 100,000+ engineers. SURGE traces every dollar from licensing through utilization, optimization, output, and engineering outcome.

S	Spend Quantify	Licenses, tokens, model mix, infrastructure. The full denominator.
U	Utilization Audit	Active users, adoption depth, idle seats, usage by task type.
R	Recovery Optimize	Idle seats, overlap, model misalignment, over-commitment.
G	Gains Attribute	AI-attributed merged code. Cost per shipped change.
E	Efficiency Measure	Lead time, throughput, rework rate, change failure rate.

Questions every engineering leader needs answered. SURGE gives the data.

- 1

Where is every AI dollar going?
Full attribution across tools, teams, models, and consumption types. The unified spend ledger AI vendors don't provide.
- 2

Which licenses earn their seat?
Adoption depth across cohorts. Idle seats, light usage, and power users segmented for action at renewal.
- 3

Are tokens going to the right work?
Model selection vs task complexity. Premium models on routine work. Sub-optimal model usage on complex tasks. Quantified and surfaced.
- 4

What did the spend produce?
AI-attributed merged code. Cost per change. Throughput and quality outcomes traceable to AI investment, not estimated.

AI is an amplifier. It compounds the advantages of well-instrumented engineering organizations. It compounds the failures of the rest. The differentiating capability of the next five years is not access to AI. It is the discipline applied to measuring it.

The amplifier thesis · Built on DORA's framework

16%

NASDAQ: FRSH

More features shipped



56%

NASDAQ: AVDX

Faster Release Cycles



19%

Euronext Paris: SOPR

Cycle Time Improved



22%

Reduction in bugs



Bring SURGE-grade discipline to your AI engineering investment.

Get a complimentary SURGE assessment of your organization's AI tooling, utilization, and outcome data.

Talk to us