

2024

GITHub COPILOT
GPT-4 Turbo

2025

CURSOR
Claude 3.5 Sonnet

2026

CLAUDE CODE
Claude Opus 4.6

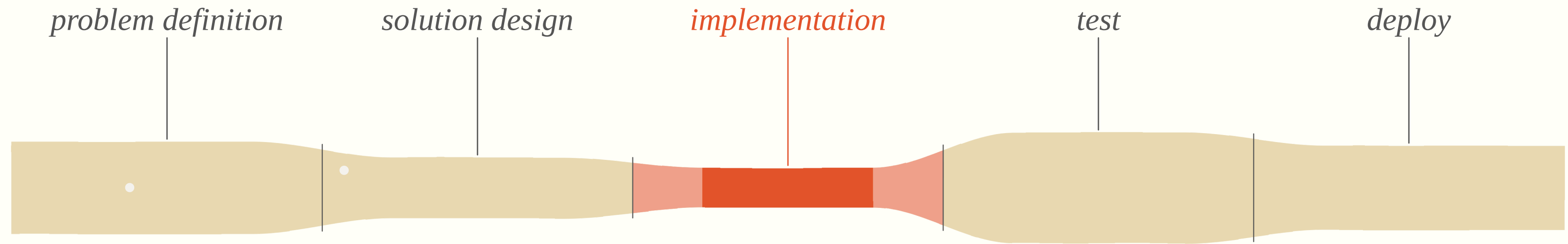


Why AI coding tools might not make the slightest difference.

Jason Cornwall · Head of Engineering Enablement · SEEK



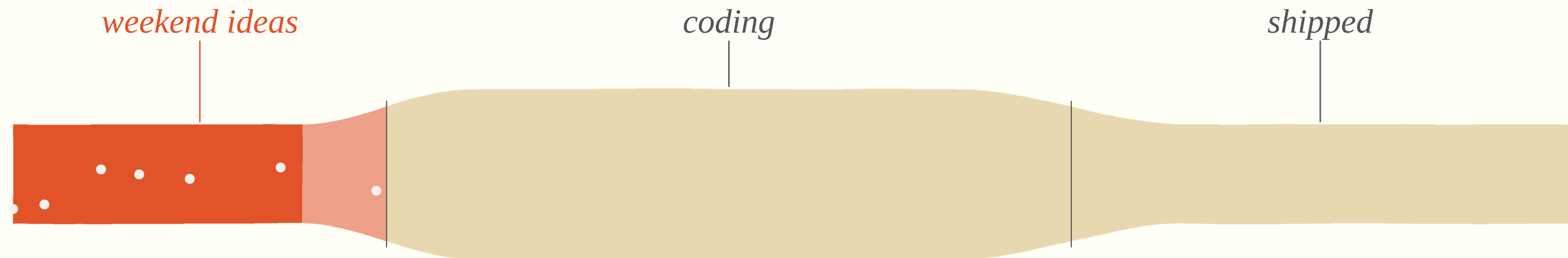
Every system has exactly one constraint.



100



*When your constraint is coding,
AI's effect is large and obvious.*

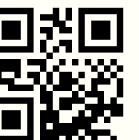
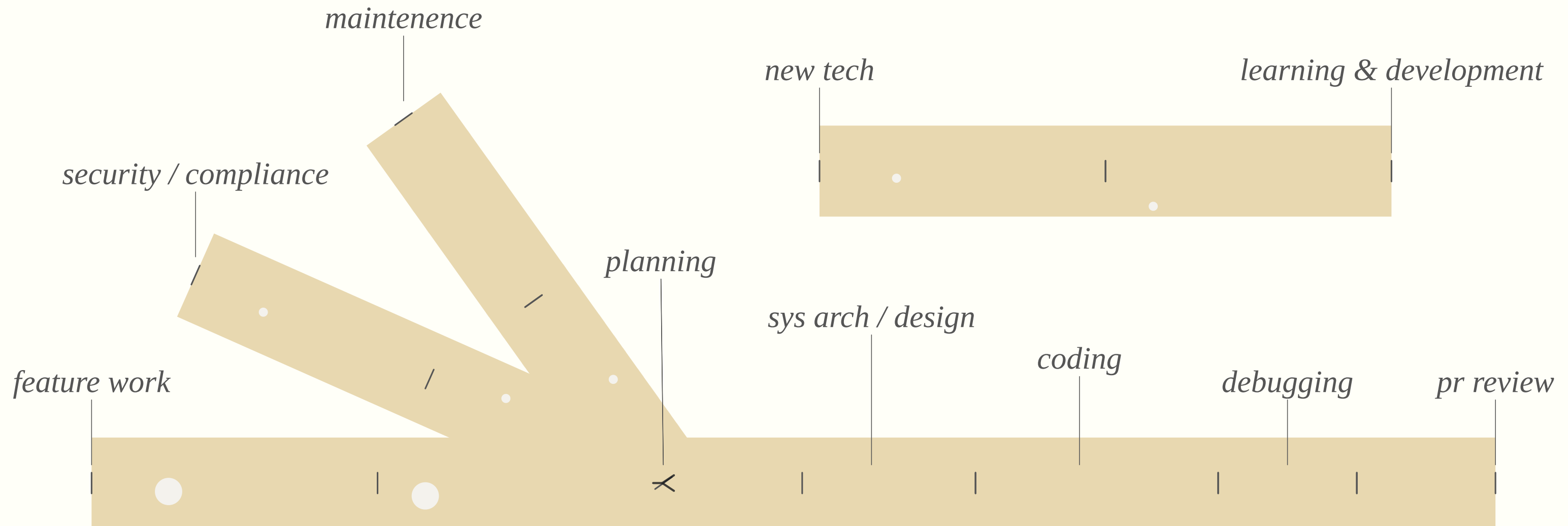


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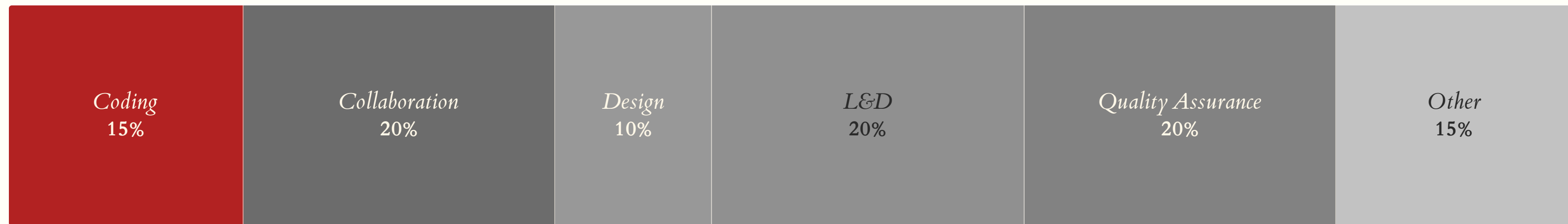
Is coding your bottleneck?



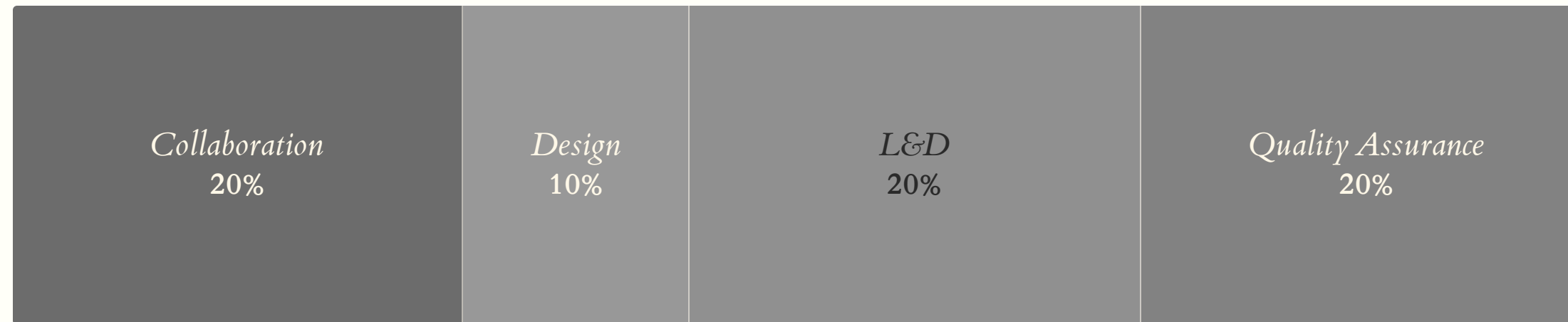
Coding != Implementation != Engineering



~10x faster coding. ~10% more productive.



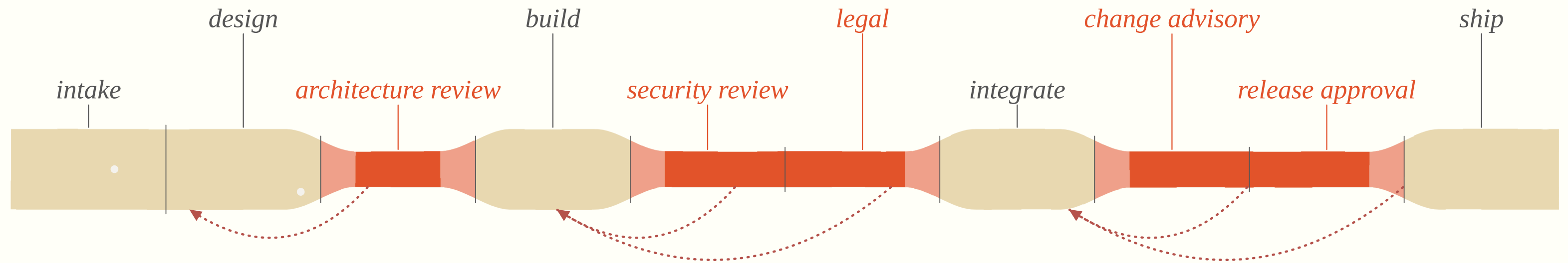
These activities have something in common.



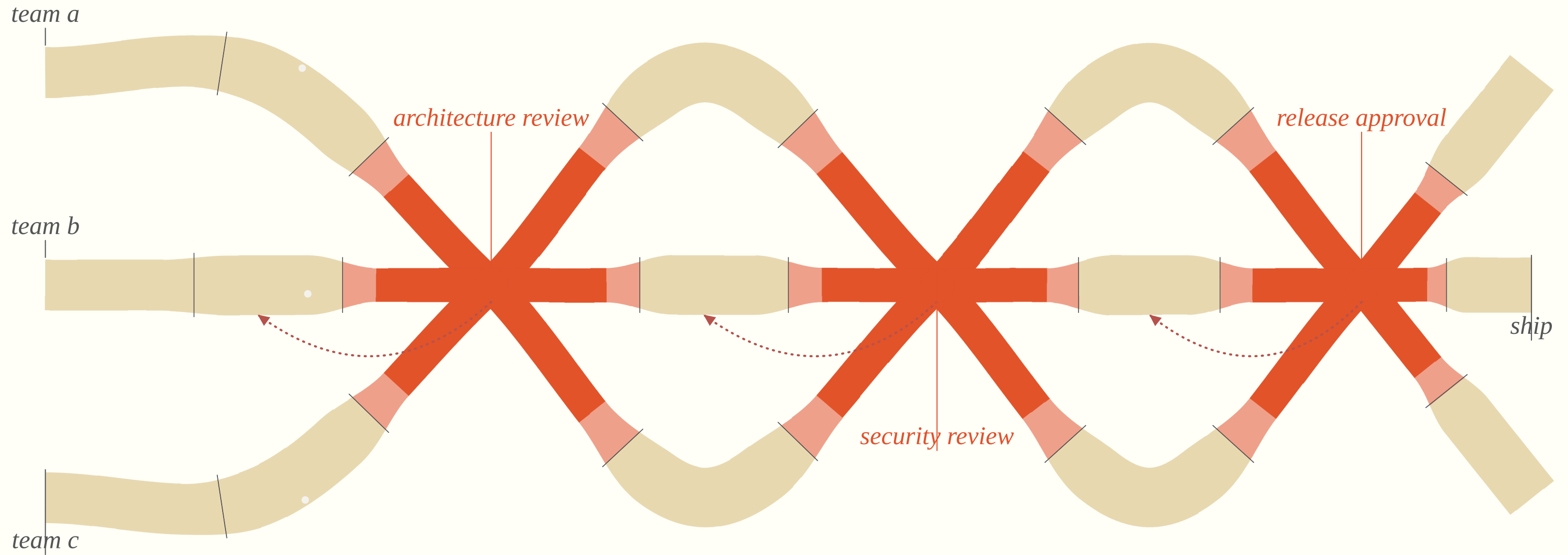
Failure Avoidance.



Your org must avoid failure



Review steps often involve heavy coordination.

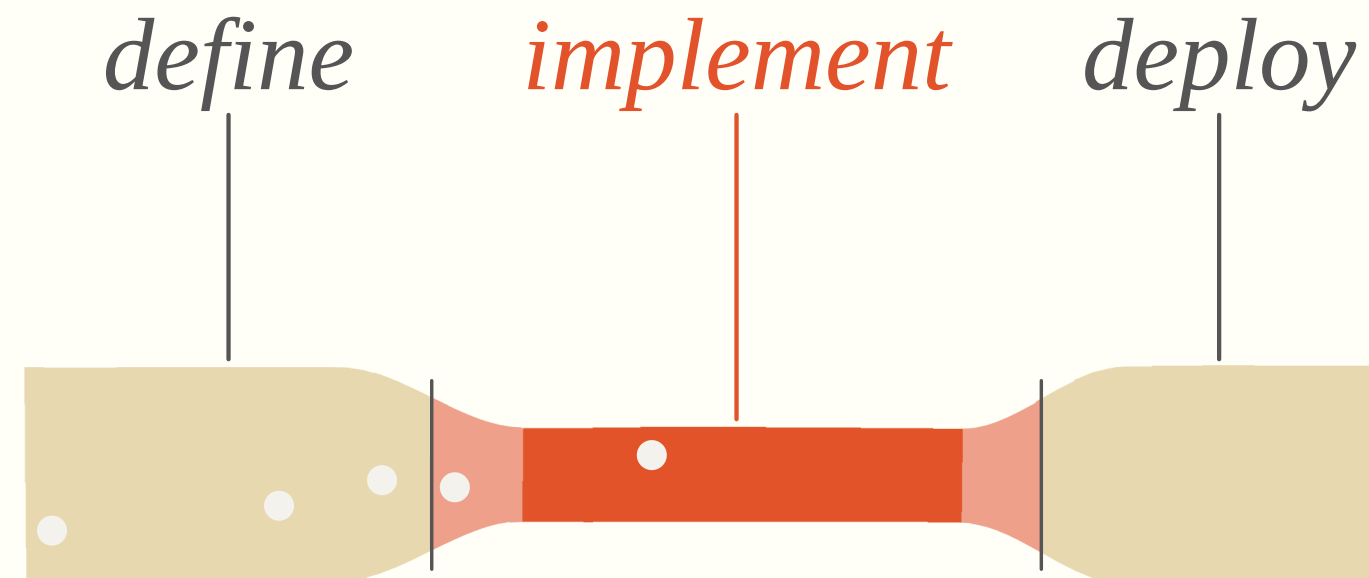


Every system has
exactly one constraint

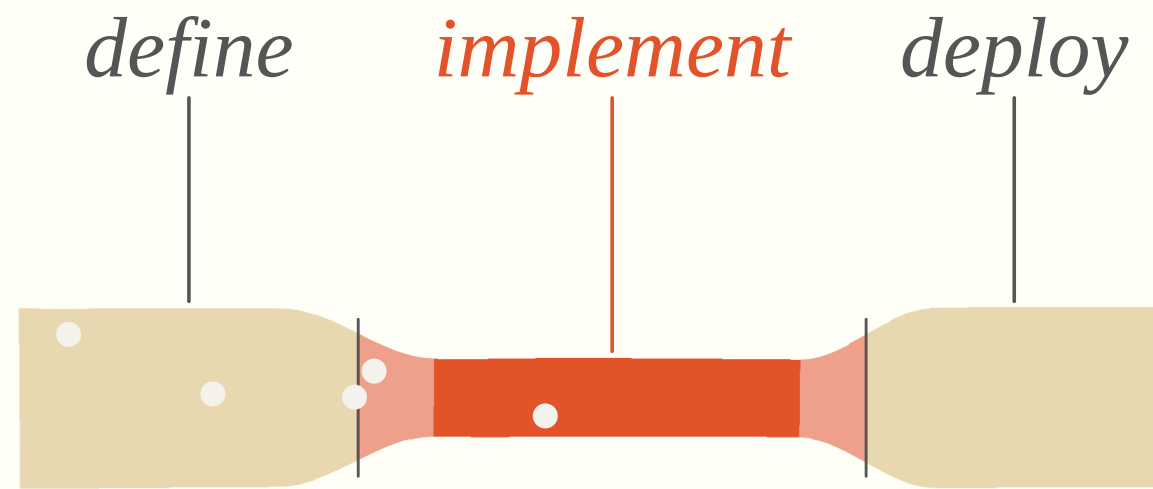
If your constraint is coding,
AI's effect is large and obvious

Your constraint
probably isn't coding

What is your constraint?



You can't just look at a cute simulation.



Make some educated guesses.

Experiment with interventions.

Measure the results.

Repeat.



Where could your constraint be?

Build and Test Experience

I'm able to perform my work without CI slowing me down



Decision Making

On the projects I work on, decisions are made promptly with minimal delay



Cross-team Collaboration

On the projects I work on, interactions with other teams and departments occur without delays



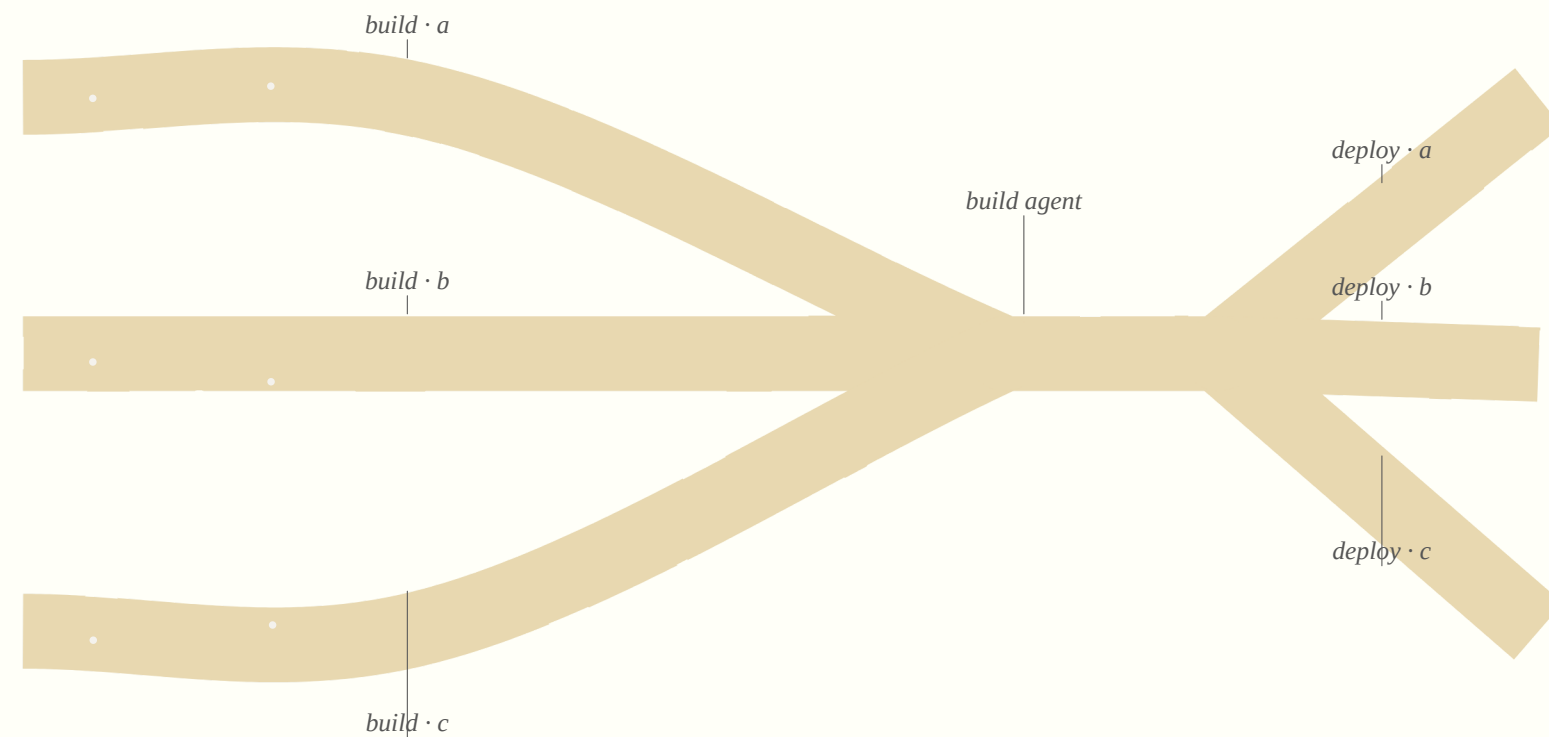
Associate productivity gain with dollars

10 hours / engineer / point / year

$$\begin{array}{ccccccc} 600 & \times & 5 & = & 30,000 & & \\ \text{Engineers} & & \text{DXI Points} & & \text{Hours saved / year} & & \\ & & & & \sim \$3\text{m} & & \\ & & & & \text{Productivity regained / year} & & \end{array}$$



Build Wait Time



Evidence for constraint

Largest gap between us and benchmark

Intervention

Warm pool, predicative agent scaling, caching.

Result

Median build wait time down 15%

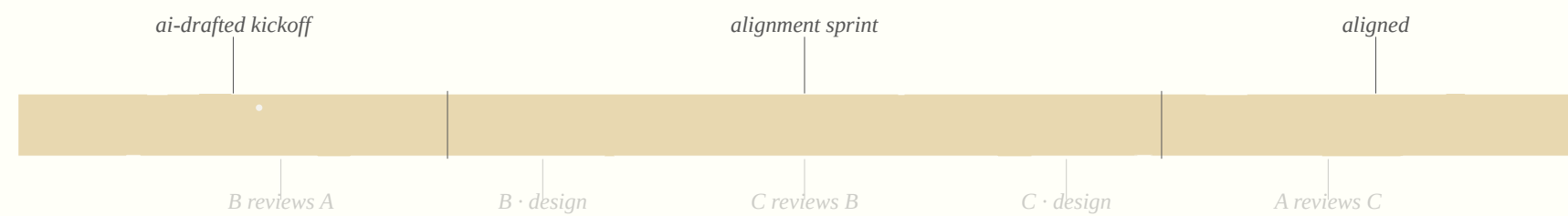
Can AI help?

Yes, but it's not the main game

Agents to optimise build pipelines



AI-Assisted Project Inception



Evidence for constraint

12 point gap to Decision Making benchmark. Important projects would take weeks to coordinate on important details

Intervention

Ran AI-assisted initiative kickoffs with help with our friends at AWS

Result

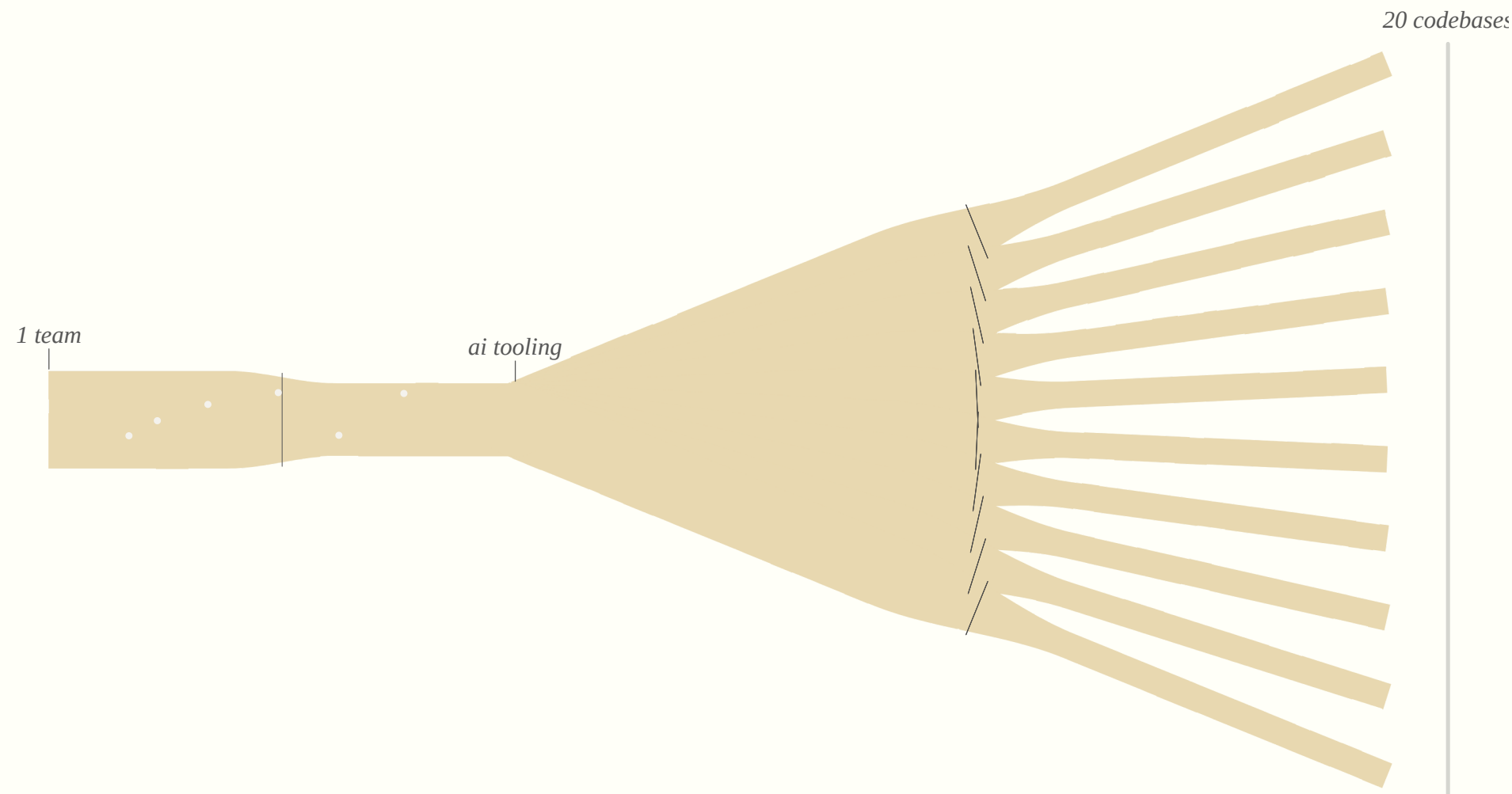
Initiatives kicked off in days not weeks

Can AI help?

Yes. AI gets you rapidly gets you off the blank page.



Scaled Localisation - Introducing a new language



Evidence for constraint

Introducing a new language required coordinating work with dozens of teams.

Intervention

Instead of coordinating across dozens of teams, give the task to one team.

Result

Nearing completion, in weeks not the estimated months.

Spent a few thousand on tokens.

Can AI help?

Would not have happened without AI.



FY26 Results.

+3

DXI points

18,000

hrs / year reclaimed

~\$1.5m

/ year reclaimed

~20%

PR throughput increase

SUCCESSSES

Build Wait Time

+10



Documentation

+12



NEXT FOCUS

Deep Work

+6



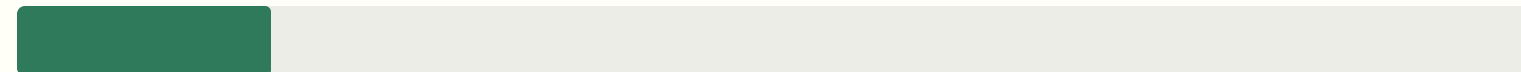
Cross Team Collaboration

+4



Decision Making

+2



Why AI coding tools might not make the slightest difference.

Coding isn't your constraint

→ *Don't expect weekend results*

You don't know what your constraint is

→ *Make an educated guess and measure. Repeat*

AI may not fix your constraint

→ *Use AI as an **ingredient**, not as the recipe*



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