

Quote by Devroop Dhar, Co-Founder & India CEO, Primus Partners

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OpenAI's Sora exit signals enterprise-first AI shift

Rising competition and cost pressures drive OpenAI's enterprise pivot, say analysts.

Authored by Nidhi Singhal



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Article Content:

OpenAI has discontinued its AI video generation platform Sora. The company announced the development in a sudden and unexpected post on X, stating that it was “saying goodbye” to the Sora app.

“We’re saying goodbye to the Sora app. To everyone who created with Sora, shared it, and built community around it: thank you. What you made with Sora mattered, and we know this news is disappointing,” the official handle [posted](#).

The development comes just a day after the company published a [blog post](#) highlighting how safety was being built into Sora from the very start.

Sora was first showcased as an initial preview in February 2024, followed by its first public release in December that year. However, it was only with the launch of Sora 2 and the standalone app in September 2025 that the video generator gained widespread traction. In December 2025, The Walt Disney Company announced plans for a \$1 billion equity investment

in OpenAI and to license characters from Disney, Star Wars, Pixar, and Marvel for the Sora AI video generator as part of a three-year partnership.

“As we focus and compute demand grows, the Sora research team continues to focus on world simulation research to advance robotics that will help people solve real-world, physical tasks,” an OpenAI spokesperson said.

With Sora now discontinued, the company said it will continue to focus on its roadmap to AGI and the compute needed to deliver agentic AI capabilities. The company said exiting Sora was part of a tradeoff in how it applies compute across research, product launches, and inference. It said it is prioritizing the highest-value uses that best advance its mission.

Enterprise becomes priority

The discontinuation of Sora is being widely interpreted as an indication that OpenAI is doubling down on enterprise customers, where spending is more predictable and long-term contracts offer greater stability.

“The tools like Sora are extremely resource-heavy because of the way they are designed. So, it is also partly because of economics. It is difficult to sustain a product when it is expensive to run and does not have a clear pathway for significant monetization,” said Devroop Dhar, co-founder and CEO at Primus Partners. “It is a lot of companies’ job to balance many different bets, and not all of their experimental projects are going to make it into long-term investments. This is more of reprioritization than it is failure.”

Experts say the move also aligns with the [“code red”](#) directive issued by CEO Sam Altman in December last year. The internal memo asked employees to focus on improving ChatGPT while pausing or deprioritising other projects. The development came days just days after Google released [Gemini 3](#) with new reasoning and automation features, intensifying competitive pressure. Beyond Google, OpenAI is also facing growing competition from Anthropic, whose models have gained traction among enterprise users.

“There is an increased focus on securing enterprise clients by OpenAI,” said Anushree Verma, senior director analyst at Gartner. “The vendor wants to expand its footprint beyond models and ChatGPT and become a platform for architecting, orchestrating, and governing AI chatbots and agents. Therefore, I would expect any resource-intensive applications, such as Sora and others, would be discontinued if it consumes heavy resources in delivering minimal increased results.”

OpenAI has also been expanding its enterprise partnerships. The company launched [stateful AI](#) on AWS last month, while reaffirming its partnership with Microsoft.

Talent ramp for enterprises

The enterprise push is also reflected in OpenAI’s aggressive [hiring](#) plans. The company is looking to nearly double its workforce from around 4,500 to about 8,000 employees by the end of 2026, signalling a sharp ramp-up in capabilities to meet growing enterprise demand. Much of this hiring is expected to focus on product development, engineering, research, and sales, along with roles such as technical ambassadorship that can help enterprises deploy and scale AI solutions.

In September last year, Anthropic had also stated that it would triple its international workforce as demand for its AI models grew outside the US region. Experts say the developments indicate OpenAI is not just positioning itself as a model provider, but as a full-stack enterprise AI platform supporting businesses in their AI journey.

CIOs rethink AI dependencies

For CIOs, the development highlights both opportunity and risk.

OpenAI’s enterprise focus could lead to stronger product stability, better support, and more scalable solutions aligned with business needs. However, the rapid discontinuation of a high-

profile product underscores the volatility of the AI landscape, where even high-profile products may not be supported a year later.

“It is a case of CIOs having to think more carefully about things such as dependency, particularly if it sits directly within a business workflow. You should focus on platforms and APIs that are core to a vendor’s strategy, rather than ones that are seen as a side experiment,” added Dhar.

There is also a need to think more flexibly. The ability to switch models or vendors without causing a lot of disruption to a business is becoming part of best practice within AI, noted Dhar.