



# AI: Build or Buy Self-Assessment

By Rotational Labs: AI Engineering for Business Impact

## Q1 How effective has your organization been at identifying use cases for automation, efficiency or agility?

- A** We haven't identified concrete use cases yet.
- B** We've identified a few use cases but need to assess their feasibility & viability.
- C** We're working through a healthy backlog of concrete & vetted use cases.

## Q2 How much control does your organization need to have over data sourcing, privacy, and governance?

- A** Our data are not sensitive / we do not have proprietary data.
- B** We care about privacy, but can entrust governance to a 3rd party software solution.
- C** We work with highly sensitive data & need to maintain full control for strategic or compliance reasons.

## Q3 How much data can your organization leverage to build a solution that automates some proprietary process?

- A** We have a knowledge base (SharePoint, Confluence, Google Drive, etc.) of SOPs and meeting minutes.
- B** Our data is siloed and messy, but we'd be willing to dedicate people-hours to annotation.
- C** We have years worth of artifacts of human-driven decision making for our business processes.

## Q4 How specialized is your organization's vocabulary and workflows? Do they only make sense to insiders?

- A** Our language is pretty generic aside from a few acronyms.
- B** New employees usually need a few months to fully understand what people are talking about.
- C** Our vocab and workflows would be difficult for an outsider to interpret without meaningful context.

## Q5 How experienced and collaborative is your team working on machine learning projects?

- A** We don't have an in-house technical team.
- B** We have a data science team building models, but they aren't part of the engineering team.
- C** We have our own end-to-end team for research, engineering, design, and product.

## Q6 How much do you expect to be able to audit the AI solution and interpret its predictions and decisions?

- A** If a solution could really automate these decisions, we'd be happy to fully delegate them to an AI.
- B** If something looked off, we'd want to be able to double-check the AI from time-to-time.
- C** We need to be able to look into how the AI is "reasoning" about the problem.

## Q7 How important is automation to your organization? Be honest.

- A** We need to be able to say we have a solution.
- B** We are totally maxed out on bandwidth & need to start automating ASAP.
- C** Our leadership team sees automation as an investment in the future growth of the company.

## Q8 How important is time to market for your organization?

- A** We need a solution now or our competitors will eat our lunch.
- B** Speed is important but not a priority. We have 1-2 years to figure this out.
- C** We have an economic moat, but we're exploring how AI could deepen it over the next 3-5 years.

**8 TO 12 POINTS**

**BUY!**

Off-the-shelf AI works best when the tasks to automate aren't especially high-stakes or differentiated.

Still, read the fine print to avoid lock-in!

**13 TO 18 POINTS**

**TRY BUY, PLAN TO BUILD.**

You're right to be skeptical about the value of generic AI solutions given the unique workflows and problems at your business.

**19 TO 24 POINTS**

**BUILD!**

The best way to capitalize on your data/team assets, not to mention de-risk your AI investment, is to do-it-yourself.

### Scoring:

Sum your scores, for each answer add:

**A:** 1 point

**B:** 2 points

**C:** 3 points