



Current State & Infrastructure

1. What is your organization's current level of AI implementation?
☐ None ☐ Pilot Projects ☐ Limited Deployment ☐ Widespread Adoption ☐ Other
2. Which manufacturing processes currently use any form of automation or digital technology?
3. How would you rate your data infrastructure and quality?
☐ Poor ☐ Fair ☐ Good ☐ Excellent
4. What is your current IT/OT (Operational Technology) integration maturity?
5. Do you have dedicated personnel with AI/ML expertise on staff?

Strategic Readiness

1. Has leadership defined clear AI objectives aligned with business strategy?
2. What are your primary manufacturing challenges that AI might address?
☐ Quality Control ☐ Predictive Maintenance ☐ Supply Chain Optimization
☐ Energy Efficiency ☐ Safety ☐ Sales ☐ Marketing ☐ Other
3. What is your organization's risk tolerance for AI implementation?
4. How do you measure manufacturing performance currently, and what KPIs would you want AI to impact?

Data & Analytics Capabilities

1. What types of manufacturing data do you currently collect?
☐ Sensor Data ☐ Quality Metrics ☐ Production Volumes ☐ Maintenance Records ☐ Other
2. What types of sales and marketing data do you collect?
3. How is this data currently stored and managed?
4. Do you have real-time data collection capabilities across your production lines?
5. What is the quality and consistency of your historical data?
6. How comfortable is your organization with data-driven decision making?

Operational Considerations

1. Which manufacturing processes would benefit most from AI enhancement?
2. What is your current approach to equipment maintenance?
☐ Reactive ☐ Scheduled ☐ Condition-Based
3. How do you currently handle quality control and defect detection?
4. What supply chain visibility and forecasting capabilities do you have?
5. How standardized are your manufacturing processes across facilities?

Organizational & Cultural Factors

1. How would you describe your workforce's comfort level with new technology?
2. What training and change management resources are available?
3. How does your organization typically approach technology investments?
4. What is your timeline expectation for seeing ROI from AI initiatives?

Compliance & Security

1. What industry regulations must your AI implementations comply with?
2. How do you currently handle cybersecurity for manufacturing systems?
3. What are your data privacy and intellectual property protection requirements?
4. Do you have experience with validating automated systems for regulatory compliance?

Implementation Planning

1. What budget range are you considering for AI initiatives?
2. Would you prefer to start with pilot projects or broader implementation?
3. Do you have preferred technology partners or vendors?
4. What internal resources can be dedicated to AI projects?
5. How do you plan to measure success and ROI of AI implementations?

This assessment will help your sales and marketing organizations identify their AI readiness, prioritize use cases with the highest impact potential, and develop a roadmap for successful AI implementation that aligns with their customer acquisition and retention goals.

If you would like help in interpreting the results of your assessment, please contact me directly.

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