

RAPP'S AI AUDIT & ROADMAP

CREATE A STRONG AI FOUNDATION FOR SUSTAINABLE GROWTH

FACING THE AI CHALLENGE. IS YOUR BUSINESS EXPERIENCING:

- Multiple teams conducting experiments in silos with little cohesion?
- Pressure to use AI to enable marketing savings and efficiencies, without clear direction?
- Uncertainty over how to use AI in marketing, long term?
- Confusion about governance and legal constraints?
- Frustrating and excessive barriers to use?

INTRODUCING RAPP'S AI MATURITY ASSESSMENT & AI ROADMAP TOOL

In today's dynamic business world, AI is a transformative force. For marketing leaders, the challenge is not just to keep up with this change, but to effectively harness AI's unparalleled potential to fuel strategic and sustainable growth.

We present our AI Maturity Assessment and Roadmap, a robust tool designed to equip you with the knowledge and resources needed to integrate AI into your business operations seamlessly. Its aim is to future-proof your business and set it on a path for sustained growth.

STEP 1

THE AI ASSESSMENT

Our comprehensive assessment process covers detailed consultations, process reviews, surveys, and analytics. We will delve into the essential elements needed to support a sustainable AI strategy, providing a visually intuitive snapshot of your current AI maturity that's easy to understand Including:

- Content maturity
- Data Landscape maturity
- Data Science capabilities
- Legal and Compliance structures
- Governance and Ethics policies / approaches
- Marketing Processes

STEP 2

THE AI ROADMAP

With a deep understanding of your brand's current AI maturity, we will then create a custom-built, value-engineered AI Roadmap for you. This roadmap balances immediate business value activities with foundational work that prepares your marketing function for the long-term paradigm shifts that AI will bring to customer relationship building.

Moreover, we will provide a compelling business case that highlights the efficiencies and incremental revenue that this roadmap will bring to your business. In the form of a clear, persuasive proposition that you can confidently present to your decision-makers for approval. It will empower you to act immediately and embrace the future of AI with us.