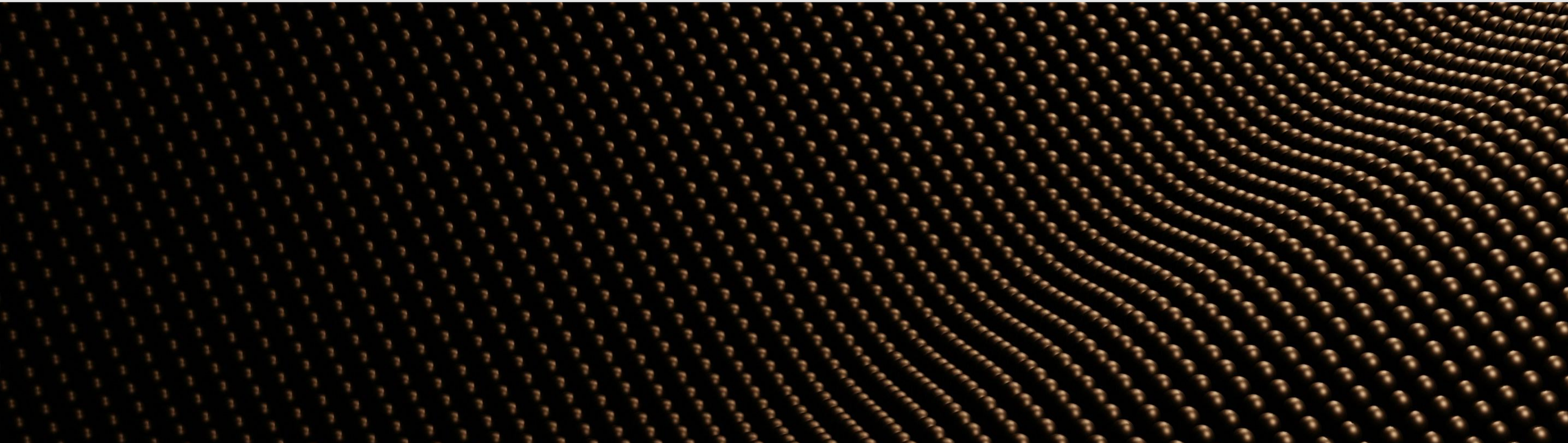
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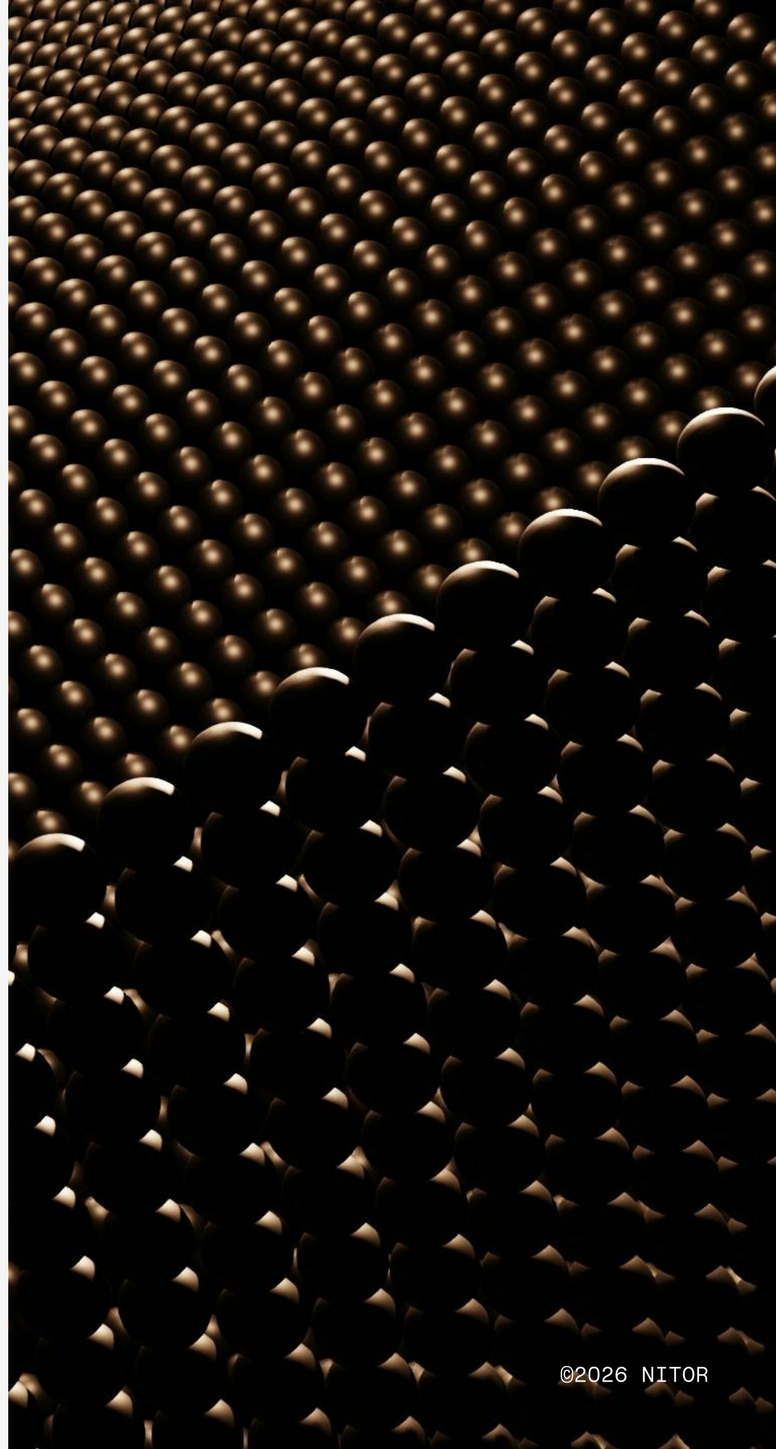
The AI maturity playbook for e-commerce



Hello!

The Nitor AI maturity playbook for e-commerce was created out of a simple observation: most organisations sense that AI is important but struggle to understand what real transformation could look like in their day-to-day product development and operations. Without a shared reference point, these conversations tend to stay abstract, which makes it difficult to decide what to build, change or invest in next. With this free tool, you can benchmark your team and organisation.

V1.5



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How to start?

The simplest way to use the Nitor AI maturity playbook is through a solo self-review. Go through the relevant categories, choose the description that best reflects your current reality and add up your score.

Done carefully, this takes around 60 minutes, although you can get a rough sense of your position already in about 30. Remember to be honest: the goal is not to impress anyone, but to gain a clearer understanding of your situation.

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Use it as a conversation piece

The more valuable use case is as a team exercise. Ask your product owner, tech lead and UX designer to assess independently, then compare results. Disagreements are often where the most interesting and useful conversations emerge. This helps integrate AI into shared ways of working, rather than treating it as a set of isolated initiatives.

You can also use the playbook as an AI roadmap inspiration tool. Identify 2–3 areas where moving up just one level would have the greatest business impact and use those as focus areas for the next quarter.

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Here are the categories

Add up your scores after you are done

Product

Product management & concept	User experience design	User Interface design	Content	Software engineering	Software maintenance	Service personalization	Continuous Integration and QA	IT & online security	Data & analytics	Operational excellence	Environment & platform maintenance
/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5

Enterprise

Business & strategy	Human Resources & talent	Marketing & growth	Customer service	Compliance & risk management	AI governance	Company-wide maturity / CEO summary
/ 5	/ 5	/ 5	/ 5	/ 5	/ 5	/ 5

Total score
/ 95

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Product

Product management & concept

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual. Plans, reports, and insights are created manually. Competitive research is ad hoc. No systematic AI use.	**Assisted Ideation.** Product Owners use AI copilots (e.g., ChatGPT) to iterate on concepts, plans, and presentations. AI helps with wording, structure, and brainstorming.	**Automated Reporting.** Operational/product data is automatically collected and summarized into AI-generated reports and dashboards (e.g., churn, adoption, funnel metrics).	**Pattern Discovery.** AI automatically detects patterns, correlations, and anomalies in data (e.g., user cohorts behaving differently, features underperforming).	**Scaled Experimentation.** AI supports the experimentation team in designing, permutating, and running many parallel experiments (UX variants, pricing options, onboarding flows) and evaluates results statistically.	**Predictive Product Guidance.** AI agents proactively suggest new product features or directions based on user behavior, predictive models, and industry trends (e.g., “users are about to churn unless feature X improves,” or “this customer segment is trending toward solution Y”).	**Autonomous Strategic Foresight.** AI continuously monitors competitor activity (press releases, product launches, social signals, patents, weak market signals) and proposes entirely new business areas or pivots — going beyond incremental product improvements.

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User experience design

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Design. Designers create wireframes, prototypes, and user flows entirely by hand. Research, ideation, and design variations are all manual.	**Assisted Design Workflows.** AI accelerates repetitive tasks: auto-generating design assets, resizing, accessibility checks, or providing content placeholders. Designers still control all major creative steps.	**Collaborative Ideation with AI**. Designers use AI to refine ideas, generate competing variations, and co-create early-stage concepts. AI acts as a sparring partner for brainstorming and iteration.	**Data-Driven Prototyping.** AI incorporates usage data, heatmaps, and behavioral analytics into design suggestions. Prototypes adapt dynamically to reflect real user behavior and predicted needs.	**Continuous User Testing & Feedback.** AI runs automated usability testing at scale (e.g., simulating diverse user groups, predicting pain points, or running sentiment analysis on feedback) and proposes design improvements.	**Autonomous Design Optimization.** AI agents autonomously generate, test, and deploy design variations (A/B/n testing at scale). The system refines UX continuously for accessibility, engagement, or conversion, with minimal human intervention.	**Predictive & Generative UX Ecosystems.** AI anticipates emerging design patterns, new interaction paradigms (e.g., AR/VR, multimodal interfaces), and even cultural shifts. It generates novel design directions that go beyond today's best practices, influencing industry standards.

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User interface design

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points ⚒️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual UI Design. All UI design is crafted manually: layouts, components, and copy are created without AI assistance.	**AI-Assisted Microcopy.** Designers use AI to refine microcopy (button labels, tooltips, error messages), improving clarity, tone, and accessibility.	**Component & Style Suggestions.** AI suggests color palettes, typography, component styles, and accessibility adjustments based on brand guidelines and best practices. Designers still make final selections.	**Workflow Automation with Design Tools.** Tools like Figma AI help automate repetitive tasks (e.g., resizing, responsive layouts, asset generation) and accelerate iteration, letting designers focus on higher-value work.	**Prompt-Based Prototyping.** Designers create rapid prototypes via prompts (e.g., “make a dashboard for analytics with dark mode”) to support product discussions and early user testing.	**Autonomous Design Variations.** AI agents generate multiple competing UI variations, test them with real or simulated users, and recommend the best-performing options. Designers act as curators and integrators.	**Predictive & Generative UI Systems.** AI designs new interface paradigms (e.g., multimodal UI, adaptive layouts for new devices, culturally adaptive styling). It anticipates future trends and produces UI solutions that extend beyond current industry norms.

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Content

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️

Human Authored. All content (marketing, product descriptions, help docs, etc.) is written, proofread, and managed by humans.

1 point

AI-Assisted Editing. AI is used for spell-checking, grammar correction, and clarity improvements. Basic productivity gains but no deep transformation.

2 points

AI Translation. Content is translated into multiple languages with AI, ensuring global reach. Humans may still review translations for nuance and quality.

3 points

Consistent Tone of Voice. AI enforces a defined tone of voice across all content, languages, and touchpoints (marketing, UI, help center). Messaging consistency improves significantly.

4 points

Structured & Normalized Content. AI organizes and normalizes product and category data (e.g., attributes, specs), making comparisons seamless. Content becomes structured, uniform, and easier to search/filter.

5 points

Adaptive & Experimental Content. AI runs content experiments at scale: testing tones, layouts, or story angles. It also personalizes content per user or segment based on preferences, behavior, and context.

6 points 🔮

Predictive & Generative Content Ecosystem. AI predicts future content needs and user goals, proactively generating content like FAQs for unreleased features and new product trends. It adaptively produces content across channels and formats, aligning with changing user behaviors.

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Software engineering

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Coding. Developers write all code by hand without AI support. Knowledge sharing and workflows are entirely manual.	**AI Assistance Available.** Developers have access to tools like Copilot Chat or ChatGPT, but usage is optional and informal. AI mainly helps with Q&A, explanations, and boilerplate.	**Permissive Adoption.** The organization allows AI use (no blockers from IT/security). Individual developers experiment, but there's no standardization yet.	**Copy-Paste Workflows.** Developers frequently interact with AI via external chats, copy-pasting snippets into their codebase. Productivity improves, but workflows remain fragmented.	**IDE-Integrated AI Coding.** AI is deeply integrated into IDEs (e.g., GitHub Copilot, Cursor). Developers rely on inline suggestions and completions for everyday implementation tasks.	**AI-Authored Code.** Developers co-author code with AI agents (e.g., Claude, GPT-5) to generate entire modules, functions, or tests. Human developers focus on guiding intent, reviewing, and orchestrating rather than low-level coding.	**Organizational AI Fluency.** The team has systematic AI-first workflows: licensing is seamless, best practices are shared, and teams continuously refine new ways of working with AI. AI-assisted engineering is normalized, not experimental.

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Software maintenance

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual. All tasks are done manually: reading logs, updating dependencies, reviewing code without AI support.	**Reactive assistance.** AI helps locate information: intelligent code/documentation search, log parsing, error explanation.	**Smart suggestions.** AI suggests fixes and improvements (e.g., explains failing tests, proposes bug fixes, highlights insecure code) but doesn't act directly. Developers still apply changes manually.	**Task automation bots.** AI agents automate repetitive workflows: dependency upgrades via PRs, running tests, auto-merging if green, or escalating to humans if needed.	**Assisted refactoring.** Developers deliberately use AI copilots (e.g., Claude, GPT-5) for large-scale refactors or version migrations, reducing the human burden of major upgrades.	**Autonomous Refactoring Agents.** AI agents independently refactor code to adapt to new library versions, run full CI/CD, and merge changes if passing. Human review only on exceptions.	**Self-Managing Deployment.** AI agents manage full rollout: create PRs, test, deploy to production (canary/blue-green), monitor impact, and auto-revert if anomalies are detected.

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Service personalization

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
No Personalization. All users see the same static content and product offerings. No AI or automation.	**Rule-Based Personalization.** Basic automation: if-then rules or simple segmentation (e.g., "users who bought X also see Y," time-based offers, geolocation-based suggestions).	**AI-Supported Features.** AI is introduced but remains an add-on, not central to the experience. Example: AI-generated product recommendations alongside generic content.	**Behavior-Based Personalization.** AI tailors experiences based on user behavior and preferences (clicks, purchases, browsing patterns). Content, offers, and journeys differ per user.	**AI as a Differentiator.** AI is deeply integrated into the service, providing predictive, real-time personalization (e.g., dynamic pricing, next-best-action guidance, adaptive interfaces). The personalized experience becomes a competitive edge.	**AI-Native Business Model.** AI is the core of the business model — personalization is not a feature but the foundation. Services are built around continuous, adaptive personalization, such as AI-curated marketplaces or fully adaptive digital products.	**Anticipatory Personalization.** AI predicts user needs before they are expressed, leveraging contextual and external signals (calendar events, location, social trends, even weak signals). The service adapts in real-time, shaping offerings around what the user will want next, not just what they have done.

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Continuous Integration and QA (CI/CD & QA)

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Testing. Testing is largely manual: developers or QA engineers run test cases by hand, verify results, and approve deployments manually.	**AI-Assisted Test Creation.** Developers use tools like GitHub Copilot or Claude to generate unit tests, integration tests, and regression checks. Test writing becomes faster but still initiated by humans.	**Automated Test Generation & Coverage.** AI automatically generates tests from requirements, user stories, or code changes, increasing coverage. Approval tests (golden-master / snapshot testing) are created automatically to validate behavior before production.	**AI-Augmented CI Pipelines.** AI is integrated into CI/CD pipelines to analyze test failures, detect flaky tests, and cluster root causes. It assists in prioritizing test execution and accelerates troubleshooting.	**Autonomous Test Maintenance.** AI maintains test suites: removing outdated tests, updating approval tests when behavior changes are intentional, and refactoring tests to keep them aligned with the evolving codebase.	**Independent AI Test Improvement.** AI independently proposes improvements to both code and tests (e.g., suggesting missing edge cases, generating performance/ security tests). It acts as a proactive quality reviewer.	**Predictive Quality Assurance.** AI predicts defect-prone areas before code is deployed, designs targeted tests, and runs pre-production approval testing on canary or blue/green deployments. It continuously learns from past incidents to minimize regressions.

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IT & online security

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Minimal Protection. Firewall allows all HTTPS traffic. No application-level checks. Attacks (DDOS, brute force, scraping) cannot be mitigated.	**Manual Mitigation.** Security incidents (e.g., suspicious logins, traffic anomalies, data breaches) are detected and mitigated manually by admins. Logs may exist but are not systematically analyzed.	**Automated Alerts.** Basic intrusion detection and monitoring in place. Alarms are automatically raised when attacks are detected (failed login attempts, unusual traffic). Human intervention is still required for response.	**Automated Defense.** Application firewall and security systems automatically mitigate common attacks (e.g., DDOS, SQL injection, XSS, brute force). Scraping and bot traffic are automatically detected and throttled.	**Secure Open Interfaces.** Security posture evolves from "blocking" to controlled openness. The service provides secure APIs and hooks for integration (e.g., with HomeAssistant, third-party agents). Instead of blocking all scraping, domain data is provided via APIs with proper authentication, rate limits, and licensing — balancing accessibility with security.	**AI-Integrated Security & Agent Protocols.** AI-enhanced security systems adapt in real time, detecting novel attack patterns, insider threats, and zero-days before they escalate. The service supports Remote Model Context Protocol (MCP) and similar frameworks for secure integration with AI agents, enabling safe machine-to-machine collaboration.	**Autonomous & Proactive Security Ecosystem.** Security becomes self-optimizing and anticipatory. AI agents coordinate across organizations to share threat intelligence, predict new attack vectors, and proactively patch or reconfigure systems. Security is not just reactive or defensive — it is an active, distributed resilience layer of the digital ecosystem.

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Data & analytics

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points ⚒️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Dashboards. Reports are built by hand, often delayed and inconsistent.	**AI-Assisted Reporting.** AI creates natural-language summaries of data and builds charts on request.	**Automated Data Pipelines.** AI manages ETL (extract, transform, load), ensuring clean and timely data.	**Predictive Analytics.** AI forecasts trends (sales, demand, churn) and identifies drivers behind performance.	**Prescriptive Analytics.** AI doesn't just predict but recommends concrete actions (pricing, allocation, product changes).	**Autonomous Decision Support.** AI actively participates in decision-making: runs simulations, proposes options, and ranks outcomes.	**Generative Strategy Insights.** AI identifies new opportunities and blind spots from unstructured and external data, creating strategic insights beyond human analysis.

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Operational excellence

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
No Efficiency Considerations. Operational effieency is not systematically addressed. Waste (e.g., unsold fresh products, overstocking) and inefficiencies in logistics are handled reactively or ignored.	**Manual Tracking & Rule-Based Actions.** Basic efficiency measures exist, but they are rule-based or manual: scheduled disposal reduction, fixed delivery routes, or static packaging guidelines.	**AI-Assisted Analysis.** AI analyses operational data, such as delivery delays, spoilage patterns, inventory turnover, and demand variability, to generate insights via dashboards and reports, though corrective actions remain manual or rule-based.	**Predictive Demand & Inventory Optimization.** AI predicts demand patterns and optimizes inventory levels to reduce waste (e.g., forecasting fresh product demand, dynamically pricing perishable items to minimize spoilage).	**AI-Driven Logistics Optimization.** AI optimizes logistics and operations in real time: route planning for minimal emissions, smart warehousing, packaging optimization, and energy-efficient infrastructure management. Efficiency becomes integrated into daily operations.	**Circular Service Models with AI.** AI actively enables circular economy practices: recommending reuse/ recycling options, optimizing returns, managing second-life products, and balancing supply chains for minimal waste. Circular business model becomes as value proposition.	**Autonomous Operatinal Excellence Ecosystem.** AI orchestrates an end-to-end ecosystem, predicting external risks (e.g., supply shocks, climate events), collaborating across partners to minimize systemic waste, and anticipating operational challenges before they arise. Excellence becomes a self-optimizing property of the service.

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Environment & platform maintenance

Product

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual or Manual With Platform Autoscaling. Backups, scaling, and monitoring are all done manually. Platform's basic autoscaling may be used.	**Proactive Monitoring.** AI detects anomalies in metrics (traffic, latency, memory leaks) and alerts before issues escalate.	**Self-Healing Systems.** Infrastructure can automatically rollback bad deployments, restart failed services, or reroute traffic without manual intervention.	**Autonomous Maintenance Tasks.** AI applies routine fixes (e.g., patching OS, updating containers, rotating certificates, tuning configs) and confirms system stability afterward.	**Autonomous Performance Optimization.** AI continuously improves system performance and reliability — e.g., smarter load balancing, dynamic caching, memory tuning, and resource allocation. It learns from operational history to enhance stability and minimize latency.	**AI-Driven Cost Governance.** AI monitors and forecasts cloud costs, billing anomalies, and resource efficiency. It monitors billing anomalies, forecasts cloud costs, rightsizes resources, shuts down idle services, and aligns infrastructure use with business goals.	**Contextual Predictive Scaling.** AI models anticipate demand shifts using contextual reasoning (calendar events, seasonal spikes, even external signals like marketing campaigns), scaling preemptively even without historical load data.

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Enterprise

Business & strategy

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points ⚒️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Strategy. Planning, pricing, and forecasting are manual and spreadsheet-driven.	**AI-Assisted Forecasting.** AI helps with financial modeling, pricing what-ifs, and demand forecasting.	**Automated Market Analysis.** AI collects and summarizes competitor moves, market shifts, and customer trends.	**Predictive Business Insights.** AI identifies leading indicators of revenue, churn, or growth. Scenario planning includes “what-if” simulations.	**AI-Driven Strategic Alignment.** AI integrates signals from finance, product, and operations to recommend strategic pivots and portfolio adjustments.	**AI-Native Business Models.** Business is built around AI predictions (e.g., dynamic pricing, AI-run marketplaces, adaptive subscriptions). AI directly shapes revenue streams.	**Anticipatory Strategy Ecosystem.** AI predicts new business models and partnerships before they emerge, leveraging weak signals (geopolitics, social shifts, tech trends).

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Human Resources & talent

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points ⚒️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual HR. Hiring, training, and performance management are manual and reactive.	**AI-Supported Recruiting.** AI screens resumes, suggests interview questions, and assists with candidate shortlisting.	**AI-Assisted Onboarding & Training.** New hires use AI-driven learning paths; AI personalizes training materials.	**Predictive Workforce Insights.** AI models predict attrition, burnout risks, and future skill gaps.	**AI-Enabled Talent Development.** AI provides personalized career paths, coaching, and role-matching inside the company.	**AI-Native Organizational Design.** Org structures evolve dynamically with AI support — team composition, project assignments, and resource allocation are AI-optimized.	**Self-Adaptive Workforce Ecosystem.** AI anticipates future skills before demand emerges and aligns workforce capabilities with long-term strategy.

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Marketing & growth

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points ⚒️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Campaigns. Campaigns and customer targeting are manual.	**AI-Assisted Copy & Assets.** AI generates ad copy, visuals, and A/B test variations.	**AI Customer Segmentation.** AI identifies segments based on behavior, demographics, or psychographics.	**Predictive Targeting.** AI predicts customer lifetime value (CLV), churn risk, and conversion likelihood, guiding campaign investments.	**Autonomous Campaign Orchestration.** AI manages multi-channel campaigns (email, ads, social) in real time, adjusting spend and messaging on the fly.	**AI-Native Growth Loops.** Growth models are fully AI-driven: viral loops, referral optimization, personalized outreach, lifecycle marketing all orchestrated by AI.	**Generative Market Creation.** AI detects unmet needs and designs entirely new demand spaces, creating markets before competitors.

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Customer service

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Service. All customer interactions are handled by human agents. No AI assistance.	**AI Answering Service.** AI works as a message-taker when customer service is closed (voicemail, chat queue, basic ticket creation).	**FAQ Deflection.** AI filters out common requests by providing FAQ-style answers (e.g., “reset password,” “check order status”), reducing load on human agents.	**Agent Assist.** AI works in the background of human agents: suggesting answers, summarizing customer history, retrieving knowledge base articles — enabling faster and more accurate responses.	**Insight & Reporting.** AI analyzes customer interactions to report common issues, churn signals, and product pain points, feeding insights back to the product/service teams for continuous improvement.	**Guided Self-Service.** AI helps customers step-by-step: walking them through troubleshooting, onboarding, or completing a purchase in a conversational flow. Human handoff is still available when needed.	**Predictive & Proactive Service.** AI anticipates customer needs before they reach out (e.g., detecting likely churn, delivery delays, failed transactions) and initiates proactive support via notifications or outreach. Service becomes preventative, not just reactive.

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Compliance & risk management

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Compliance. Policies and audits are manual, reactive, and slow.	**AI-Assisted Compliance Checks.** AI supports documentation reviews, GDPR/ISO checklists, and risk assessments.	**Automated Reporting.** Compliance reports (e.g., audit logs, regulatory filings) are automatically generated.	**Predictive Risk Detection.** AI identifies likely compliance issues (e.g., data residency risks, privacy violations) before they escalate.	**AI-Driven Policy Adaptation.** AI keeps policies up to date with changing regulations, suggesting updates and training employees automatically.	**AI-Native Governance.** Compliance and risk management are embedded into daily workflows, with AI acting as a continuous control layer.	**Proactive Ethical Governance.** AI anticipates societal, ethical, and regulatory shifts and guides the organization to adapt before laws or crises emerge.

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AI governance

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Ad Hoc AI Use. AI is used informally by individuals. No company-wide policies, governance, or accountability exist.	**AI Awareness.** The company acknowledges AI's relevance. Basic literacy training or informal guidance is provided, but governance and ownership are unclear.	**Initial Governance Framework.** The organization defines basic policies for AI usage (e.g., GDPR compliance, vendor risk). Human-in-the-loop is the default safeguard. Responsibility for AI outcomes is fragmented across teams.	**Structured Oversight & Training.** AI literacy training is rolled out across functions. Governance frameworks (aligned with the EU AI Act and similar) are established, including bias monitoring in sensitive areas like HR. Clear processes exist for human oversight in high-risk use cases.	**Centralized AI Ownership.** The company appoints a responsible owner or committee for AI roll-out and outcomes (e.g., Chief AI Officer, AI governance board). AI procurement and development decisions are coordinated centrally.	**Responsible AI by Design.** AI governance is embedded in all workflows: bias monitoring, explainability, and human oversight are integrated into deployment pipelines. AI use is transparent and auditable. Risk and ethics are treated as first-class citizens in the product lifecycle.	**Anticipatory AI Governance Ecosystem.** The company operates a mature, proactive AI governance model that 1) Anticipates new regulations and societal expectations. 2) Engages with external stakeholders (regulators, partners, industry). 3) Uses AI itself to monitor and govern deployed AI systems. 4) AI responsibility and accountability are deeply embedded in culture and leadership.

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Company-wide maturity / CEO summary

Enterprise

Estimate where your company is in each area, and mark up your points.
Can you reach 6/5?

My score

/ 5

0 points 🛠️	1 point	2 points	3 points	4 points	5 points	6 points 🔮
Manual Enterprise. The company operates with traditional processes. AI is absent, or use is ad hoc and isolated experiments only.	**Assisted Islands.** AI is available in some tools (e.g., Copilot, ChatGPT), but usage is fragmented and individual-driven. No organizational support or strategy.	**Permissive Adoption.** The organization allows AI use broadly. Teams experiment with AI in their own silos (engineering, design, customer service, etc.), but no standardized workflows or alignment exist.	**Integrated Functions.** AI is embedded into multiple business areas (product, design, ops, marketing, HR, etc.), improving productivity and quality. Cross-team learnings start to emerge.	**Strategic Differentiator.** AI becomes a core differentiator. Leadership actively drives AI adoption. Processes, platforms, and products are built with AI-first thinking. Customer experience is consistently AI-augmented.	**AI-Native Organization.** AI is central to the business model. Decision-making, personalization, operations, and innovation are AI-powered. Teams share best practices, licensing and governance are smooth, and AI maturity is systematic across departments.	**Anticipatory Enterprise.** The company is anticipatory and adaptive. AI predicts opportunities, risks, and trends across markets and ecosystems. The organization acts proactively, creating new business spaces and continuously self-optimizing.

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Let’s discuss more



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