



Your custom blueprint for AI impact

Cut through uncertainty: understand your position and drive your AI journey
forward

TestUser

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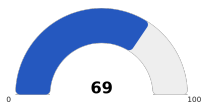
In today's competitive landscape, readiness isn't just about survival; it's about harnessing AI to drive efficiencies and unlock new revenue streams.

The real value of AI comes from rewiring how companies run. AI readiness, or a holistic view of how prepared your own company is to truly leverage AI, is the prerequisite for making that change effective.

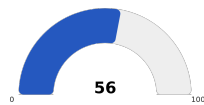
Your AI Readiness Diagnostic report gives you a precise understanding of your current state, with personalized scores across five critical pillars: Strategic, Operational, Technological, Organizational, and Experience. You'll also find tailored recommendations to guide your next steps in maximizing AI's potential.

Use your results to ensure your AI efforts are purposeful, aligned, and drive impact.

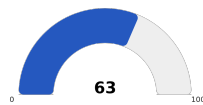
Your AI Readiness Results



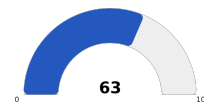
Organizational



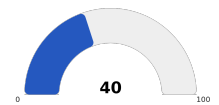
Technological



Strategic



Operational



Experience

Your AI Readiness Ranking

Strategic Planner

You have a fantastic head start on your AI journey. You have a vision and a strong belief that AI is critical for your company's future. However, our analysis shows a gap between your strategic goals and your ability to execute. While your vision is strong, you may lack the necessary technical or operational infrastructure to turn those bold ideas into a reality. If you're seeing minimal AI adoption in your day-to-day work, combined with challenges in your data architecture, this can create a roadblock. By focusing on these foundational areas, you can align your execution with your vision.

Based on your results, next steps to consider include:

Assess readiness

Conduct a detailed AI Readiness Assessment focused on technology and processes. This engagement will quickly pinpoint your company's strengths to build on, while prioritizing the foundational gaps you need to close for a clear AI roadmap.

(Think of this assessment as a more detailed version of the diagnostic you just completed here.)

Develop an enablement plan

Develop a focused, end-to-end AI enablement plan for a single process or team. This allows you to deliver an integrated, impactful AI solution with measurable business impact by partnering with an expert to guide the entire journey from strategy through deployment.

Pilot AI innovation

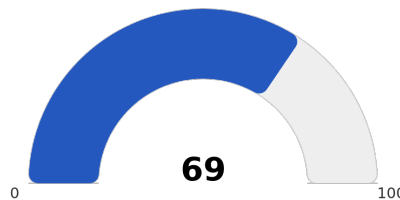
Pilot an applied AI engineering or innovation project. This turns a concept into a business-ready system, building the foundation for more advanced, scalable solutions.

Organizational readiness

Cultivating a culture of AI adoption

Beyond strategy and technology, the human element — people and culture — forms the bedrock of AI success. Many companies struggle with a lack of buy-in, internal skills, or effective change management, which become the most formidable barriers to action. If neglected, these human factors can prevent even the most promising AI initiatives from delivering their intended impact.

This pillar assesses a company's soft yet critical aspects. It evaluates leadership support, a culture of innovation, and internal AI-related skills. A high degree of organizational readiness ensures that a company is not just technically capable but also culturally primed to adapt, learn, and thrive in an AI-driven future.



You scored **MODERATE** in organizational readiness

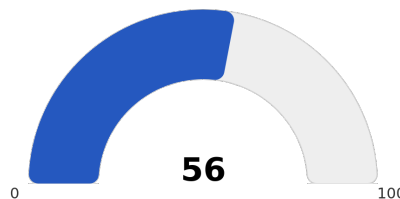
Your leadership is somewhat supportive of AI, but they aren't actively championing it with clear investment. Business units are only occasionally consulted on AI use cases, and while your culture is open to new ideas, it can be cautious and slow to adopt. AI knowledge exists, but it's often concentrated in specific roles, leading to gaps in skills and understanding. It's difficult to get widespread investment when the value isn't consistently demonstrated, so your next step should be to involve more business units in the process and get leadership to champion AI as a key business driver.

Technological readiness

Building the foundation for AI innovation

A strong technology infrastructure is the foundation of any successful AI implementation. Without the right data and systems, even the most ambitious AI strategies will struggle to get off the ground. Yet many companies underestimate the foundational building blocks — like a modern data architecture, scalable infrastructure, and clean data — and hit a roadblock: [43%](#) cite tech limitations as a major hurdle to developing AI-driven experiences.

This pillar assesses a company's technological ecosystem, from the maturity of its data architecture to the ease with which its current stack integrates with new AI tools. It also evaluates the quality and accessibility of data — the lifeblood of any AI system. A high degree of readiness ensures a company has the foundational strength to deploy AI solutions and evolve and scale with the rapid pace of innovation.



You scored MODERATE in technological readiness

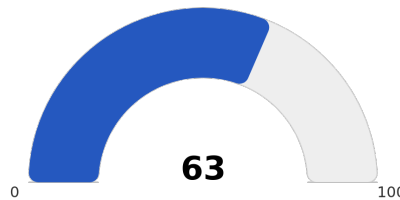
You're on the right track, but you're not fully there yet. You're in the process of adopting modern data architectures, but you likely still rely on traditional data warehouses. While your tech stack has some integration capabilities, it often requires custom work, and while your data is generally clean, you still face some silos and access issues. Your internal teams are working on proofs-of-concept, but you may face technology or skills gaps when you try to scale them. Your next step should be to break down those silos and invest in a more flexible tech stack.

Strategic readiness

Charting your course for AI success

Most companies aren't short on ambition when it comes to AI — they're short on clarity. Without a clear destination or roadmap, that strategic ambiguity can lead to scattered initiatives, wasted resources, and a frustrating inability to measure ROI. The pressure is real: [72%](#) of businesses are concerned that competitors leveraging AI will erode their market share.

A strong strategic foundation transforms ambition into an actionable plan. This pillar assesses a company's capacity to articulate their vision, define their competitive position, and establish the precise metrics needed to succeed. Because without a deliberate strategy, companies risk not merely stagnating, but actively falling behind. As our insights reveal, "success with AI starts with clarity, not code."



You Scored MODERATE in Strategic Readiness

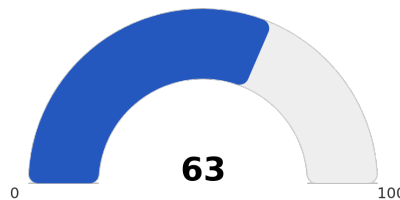
You're beginning to see AI as a way to stay competitive, and you're in the early stages of implementation, so you've got a good start with a high-level AI strategy — but it's missing a detailed roadmap for getting there. Your focus is likely on one or two application areas, and you're struggling to consistently measure the ROI of your AI efforts. This makes it tough to justify further spending and get wider buy-in across the business. The next step is to create a more detailed plan and a clearer way to measure the impact of your initiatives.

Operational readiness

Translating vision into action

Even the most brilliant AI vision is useless without an effective operational system to bring it to life. Many companies get stuck in a state of operational paralysis — stalling projects, failing to scale pilots, and losing ground as competitors pull ahead.

Operational readiness is the critical bridge from ideation to execution. This pillar assesses a company's capacity to seamlessly integrate AI into daily workflows, measure its impact, and clarify ownership. A high degree of readiness ensures an AI plan fits into a company's unique way of working, transforming ambition into tangible, measurable progress.



You scored **MODERATE** in operational readiness

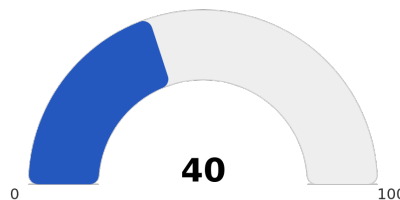
Some of your teams are likely already using AI tools, but adoption is not widespread. While some funding is available, it's often on a case-by-case basis and competes with other projects. You have some skills to operationalize AI, but there are still gaps, and while basic governance policies are in place, they need to be adapted for AI. This can lead to stalled pilots and make it difficult to get wider investment across the company. Your focus should be on creating a more comprehensive plan for funding, training, and governance to support full-scale adoption.

Experience readiness

Crafting intuitive AI experiences

When it comes to AI, even the smartest solutions won't get far if they're not easy for people to use. Many companies focus heavily on the technical side of AI, but forget about making it easy for people to interact with. This often leads to solutions that are difficult or unpleasant to actually use, resulting in low adoption.

This pillar looks at how well a company designs and delivers AI experiences that truly connect with users. It examines the approach to user research, the ability to create clear and transparent interactions, how user trust and control are prioritized, and your capacity for iterative design and continuous improvement based on user feedback. A high degree of readiness in this area ensures that a company's AI initiatives not only function intelligently but also provide a valuable experience, fostering widespread adoption.



You scored **LOW** in experience readiness

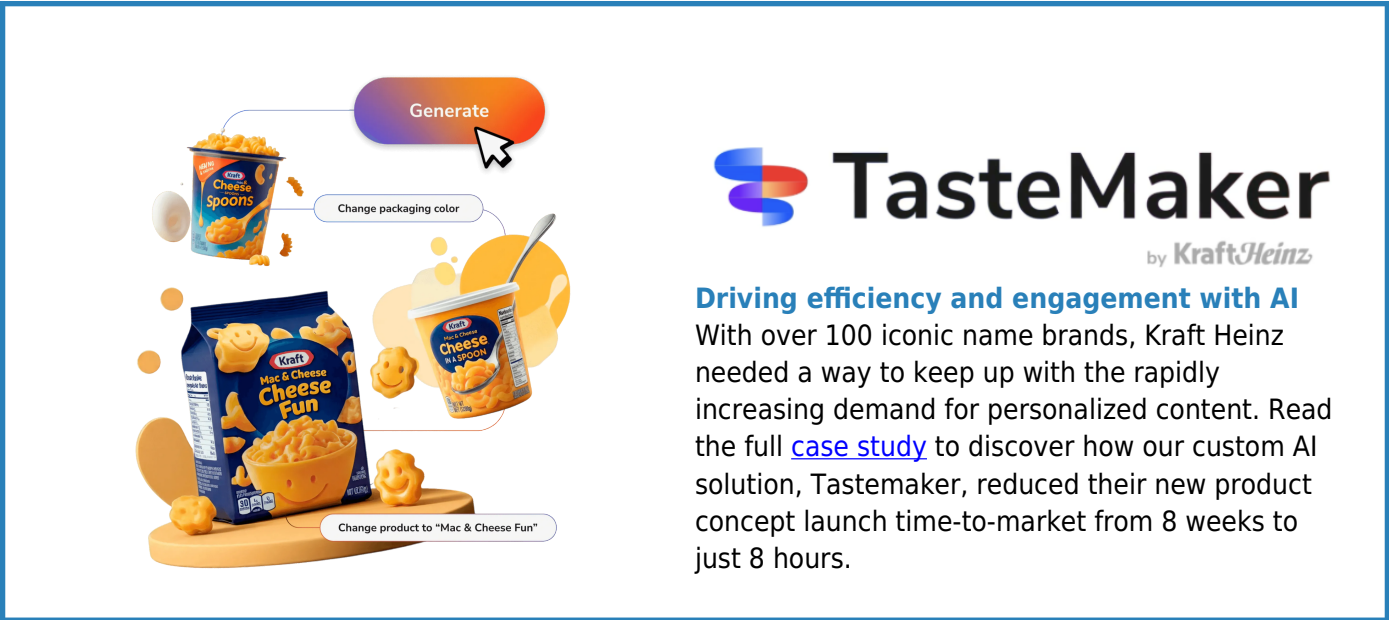
AI isn't yet a formal part of your strategy in regards to the way it directly impacts the experience of your audience, and you have limited or no plans to use AI to personalize customer interactions or enhance self-service. Your user data isn't integrated with AI initiatives, and your primary focus is simply building internal awareness of new AI services. This is a great opportunity to identify foundational gaps and opportunities and create a clear roadmap for impactful AI adoption.

Ready to turn your vision into action?

You have a fantastic head start on your AI journey. You have a clear vision and a strong belief that AI is critical for your company's future, but you may be finding your ideas are hitting a roadblock. Apply Digital specializes in helping companies like yours bridge the gap between strategy and execution. By focusing on your technical and operational foundations, we can help you turn your bold vision into a reality.




Let's talk next steps



Generate

Change packaging color

Change product to "Mac & Cheese Fun"



Driving efficiency and engagement with AI

With over 100 iconic name brands, Kraft Heinz needed a way to keep up with the rapidly increasing demand for personalized content. Read the full [case study](#) to discover how our custom AI solution, Tastemaker, reduced their new product concept launch time-to-market from 8 weeks to just 8 hours.

About Apply Digital

Apply Digital is a global digital experience transformation partner, committed to driving AI-powered change and measurable impact across complex, multi-brand ecosystems. Our 750+ team members have helped transform global companies like Kraft Heinz, NFL, Moderna, Lululemon, Games Workshop, Atlassian, and The Very Group. Visit applydigital.com to learn how we can unlock your company's potential.

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10

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