Building a Solid Data Foundation for AI

Assessment Checklist & Implementation Worksheet

AI adoption is moving at the speed of organizational change. While many organizations are eager to implement AI, without a solid data foundation, these initiatives often fail to deliver value. This checklist and worksheet will help you assess your current data maturity and create an actionable roadmap toward becoming an AI-ready organization.

Part 1: Data Maturity Assessment

Data Quality & Standardization

☐ Our data is standardized and normalized across systems

☐ We have low error rates in our data collection

☐ We have proper consent management processes in place

☐ We have minimal data gaps in our customer journeys

☐ Data is available in real-time or near real-time when needed

Data Accessibility & Usability

☐ Data is accessible across departments (not siloed)

☐ Business teams can access data without extensive technical support

☐ We have a flexible schema that accommodates business terminology

☐ Our data structure allows for easy AI model integration

☐ We can quickly translate data into actionable insights

Organizational Readiness

☐ We have cross-functional teams supporting data initiatives

☐ Leadership understands the importance of data foundation for AI

☐ We have established processes for data governance

☐ Our team has the necessary skills to manage our data environment

☐ We have a clear roadmap for data and AI maturity

Part 2: AI Implementation Worksheet

Current State Analysis

Identify your organization's current position on the AI maturity spectrum:

☐ **Crawl:** Working to get first AI use case into production

☐ **Walk:** Deploying AI across multiple channels or use cases

☐ **Run:** AI is integrated throughout the organization

Identify your organization's current position on the AI maturity spectrum:

1. _____

2. _____

3. _____

Data Foundation Planning

Identify your data sources that need to be connected for AI initiatives:

Data Source	Currently Connected?	Real-time?	Data Quality Issues

Identify your organization's current position on the AI maturity spectrum:

☐ Website   ☐ Point of sale

☐ Mobile app   ☐ Customer service

☐ Email   ☐ Social media

Other: _____

AI Implementation Roadmap

Short-term AI objectives (3-6 months):

1. _____

2. _____

3. _____

Medium-term AI objectives (6-12 months):

1. _____

2. _____

3. _____

Long-term AI vision (12+ months):

1. _____

2. _____

3. _____

Part 3: Technical Consideration Checklist

Data Collection & Integration

☐ Real-time data collection through SDKs, pixels, or APIs
☐ Standardized data formats and naming conventions across systems
☐ Unified customer profiles with contextual attributes
☐ Establish proper consent management integrated with data collection
☐ Enable streaming data capabilities for real-time AI applications

AI Model Deployment

☐ Determine optimal locations for AI model deployment (centralized vs. edge)
☐ Create processes for AI output activation across customer touchpoints
☐ Establish performance metrics for AI implementations
☐ Develop feedback loops for continuous AI model improvement
☐ Plan for on-device AI capabilities (if applicable)

Activation & Measurement

☐ Define how AI outputs will be deployed to customer experience channels
☐ Establish baseline metrics to measure AI impact
☐ Create dashboards to track AI performance and business outcomes
☐ Develop processes for testing and optimizing AI implementations
☐ Establish governance for AI model management and updates

Key Takeaways

01 **Data Foundation First:** Prioritize building a solid data foundation before embarking on complex AI projects. Without standardized, accessible data, AI models will struggle to produce valuable results. For example, if customer data is inconsistently labeled across systems (e.g., "phone" vs "phone_ number" vs "mobile"), your AI will spend more time reconciling data than generating insights.

02 **Progress, Not Perfection:** Focus on incremental improvement rather than trying to perfect AI implementation all at once. Success with one type of AI model doesn't guarantee success with another. Start with a single high-value use case like customer churn prediction, learn from the implementation, and apply those learnings to your next AI initiative.

03 **Organizational Alignment:** Ensure people, processes, and technology are aligned to support AI initiatives. Without proper training and revised workflows, even the best AI technology will sit unused. Create cross-functional teams that include both technical and business stakeholders to drive adoption of new AI-powered processes and tools.

04 **Real-time Capabilities:** Invest in real-time data collection and activation to maximize AI value. The ability to immediately act on customer behavior (such as abandoning a shopping cart) with AI-driven recommendations can dramatically improve conversion rates. Organizations with batch-only data processing will miss critical real-time opportunities to influence customer decisions.

05 **Distributed AI:** Prepare for AI to be distributed across your ecosystem, not just centralized in one location. AI is becoming embedded in every customer touchpoint and business application. Ensure your data foundation can support models running both in centralized environments (data warehouses) and at the edge (on websites, in apps, or even on customer devices), enabling faster and more personalized experiences.

Remember: AI maturity is a journey, not a destination. Each step forward builds capability for the next advancement.

Next Steps

Ready to accelerate your journey to AI maturity? Contact Tealium to discuss how we can help you build the solid data foundation required for successful AI implementation.

Connect with a Tealium expert
Visit https://tealium.com/cdh-demo-2/ to get started.

∴ TEALIUM®