THE TAKE-HOME CHECKLIST

7 questions for every AI proposal

Print it out and use it the next time you request a quote.

1. What is and is NOT included?

Ask for an itemized breakdown of what the price covers and, separately, what it does not. The "not included" list tells you as much as the "included" one.

2. What data preparation do they expect from us?

If the answer is "nothing special", treat it as a warning sign. Ask: whose job is it, how long does it take, and in what form must the data be handed over?

3. Which integrations are in the price, and which are not?

CRM, ERP, document management, and email: each integration is a separate task. An AI project typically needs three to five of them.

4. What does "implementation" mean here: a pilot or live use?

It often happens that the supplier hands over a working pilot and leaves the substantive work to you. Clarify upfront how far their responsibility extends.

5. What monthly cost should we expect in years 2 and 3?

The launch discount ends, while monitoring, support, and model maintenance stay on as standing items.

6. How does exit work if we switch in two years?

Can you extract your data? Can you carry over your settings? How much time and cost does all of that take?

7. Who is responsible if the AI gives a wrong answer? Is it auditable?

How far does the supplier's responsibility reach, and where does yours begin? Three months on, can you trace why the AI gave that particular answer? (And remember: the AI Act is coming into force.)

YOUR NOTES

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