AI maturity model

Criteria	LEVEL 1 Awareness	LEVEL 2 Experimentation	LEVEL 3 Operational	LEVEL 4 Strategic	LEVEL 5 Leader
1 Executive Engagement	Executives have received a briefing on generative AI.	The company has engage with at least one AI vendor or consultant to gain external expertise.	Regular monitoring and reporting on AI performance is conducted, with data-driven insights shared with the executive team.	Senior leadership conducts regular strategic reviews of AI initiatives, with action plans for continuous improvement.	Company participates in AI conferences and thought leadership, with executives frequently presenting or speaking.
2 Strategic Planning	A report on the potential impact of generative AI has been created and distributed in parts of the organization.	Feedback from PoCs has been documented and reviewed, including initial risk assessments and mitigation strategies.	Risks and ethical concerns related to AI use have been identified, documented, and mitigation strategies are in place.	Generative AI strategy is documented in the organization's roadmap, aligned with business objectives.	Generative AI drives innovation in the company, with quantitative benchmarks and examples provided.
3 Knowledge Sharing	The company has participated in at least one generative AI seminar or webinar and documented key takeaways.	Training sessions for dedicated AI teams have been conducted, with continuous improvement mechanisms in place.	A comprehensive staff training program on leveraging generative AI in daily work is in place and updated regularly.	A comprehensive staff training program with mentorship to build AI expertise internally are in place, fostering a culture of continuous learning.	A comprehensive staff trainingwith key performance indicators (KPIs) for AI training is tracked, analyzed, and acted upon.
4 Budget Allocation	An initial budget consideration for exploring generative AI exists.	A dedicated budget for AI experiments has been allocated, with clear guidelines on usage.	A dedicated budget for AI operational costs is allocated, with regular audits for optimization.	Ongoing investment in advanced AI technologies and talent is made, with a focus on long-term usage.	An internal AI R&D lab for continuous innovation is established, with significant projects and outcomes showcased.
5 Use Case Deployment	Business challenges that could be addressed by generative AI have been documented, with initial feasibility assessments.	At least one proof of concept (PoC) has been completed, with the scope and scale clearly defined.	Generative AI is used operationally in at least one business function, with specific use cases documented.	Generative AI is used operationally in at least three business functions, with several case studies of successful applications.	The company contributes to industry standards for AI, participating in relevant committees or working groups.

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6 Efficiency	Key employees interested in generative AI initiatives have been identified and their roles in potential projects outlined.	A measurable improvement in efficiency or productivity has been documented as a result of the PoC.	A measurable improvement in efficiency or productivity has been documented across the implemented business function.	Generative AI projects have resulted in at least measurable ROI, with detailed financial analyses available.	Generative AI drives considerable part of the innovation in the company, with quantitative benchmarks and examples provided.
7 AI Platform	Internal discussions about different generative AI technologies and trends have been held.	An AI sandbox environment for experimentation has been set up and is actively used.	Generative AI is integrated with existing business systems, ensuring seamless operations.	Feedback loops for continuous improvement of AI applications are established and functioning.	The company regularly benchmarks against industry leaders in AI, implementing best practices in the AI Platform.
8 Benchmarking	An initial assessment of competitor use of generative AI has been conducted, with findings presented to key stakeholders.	Success metrics for AI projects have been developed and are regularly reviewed.	Partnerships with external AI experts or organizations are established for ongoing support and innovation.	The company engages in industry forums and collaborations on AI, contributing to the broader AI community.	Collaborative projects with academic or research institutions are ongoing, driving cutting-edge innovation.
9 Communica-tion	Subscriptions to industry publications or newsletters on generative AI are in place and actively shared with relevant teams.	PoC results have been presented to key stakeholders, with recommendations for further actions.	Internal AI-related improvements are documented, reviewed, and communicated across the organization.	External communication strategies for AI success stories are developed and executed.	The company has published comprehensive set of research papers or case studies on AI, contributing to academic and industry knowledge.
10 Governance	An informal team to explore generative AI opportunities has been established, with defined objectives and regular meetings.	A basic framework for selecting and evaluating AI projects has been developed, including success metrics, policies on ethics and security and risk assessments.	A central AI team or center of excellence has been created, with clear roles and responsibilities.	A governance framework for AI ethics and standards is established, including specific policies for ethics and security and committees.	The company has a strong presence in AI-related patents, with an active patent portfolio strategy.