

AI Needs Assessment

Find the right way into AI — before time and budget flow into the wrong solutions.



KrambergAI

Many mid-sized companies know AI is becoming relevant — what often stays unclear is **where** it actually makes sense to apply it. The KrambergAI AI Needs Assessment helps you **identify, evaluate and sequence real AI potential into a realistic implementation order**. The focus is on concrete tasks, processes, data sources and bottlenecks — not abstract AI trends.

THE PROBLEM

Many AI initiatives start too broadly — tools get tested before the actual problem has been defined:

- Unclear AI priorities across the business
- Plenty of ideas, but no reliable order of priority
- Choosing tools before understanding the process
- Effort, benefit and risk not properly assessed
- Uncertainty around data protection and ownership
- Isolated solutions disconnected from existing workflows

The result: AI gets discussed, but never introduced with real direction.

THE SOLUTION

A structured start: we examine workflows, recurring tasks, information gaps and data sources — producing a clear, well-founded assessment. Guiding questions include:

- “Where do employees lose the most time today?”
- “Which customer enquiries recur again and again?”
- “Which tasks could be prepared or summarised automatically?”
- “Which data sources are available and usable?”
- “Which area is best suited to a first pilot?”

TYPICAL PROCESS

From idea to an actionable starting point

Capture the Situation

01

Clarify bottlenecks, goals, expectations and prior experience with AI tools.

Review Processes

02

Examine office, sales, service, project management and dispatch for recurring tasks.

Gather Potential

03

Phone handling, knowledge search, quotes, documents, assistance and automation.

Evaluate

04

By benefit, effort, feasibility, data protection and integration needs.

Order of Priority

05

A realistic ranking: ready now, worth preparing, or not (yet) recommended.

Next Step

06

Pilot, AI sprint, CompanyGPT, AI phone handling or an in-depth potential report.

THE BENEFIT

- ✓ Better prioritisation of AI use cases
- ✓ Fewer tool experiments without a clear benefit
- ✓ Structured assessment of effort, benefit and risk
- ✓ A clear basis for management decisions
- ✓ Early detection of data and access-rights issues
- ✓ A foundation for a pilot, AI sprint, CompanyGPT & more

Don't start with the loudest idea — start with the one that makes the most sense.

WHO IT'S FOR

- SMEs starting with AI
- Several possible AI ideas
- Organically grown, manual processes
- High call & enquiry volume
- Knowledge scattered across emails & folders
- Focus on data protection & ownership

TYPICAL INDUSTRIES

Skilled Trades · Construction · Technical Services · Traffic Safety · Security Services · Event Security · Facility Services · Property Management · Industry · Retail · B2B Services

Next Step

The starting point is a compact **AI Initial Check** or a short orientation call: we review the most suitable areas, the data sources available and whether a clear use case is already emerging.

Request an AI Needs Assessment

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