

Achieve AI-readiness: An enterprise checklist

How to structure your content, technology,
and teams for success with the latest tools for scaling



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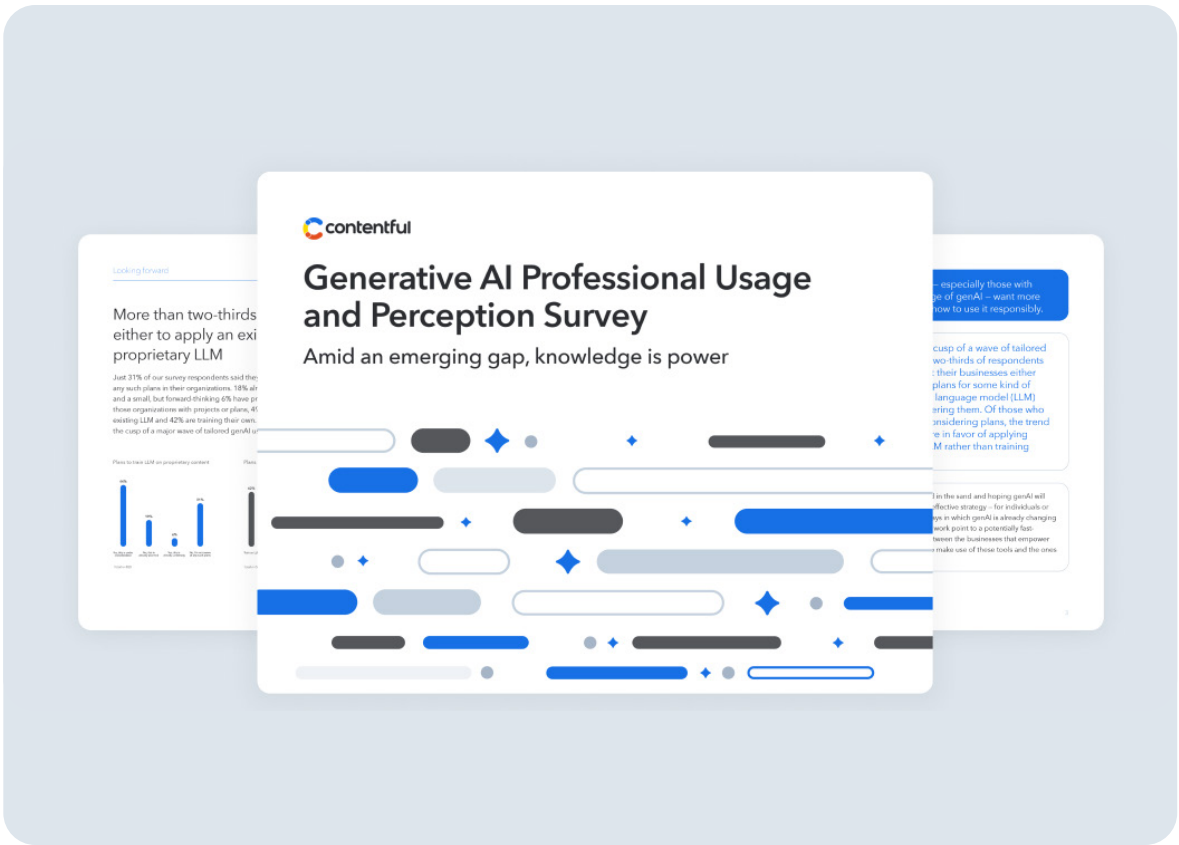
INTRODUCTION

As a concept, artificial intelligence (AI) has existed for over half a century but only more recently has it transformed into a concrete category of powerful tools helping the most tech-savvy companies accelerate production;

optimize experiences, products, and services; scale their brands to new markets outputs, and even future-proof their investments.

As an organization keen on making strategic, calculated investments, you’ve done your research on the topic before buying into it. You’ve read the reports – like our “[AI Professional Usage and Perception Survey](#)” – and you’ve watched how other brands use AI with success (and failure), winning customers over with hyper-personalization or driving them away with frightening deep fakes. With a firm grasp of what AI is in addition to its benefits and limitations, you’re eager to get off the sidelines and move forward with adoption – but where should you start?

This checklist provides a high-level overview of the initial steps and tips your organization should take as it embarks on its journey of adopting and successfully implementing AI.








☐ **Map out your new content strategy leveraging AI.**

Because AI tools are costly and take effort to set up, most organizations only have the resources and bandwidth to pursue a few key use cases. As you hone your use of AI and see a return on investment, you can expand upon those initial uses.

Tip: To develop this strategy, take an inventory of content production shortcomings that impact speed to market, consistency, creativity, and scaling, and align those to your business goals. Below are just a few examples of common AI applications in the content production lifecycle.

 Creation	 Orchestration	 Presentation
<ul style="list-style-type: none">• Draft content• Generate images• Translate content• Enforce brand guidelines	<ul style="list-style-type: none">• Migrate content• Build content models• Suggest content• Run experiments	<ul style="list-style-type: none">• Import design systems• Generate metadata• Personalize content

☐ **Assess how compatible your existing technology and architectures are with AI.**

At this stage, you’ll evaluate your existing hardware capabilities, software environment, and network infrastructure, ensuring they can connect with AI technologies and their corresponding computational demands.

Tip: One outcome of a strong AI implementation is better content and more customer engagement – the implication of which is an increase in site traffic. To prevent downtime latency and a poor user experience, you’ll want to ensure your network can support such an influx before it occurs.

❑ **Unify your content and structure it for use in a language learning model (LLM).**

Structured content ensures your data is organized in a consistent way making it easier for your LLM to pick up on patterns and relations. Structured content can also be beneficial should you fine-tune the model to address other, more specific tasks in the future.

Tip: Utilize a composable content platform such as [Contentful](#) to separate content from its layout and then easily organize, structure, and store it in one place. Because of its open framework, you can pull in content from other sources (such as a DAM, PIM, or other CMS), and extract it later to train your LLM.

Ruggable hyper-personalizes online shopping with AI and Contentful

The washer-friendly rug brand launched an AI design assistant that leverages customer data, content stored in Contentful, and customer-provided images to provide product recommendations with tailored descriptions.

[Learn more](#)

Ruggable

❑ **Select and tune your LLM for high-quality content outputs.**

Here you have two options: create your own LLM or fine-tune one that exists, such as Chat GPT, Gemini, or Claude. There are benefits and drawbacks for both. The first requires more technical expertise and time to set up but may be more secure. The latter may be easier to set up but may be less secure for sensitive information and unable to address unique business needs.

Tip: If you choose to adopt and train an existing LLM, ask yourself the following questions to find the best fit:

- Does this model have a track record of providing accurate responses?
- Can this model accommodate high data volumes?
- Do I have the right data and content to train this model?
- How easy is it to fine-tune the model in the future?

Consider using the [AI-Conent Generator](#) by Amazon Bedrock as a starter tool.



☐ **Prepare your team for their role in a successful implementation.**

Some of the [key drawbacks of AI tools](#) – such as hallucinations, lack of emotional depth, off-brand tone or language, and ethical concerns – can be remedied by having a human team member serve as the final line of editorial defense before publication.

Tip: Emphasize your team’s unique role in providing AI quality control while highlighting how AI can automate some of their more monotonous responsibilities, freeing up time and resources that can be allocated to more creative pursuits.

☐ **Consider opportunities to integrate additional generative AI-powered tools.**

With your LLMs tuned and the returns of your investment in AI coming to fruition, your organization may be eager to explore other ways to leverage this new technology – which could inspire you to adopt additional tooling as your existing setup allows.

Tip: If you opt to use Contentful to structure your content, you’ll be able to leverage the platform’s additional AI tools to extend business capabilities and achieve larger results.

- [Contentful Studio](#) – This tool enables teams to build visual experiences at scale free of developer resources and features bespoke AI tools including our AI Content Generator and AI Image Generator.
- [Contentful Marketplace apps](#) – Our Marketplace features over a dozen market-leading AI apps that help with personalization, localization, image tagging, and beyond. Did we mention they integrate seamlessly with our larger platform?

Get a pulse check on how compatible your content is with AI

Our team of in-house experts knows what good structured content looks like. We’ll look at your current structure and if there are opportunities to improve, we’ll help you get there.

[Request an assesment](#)

