

Achieve AI-readiness: An enterprise checklist

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

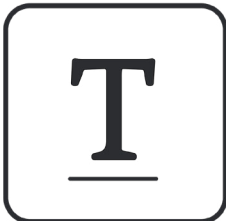


Table of Contents

Introduction	3
Map out your new content strategy leveraging AI	4
Assess how compatible your existing technology and architectures are with AI	4
Give AI better inputs to get better outputs	5
Prepare your team for their role in a successful implementation	5
Consider opportunities to integrate additional generative AI-powered tools	6



INTRODUCTION

Are you AI-ready? Scalable AI takes a little prep work. Make sure you don't miss a critical step with this practical checklist.

Turning AI's potential into results takes preparation and strategy. We surveyed [425 marketing decision-makers](#) in partnership with Atlantic Insights to find out why some companies are succeeding with AI while others struggle. The data revealed what new skills marketers need, where to invest, and what AI playbooks work.

But before you go all in on AI, use this checklist to make sure you're building on a solid foundation. It covers those pesky things that you'll wish you had thought about sooner.








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

Because marketers are still figuring out where AI has the most impact, it’s important to map AI adoption to business outcomes. Choose a few key use cases and expand as you learn where AI drives the biggest return on investment.

Tip: To develop this strategy, take an inventory of content production shortcomings with a focus on improving three key areas: speed to market, personalization, and quality. 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.

☐ **Give AI better inputs to get better outputs.**

The difference between mediocre and exceptional content lies in context. Giving AI the right inputs to understand your business, brand, and objectives enables AI to act with more accuracy.

Tip: Use a composable platform such as Contentful that separates content from layout, structures content, and connects it with other sources (such as a DAM, PIM, or other CMS) to provide richer AI inputs. Look for features like Content Semantics, which help AI understand the meaning and relationships within your content, allowing it to surface related entries, suggest references, and flag duplicates directly in your workflow.

Ruggable 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

☐ **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.**

A single AI tool is not enough to get the transformative results you’re hoping for. You’ll need to choose a variety of AI-powered tools that work well together within your existing tech stack and workflows.

Tip: Contentful’s composable architecture lets you easily add any tool you choose, making your stack future-proof. Plus, we offer a growing list of AI-native tools and features to accelerate your AI adoption and drive results.

- [Contentful Personalization](#) – Make it easy for marketers to personalize content without relying on dev support. Use built-in AI to automate testing and pinpoint your best-performing content for every audience.
- [Contentful Analytics](#) – Our analytics agent acts like a friendly copilot. Ask questions like “Why did engagement drop last week?” and get clear, visual answers with next steps.
- [Contentful AI Actions](#) – Streamline your workflows by enabling AI to generate, translate, review, and optimize with built-in guardrails that ensure consistency and respect your permissions.
- [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 assessment](#)

