

Run your business through these questions before commissioning any AI work. If you can't name a metric AI should move, you're not ready.

1. Is there a real problem to solve?

- Can you name one painful, repetitive task AI could take on?
- What metric should it move (hours saved, tickets deflected, leads)?
- Does an existing tool you own already do this?

2. Build vs buy vs integrate

- Can you adopt an AI feature inside software you already pay for?
- Can you integrate an existing model via API instead of building custom?
- Is custom AI genuinely required, or just impressive?

3. The Arabic and compliance reality

- Does the AI need to work in Arabic, and who tests dialect quality?
- What personal data does it touch — and does PDPL apply?
- Do you know where that data is processed?

4. Cost and ROI

- Have you budgeted the recurring per-use API cost, not just the build?
- Will you measure against a baseline set before launch?
- Are you willing to switch it off if it doesn't move the number?

5. Score the partner on the 3S Framework

- Strategy: do they pick the right use case, or sell the biggest one?
- Skill: have they shipped Arabic AI in production, structured around PDPL?
- Support: who keeps the feature current as models change?