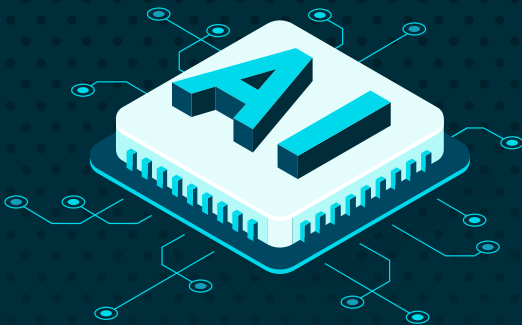




A CHECKLIST FOR BEGINNERS

Vetting AI Vendors

Beginning your search for an AI vendor may feel overwhelming. Different technologies, varying levels of AI-enabled services, a saturated market—where do you start? When exploring options, we recommend using the following as a checklist to ensure the vendor is providing an accurate, transparent, and economical product so you can select a solution that delivers the highest ROI.

☐ Align your Goals & KPIs

Start with the end in mind: What are you hoping to accomplish in collaboration with you AI vendor? Develop a list of the current problems you're looking to solve with the help of AI, then view them as opportunities to improve. Envisioning ideal outcomes unique to you and your business will keep you focused throughout your vendor search, and help you quickly identify which vendors are capable of delivering those results.

- **What to ask:** Have your customers experienced a, b, or c as a result of using your product?

☐ Speak the Same Language

Make sure your vendor has the same understanding of ML and AI as you do. Machine learning is the fastest and most efficient way to tag products submitted using AI, but many vendors rely on human labelers to manually tag images as they're submitted. Not only is this method significantly slower and error-prone, but it's also a departure from veritable artificial intelligence.

- **What to ask:** Can you walk me through the basics of your machine learning model? How is the model trained to detect products in images?

Test for Speed & Accuracy

A highly accurate AI means optimal results for your business. Ensure your AI vendor not only openly shares its model accuracy statistics with you, but also demonstrates proof of the product in the field. Look for AI vendors who have high model accuracy and a proven track record of meeting that benchmark before investing in the technology.

- **What to ask:** Can you share your model accuracy statistics with me?
-

Ensure Pricing Sustainability

Many vendor pricing models include variable factors, such as the number of photos captured using the product. This often results in unwanted surprises when it comes to paying the bill. Aligning a vendor's pricing model with your internal budget is critical, so make sure you'll be able to continue using the AI without breaking the bank.

- **What to ask:** What is your pricing model? Are there any variable factors involved?
-

Determine Data Ownership

Many AI vendors rely on syndicated data, or general market data, and will sell customer data to competitors. Determining data ownership early in your search process is a key step in establishing a transparent partnership with your AI vendor.

- **What to ask:** Who owns the data generated using your AI?

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