CDW

Business-Friendly AI Use Case Evaluation Scorecard

Overview

This scorecard helps business leaders evaluate and prioritize AI opportunities without needing technical expertise. Answer simple questions about your business problem to identify which AI projects offer the best return on investment and easiest path to success.

How to Use This Scorecard

1. Answer each question by selecting the option that best describes your situation
2. Add up points in each section
3. Use the priority matrix to determine next steps
4. No technical knowledge required - focus on business outcomes

Section 1: Business Value (40 points possible)

A. Financial Impact

What financial benefit do you expect from solving this problem?

Revenue Growth or Cost Savings (0-15 points)

- **15 points**: Could increase revenue or save costs by more than $5M per year
- **12 points**: Could increase revenue or save costs by $1-5M per year
- **9 points**: Could increase revenue or save costs by $500K-1M per year
- **6 points**: Could increase revenue or save costs by $100K-500K per year
- **3 points**: Could increase revenue or save costs by less than $100K per year

- **0 points**: No clear financial benefit

B. Strategic Importance

How important is this problem to your company's success?

Business Priority (0-10 points)

- **10 points**: Critical to our main business goals - executive team discusses regularly
- **8 points**: Important to key business objectives - mentioned in strategic plans
- **6 points**: Supports important business functions but not core strategy
- **4 points**: Nice to have improvement but not essential
- **2 points**: Minor issue that rarely gets management attention
- **0 points**: Not related to any business priorities

C. Customer Impact

How much would solving this problem improve customer experience?

Customer Benefit (0-10 points)

- **10 points**: Would significantly improve customer satisfaction or attract new customers
- **8 points**: Would noticeably improve customer experience
- **6 points**: Would make modest improvements customers would appreciate
- **4 points**: Customers might notice but wouldn't strongly care
- **2 points**: Internal improvement - customers unlikely to notice
- **0 points**: No direct customer impact

D. Competitive Advantage

Would solving this problem give you an edge over competitors?

Market Advantage (0-5 points)

- **5 points**: Would give us a significant advantage competitors can't easily copy
- **4 points**: Would help us match or slightly exceed competitor capabilities
- **3 points**: Would keep us competitive but not ahead

- **2 points**: Addresses a gap but won't differentiate us
- **1 point**: Minor improvement that won't affect competitive position
- **0 points**: No competitive impact

Section 1 Total: ___/40 points

Section 2: Implementation Difficulty (30 points possible)

A. Current Process

How do you handle this task today?

Existing Process (0-10 points)

- **10 points**: Completely manual process that's time-consuming and error-prone
- **8 points**: Mostly manual with some basic tools (like Excel spreadsheets)
- **6 points**: Mix of manual work and existing software systems
- **4 points**: Mostly automated but requires significant human oversight
- **2 points**: Well-established automated process with minor inefficiencies
- **0 points**: No current process exists

B. Process Complexity

How complicated is the decision-making in this process?

Decision Complexity (0-10 points)

- **10 points**: Simple, repetitive decisions with clear rules (like sorting, categorizing, basic calculations)
- **8 points**: Routine decisions that follow established patterns
- **6 points**: Some judgment required but based on clear criteria
- **4 points**: Requires experience and some subjective judgment
- **2 points**: Complex decisions requiring significant expertise
- **0 points**: Highly creative or strategic decisions requiring human insight

C. Change Impact

How much would implementing this solution change how people work?

Workflow Changes (0-10 points)

- **10 points**: Would work behind the scenes - users wouldn't change their workflow
- **8 points**: Minor changes to how people do their current jobs
- **6 points**: Some new steps or tools but same basic job responsibilities
- **4 points**: Significant changes to job responsibilities and daily tasks
- **2 points**: Major changes requiring extensive retraining
- **0 points**: Would fundamentally change job roles and organizational structure

Section 2 Total: ___/30 points

Section 3: Data Readiness (20 points possible)

A. Data Availability

Do you have the information needed to solve this problem?

Information Access (0-10 points)

- **10 points**: All needed information is already stored digitally and easily accessible
- **8 points**: Most information is digital, some might need minor formatting
- **6 points**: Some information is digital, some is in documents or spreadsheets
- **4 points**: Information exists but is scattered across different systems
- **2 points**: Some information exists but much would need to be collected
- **0 points**: Little to no relevant information is currently captured

B. Data Quality

How accurate and complete is your existing information?

Information Quality (0-10 points)

- **10 points**: Information is accurate, complete, and regularly updated
- **8 points**: Generally accurate with minor gaps or occasional errors

- **6 points**: Mostly accurate but has some quality issues
- **4 points**: Significant accuracy problems or missing information
- **2 points**: Poor quality information with many errors or gaps
- **0 points**: Information is unreliable or mostly unusable

Section 3 Total: ___/20 points

Section 4: Organizational Readiness (10 points possible)

A. Team Support

How supportive is your team of trying new technology solutions?

Change Readiness (0-5 points)

- **5 points**: Team is excited about new technology and eager to try solutions
- **4 points**: Team is generally open to new approaches
- **3 points**: Team is neutral - will try if benefits are clear
- **2 points**: Team is somewhat resistant to change
- **1 point**: Team is very resistant to new technology
- **0 points**: Team strongly opposes any changes

B. Resource Availability

Do you have budget and time available for this project?

Resource Commitment (0-5 points)

- **5 points**: Budget approved and team time allocated for this project
- **4 points**: Budget likely available if business case is strong
- **3 points**: Would need to compete with other priorities for resources
- **2 points**: Limited budget available, would need strong ROI justification
- **1 point**: Very limited resources, would need exceptional business case
- **0 points**: No budget or resources available

Section 4 Total: ___/10 points

Scoring and Priority Matrix

Calculate Your Total Score:

- **Section 1 (Business Value)**: ___/40 points
- **Section 2 (Implementation Difficulty)**: ___/30 points
- **Section 3 (Data Readiness)**: ___/20 points
- **Section 4 (Organizational Readiness)**: ___/10 points

TOTAL SCORE: ___/100 points

Priority Recommendations:

🚀 QUICK WINS (80-100 points)

- **Action**: Start immediately - these are your best opportunities
- **Timeline**: 3-6 months to implement
- **Approach**: Use existing AI tools or simple custom solutions
- **Examples**: Document processing, basic customer service automation, simple data analysis

⭐ HIGH PRIORITY (60-79 points)

- **Action**: Plan for next quarter - strong business case with manageable complexity
- **Timeline**: 6-12 months to implement
- **Approach**: May need some custom development or integration work
- **Examples**: Predictive analytics, advanced automation, personalization

📈 MEDIUM PRIORITY (40-59 points)

- **Action**: Consider for future roadmap - good potential but needs preparation
- **Timeline**: 12-18 months to implement
- **Approach**: Likely needs significant planning, data preparation, or capability building
- **Examples**: Complex decision support, advanced forecasting, process optimization

⏳ LOW PRIORITY (20-39 points)

- **Action**: Revisit in 6-12 months - may become viable as capabilities improve
- **Timeline**: 18+ months to implement
- **Approach**: Requires substantial investment in data, technology, or organizational change
- **Examples**: Advanced AI research projects, major process transformation

❌ **NOT RECOMMENDED (<20 points)**

- **Action**: Focus resources elsewhere - poor fit for AI solution
- **Recommendation**: Consider non-AI approaches or wait for better opportunities

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Quick Assessment Template

Use Case Name: _____

Business Owner: _____

Assessment Date: _____

Problem Description:

In 1-2 sentences, what business problem are you trying to solve?

Success Definition:

How will you know this project succeeded?

Score Summary:

Section	Points	Max Points
Business Value	_____	40

Section	Points	Max Points
Implementation Difficulty	_____	30
Data Readiness	_____	20
Organizational Readiness	_____	10
TOTAL	**_____**	**100**

Priority Level: _____

Recommended Next Steps:

1. _____
2. _____
3. _____

Key Risks or Concerns:

_____

_____