Category

Data & AI

AI in SMBs & Mid-Market Firms (Pragmatic Adoption) Playbook

Adopting AI with the budget and team a mid-market firm actually has, not the one enterprise playbooks assume

- Practitioner
- Beginner
- Template Included

- Administrator
- 30 December 2021
- 3 minute(s)

Overview

A framework for pragmatic AI adoption in small and mid-market firms — realistic scoping given more limited budget and technical talent, prioritizing off-the-shelf AI tools over custom development, and focusing on high-value use cases achievable without enterprise-scale infrastructure investment.

Can SMBs and mid-market firms realistically compete on AI adoption

against larger enterprises with far greater resources? Not by replicating enterprise-scale AI infrastructure investment, but by pragmatically adopting off-the-shelf AI tools for high-value use cases — this can deliver genuine competitive value without requiring enterprise-scale

budget or technical talent.

Where should a resource-constrained SMB start with AI adoption?

With a specific, high-value business process where an existing, affordable AI tool can be applied directly, rather than attempting custom AI development or comprehensive digital transformation that requires resources the business doesn't have.

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