

Intel AI & Digitopia: Fueling Scalable AI Adoption with Data-Led Strategy

“Intel’s AI Readiness Assessment, built on Digitopia’s intuitive, self-service platform, empowers customers and prospects to independently evaluate their AI maturity. The resulting clear, actionable report helps identify and bridge organizational gaps, while also fostering trust in Intel as a strategic AI advisor. The assessment starts the conversation, equips customers with actionable insights, and creates valuable opportunities for ongoing engagement.

- Victoria Kouyoumjian
Marketing Director, Intel AI



Background

To support organizations on their AI journey, Intel AI partnered with Digitopia to launch a co-branded **AI Readiness Assessment**, hosted on Digitopia’s platform. Designed as a self-service, self-paced tool, the assessment enables customers and prospects to **quickly gain a clear, objective view of their current AI maturity**. By surfacing actionable insights and relevant resources, it helps users identify opportunities for growth and overcome barriers to progress. At the same time, the experience builds trust in Intel as a strategic AI advisor, creating a meaningful foundation for future engagement.

The Challenge

While AI is a strategic priority for many organizations, most struggle to objectively assess their current maturity or identify practical next steps. This **lack of clarity can stall progress** and **limit impact**.

Intel AI aimed to:

- Empower customers and prospects with a self-guided tool to evaluate their AI readiness.
- Deliver meaningful, actionable value early in the journey.
- Build trust and credibility in a competitive AI landscape.
- Open the door to deeper, ongoing conversations around AI adoption.

The Solution

Intel AI deployed the AI Readiness Assessment as a customer-facing tool embedded into campaigns, email nurtures, and field marketing activities. The assessment enables clients to:

- **Evaluate their organizations’ AI maturity** across six key dimensions (Strategy, Value, Data, Technology, Capabilities, and Governance) in a self-guided capacity.
- **Receive tailored content** and next-step guidance aligned to each dimension.
- Explore immediate, actionable insights via dashboards and a **downloadable customized report**.
- The tool is **fully digital**, co-branded, and scalable to support Marketing, Sales, or Customer Engagement efforts, globally.

The Impact

For Intel AI:

- Reinforced its position as a trusted advisor in AI transformation.
- Drove consistent lead generation through value-led content.
- Enabled deeper client engagement with data-backed insights.
- Created a scalable, repeatable model for ecosystem activation.

For Clients:

- Clarified their current state and AI readiness gaps.
- Accelerated alignment on AI strategy and priorities.
- Equipped them with tools to start and continue AI transformation journeys.

