

Tactic #3:

## Create excitement around the See-to-Act gap

MATCH THE DIVERSITY OF THE AI APPROACH WITH THE TALENTS OF YOUR CU

- AI has a broad and diverse business plan designed to include as many stakeholders as possible

*Looking at data for insight:*

- Analytics Booth - [cuanswers.com/solutions/asterisk-intelligence/analytics-booth](https://cuanswers.com/solutions/asterisk-intelligence/analytics-booth)
- Custom Analytics - [store.cuanswers.com/product/custom-analytical-request](https://store.cuanswers.com/product/custom-analytical-request)
- Asterisk Intelligence Store - [store.cuanswers.com/product-category/asterisk-intelligence](https://store.cuanswers.com/product-category/asterisk-intelligence)

*Creating ways to store data for insight:*

- Data Warehousing - [cuanswers.com/solutions/asterisk-intelligence/data-warehousing](https://cuanswers.com/solutions/asterisk-intelligence/data-warehousing)

*Arming a data management leader or team with tools:*

- Unique Data Management - [store.cuanswers.com/product/unique-data-management-udm-custom-data-fields](https://store.cuanswers.com/product/unique-data-management-udm-custom-data-fields)
- CU Self-Directed Data Floods - [cuanswers.com/resources/kitchen/cu-directed-data-floods](https://cuanswers.com/resources/kitchen/cu-directed-data-floods)

**Do your homework to see the value prop here – as a user, and someday as a potential investor**