



A PRACTICAL GUIDE FOR BUSINESS TEAMS

The AI Adoption Playbook

Taking your first AI project from idea to production, in five chapters, with tools and real examples.

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|----------------------------------|-------------------------|---------------------------|------------------------------|--------------------------|
| 01 | 02 | 03 | 04 | 05 |
| Finding the right first use case | Getting your data ready | Choosing models and tools | Guardrails, privacy and cost | Measuring what's working |

How to use this playbook

AI projects rarely fail because of the technology. They fail because the first use case was too big, the data wasn't ready, or nobody measured the result. This playbook walks you through each of those decisions in order.

WHO IT'S FOR

- Founders and business owners
- Operations and customer service leads
- Sales and marketing managers
- Anyone asked to “find a use for AI”

HOW TO WORK THROUGH IT

- 01 Read the chapters in order
- 02 Fill in each chapter's tool with your team
- 03 Tick the checklist before moving on
- 04 Use the 60-day plan to launch

BY THE END YOU'LL HAVE

01

One clear use case

02

A data plan

03

The right tools

04

Guardrails in place

05

Metrics to prove it

CHAPTERS AT A GLANCE

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Every example in this guide comes from systems Devex Hub has built and shipped for clients.

Finding the right first use case

Your first AI project should be small, frequent and easy to measure. The aim is a quick, visible win that builds confidence across the team.

01

List repetitive work

Ask each team which tasks they repeat dozens of times a week: the same questions, copying data, chasing follow-ups.

02

Score every idea

Does it happen often? Are the steps clear? Is a small mistake low-risk? Three yes answers goes first.

03

Name one owner

Give the project one person who is responsible for results and feedback.

■ TOOL · USE-CASE SCORECARD

IDEA	FREQUENT?	CLEAR STEPS?	LOW RISK?
Answer order-status questions	Yes	Yes	Yes
Qualify inbound leads	Yes	Yes	Yes
Negotiate supplier contracts	No	No	No

FROM OUR
WORK

Zenterview · Voice AI

Candidate pre-screening was high-volume and followed the same questions every time, so it was a strong first use case. An ElevenLabs voice agent now runs the calls and leaves a clean summary for the hiring team.

Solve the right problem first, not the biggest one.

BEFORE YOU MOVE ON

- ☐ 10+ repetitive tasks listed
- ☐ Each scored on the three questions
- ☐ One use case and one owner chosen

Getting your data ready

AI is only as good as the information it can reach. A little preparation here saves weeks later.

01

Find where data lives

Map the systems involved: CRM, inbox, shared drives, help center, databases and spreadsheets.

02

Clean the essentials

Remove duplicates, archive outdated documents and keep one current version of each policy.

03

Plan access

Decide which systems the AI connects to and who is allowed to see what.

TOOL · DATA READINESS CHECK

INFORMATION	WHERE IT LIVES	STATUS
Customer history	CRM	Ready
Product details	Website and PDFs	Needs cleanup
Policies and SOPs	Google Drive	Outdated versions

FROM OUR
WORK

Order & Results Automation · n8n

The client's orders arrived as PDF attachments by email and were tracked in Google Sheets. Connecting Gmail, PDF extraction and Sheets in one workflow gave the AI model everything it needed to draft results.

Clean, current data beats a cleverer model.

BEFORE YOU MOVE ON

- ☐ Sources mapped
- ☐ Duplicates and old versions removed
- ☐ Access rules agreed

Choosing models and tools

Most first projects don't need a custom model. They need the right combination of proven ones, matched to the job.

01

Start with proven models

Use leading models from OpenAI or Anthropic, or open models in your own cloud when data must stay private.

02

Match the pattern

Pick the approach that fits the task, using the table below.

03

Build what's unique

Use existing tools where they fit, and build custom only where it makes a real difference.

TOOL · PICK THE PATTERN

IF YOU NEED...	USE
Answers from your documents	RAG assistant
Multi-step tasks across tools	AI agent
The same steps every time	Workflow automation
Phone calls answered or made	Voice agent
Content or data at scale	LLM application

FROM OUR
WORK

Yashraa · Multi-LLM

Different models are better at different tasks. Yashraa's Chat LLM compares responses from ChatGPT, Gemini, Claude, DeepSeek, Qwen, LLaMA, Mistral and more, so teams can pick the right model for each job.

Choose the simplest setup that does the job well.

BEFORE YOU MOVE ON

- ☐ Pattern chosen
- ☐ Models tested on real examples
- ☐ Build vs buy decided

Guardrails, privacy and cost

Put limits in place before launch so the system stays safe, private and affordable as usage grows.

01

Limit permissions

Give the AI only the access it needs. Sensitive actions need a person to approve them.

02

Protect your data

Use settings where your data isn't used for training, and log every action for audits.

03

Control spend

Cache repeated requests, route simple tasks to cheaper models, and set limits with alerts.

■ TOOL · GUARDRAIL LEVELS

ACTION	RULE
Read and search data	Automatic
Draft replies and updates	Automatic, logged
Send external emails	Human approval
Refunds and payments	Human approval
Delete records	Not allowed

FROM OUR WORK

Lovable → HubSpot sync · Make

Before creating anything in the CRM, the workflow checks whether the company, contact and deal already exist, then routes through branching logic. Checking before writing keeps the CRM clean and free of duplicates.

Guardrails are what let you trust AI with more work over time.

BEFORE YOU MOVE ON

- ☐ Permissions and approvals defined
- ☐ Data and logging settings confirmed
- ☐ Cost limits and alerts set

Measuring what's working

Measure before and after launch so you can prove the value and decide what to do next.

01

Set a baseline

Record hours spent, response times and cost per task before the AI goes live.

02

Review quality weekly

Check a sample of real outputs, log failures and turn them into test cases.

03

Decide the next step

After 30 to 60 days, scale it, improve it, or stop and try the next use case.

TOOL · METRICS TO TRACK

METRIC	BEFORE	TARGET
Hours per week on the task	_____	_____
Response or turnaround time	_____	_____
Cost per task	_____	_____
Customer satisfaction	_____	_____

FROM OUR
WORK

Statcut · Computer vision

Statcut turns basketball footage into annotated video and a stats API on AWS with an NVIDIA A10G GPU. Tracking compute time, roughly 2–3 minutes per minute of game, keeps performance and cost visible as volume grows.

If you can't measure it, you can't prove it worked.

BEFORE YOU MOVE ON

- ☐ Baseline recorded
- ☐ Weekly review scheduled
- ☐ 30–60 day decision date set

What this looks like in production

01

Statcut

COMPUTER VISION · SPORTS ANALYTICS

An AI pipeline that processes raw basketball footage, tracks every player, ball, shot and play, and returns an annotated broadcast video and a structured stats API.

AWS EC2

NVIDIA A10G GPU

Stats API

02

Zenterview

AI PLATFORM + VOICE AI · RECRUITMENT

An AI recruitment platform for screening, interviews and assessments, with an ElevenLabs voice agent that runs candidate pre-screening calls and summarises them.

ElevenLabs

LLM

Knowledge base

03

Order & Results Automation

N8N WORKFLOW · OPERATIONS

Triggered by client emails, the workflow extracts PDF data, updates Google Sheets, drafts results with an OpenAI model and notifies clients by email and SMS.

n8n

OpenAI

PDF.co

Google Sheets

04

Fashion AI E-Commerce

GEN AI · RETAIL

A multi-brand fashion platform with a conversational shopping assistant, semantic and RAG product search, and computer-vision size recommendations.

Django

PyTorch

RAG

1200+

PROJECTS DELIVERED

1000+

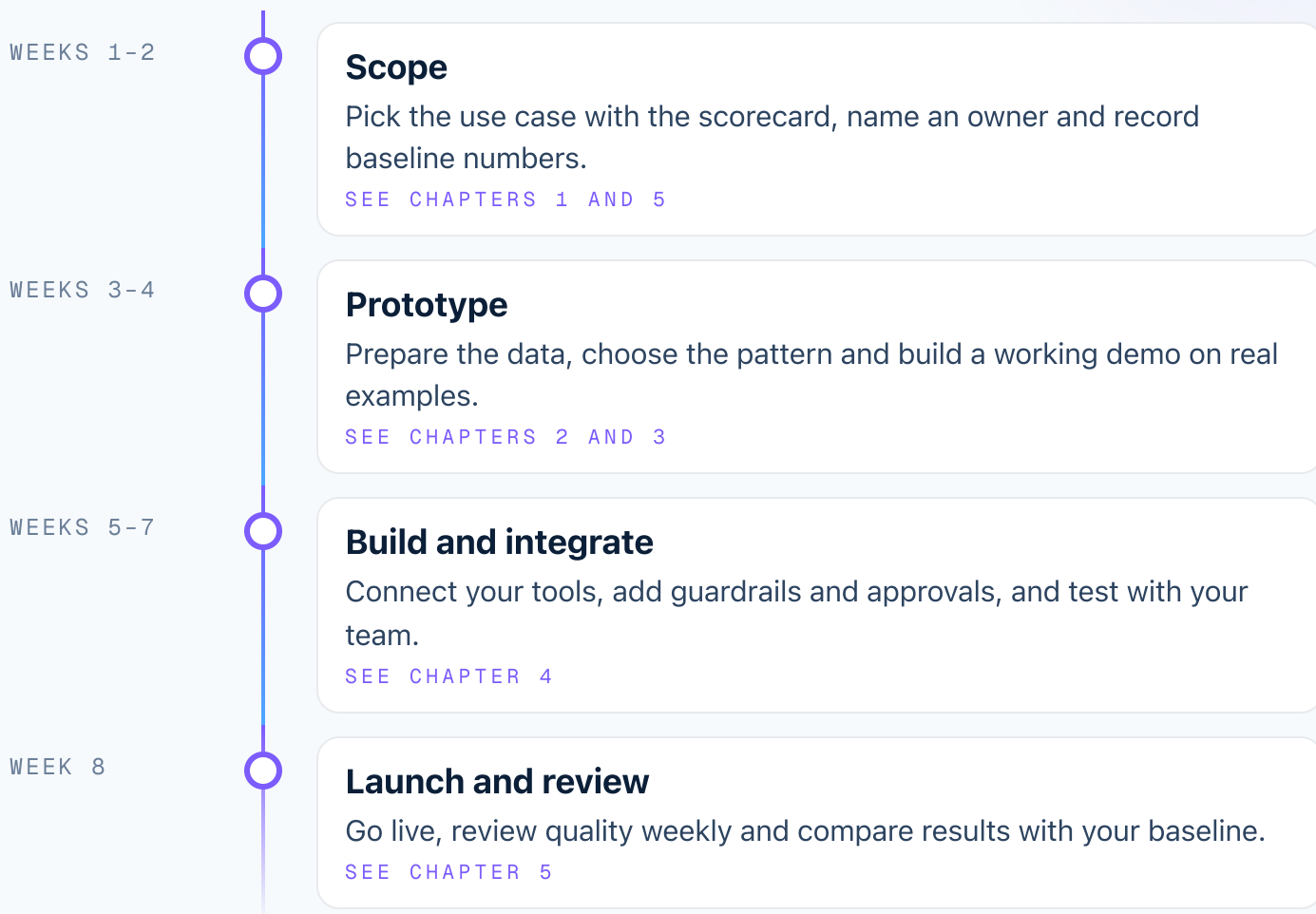
HAPPY CLIENTS

4.7/5

GOOGLE RATING

Your first 60 days

A typical timeline for a first project. Smaller use cases can move faster.



Tip: Book your 30-day and 60-day review dates on day one, so the decision to scale, improve or stop actually happens.

NEXT STEPS

Ready to start your first AI project?

Book a free scoping call. We'll help you pick the right use case, check your data and show you a working demo before you commit.

WHAT HAPPENS ON THE CALL

01

Scope your use case

We use the scorecard from Chapter 1 to pick the best first project.

02

Check your data

We look at where your information lives and what needs preparing.

03

Plan a working demo

You leave with a clear plan for a demo on your real data.



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