OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AI-ready network marketing: a buying-group evidence brief after Microsoft and Lumen

QUESTION

How should IT-services marketers explain an AI-ready network without reducing a complex architecture decision to bandwidth claims?

GUIDE TAKEAWAY

Translate “AI-ready” into a workload-specific set of connectivity, security, reliability, observability and operating requirements. Separate announced collaboration from available capability and require buyer-specific validation before making performance claims.

START HERE

Define one AI workload and user flow.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define one AI workload and user flow

Evidence or input

Output or decision

Owner and review point

2. Map roles, boundaries and requirements

Evidence or input

Output or decision

Owner and review point

3. Register five classes of technical claims

Evidence or input

Output or decision

Owner and review point

4. Create role-specific evidence assets

Evidence or input

Output or decision

Owner and review point

5. Run a bounded assessment and review changes

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Public internet path

Useful when: A low-risk prototype needs rapid access

Limitation: Exposure and variable routes may be unsuitable

Suggested action: Apply explicit ingress, egress and identity controls

Why this fits our situation

Evidence needed before acting

Private platform connectivity

Useful when: Sensitive services need network isolation

Limitation: DNS and endpoint dependencies add complexity

Suggested action: Test resolution, routing and operational ownership

Why this fits our situation

Evidence needed before acting

Dedicated hybrid connectivity

Useful when: On-premises data needs predictable access

Limitation: Cost and redundancy require design tradeoffs

Suggested action: Measure the full path and failover

Why this fits our situation

Evidence needed before acting

Managed network and cloud plan

Useful when: The buyer needs shared transformation ownership

Limitation: Provider boundaries can remain unclear

Suggested action: Document scope, availability and escalation

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/ai-ready-network-marketing-evidence-brief/

Publisher and evidence policy: https://outselll.com/editorial-policy/