OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AI spend-to-value evidence for ABM: a FinOps buying-group guide

QUESTION

How should enterprise-AI and IT-services marketers explain AI economics to finance, technology and business buyers without turning token costs into an ROI promise?

GUIDE TAKEAWAY

Connect workload, consumption, full solution cost and an agreed business output. Keep allocation assumptions, measurement limits and forecast scenarios visible to every buyer role.

START HERE

Define one workload and investment decision.

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 workload and investment decision

Evidence or input

Output or decision

Owner and review point

2. Register consumption, rates, full cost and value evidence

Evidence or input

Output or decision

Owner and review point

3. Assign buyer roles and allocation owners

Evidence or input

Output or decision

Owner and review point

4. Reconcile actuals and test scenario ranges

Evidence or input

Output or decision

Owner and review point

5. Scale, redesign or stop against agreed thresholds

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Token-cost dashboard

Useful when: Usage visibility is the immediate need

Limitation: Omits solution and operating cost

Suggested action: Add workload and full-cost context

Why this fits our situation

Evidence needed before acting

FinOps allocation view

Useful when: Teams share infrastructure and services

Limitation: Rules can create false precision

Suggested action: Publish method and unallocated spend

Why this fits our situation

Evidence needed before acting

Unit-economics model

Useful when: A stable output denominator exists

Limitation: Quality and rework may be hidden

Suggested action: Use accepted outputs and thresholds

Why this fits our situation

Evidence needed before acting

Business-value review

Useful when: A scale or stop decision is due

Limitation: Attribution may remain uncertain

Suggested action: Report ranges, evidence and alternatives

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-spend-to-value-finops-abm/

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