OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Sovereign AI claims for regulated ABM: an evidence checklist after SAP and Cohere North

QUESTION

How should SAP and enterprise-AI marketers explain sovereignty to regulated buyers without turning architecture into a blanket compliance promise?

GUIDE TAKEAWAY

Break sovereignty into data, operations, technology, legal control and recovery. Tie every claim to the exact service, region, configuration and responsibility boundary, then let qualified owners decide compliance.

START HERE

Define the regulated use and data classes.

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 the regulated use and data classes

Evidence or input

Output or decision

Owner and review point

2. Map five sovereignty dimensions

Evidence or input

Output or decision

Owner and review point

3. Assign buyer roles and evidence owners

Evidence or input

Output or decision

Owner and review point

4. Verify claims, availability and limitations

Evidence or input

Output or decision

Owner and review point

5. Assess one bounded use and maintain evidence

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Conventional public cloud AI

Useful when: The use is low sensitivity and standard controls fit

Limitation: Data and operations may cross buyer boundaries

Suggested action: Verify provider and regional commitments

Why this fits our situation

Evidence needed before acting

Region-bound managed SaaS

Useful when: Data location and managed operations are priorities

Limitation: Service, support and recovery scope can differ

Suggested action: Inspect the exact offering and contract

Why this fits our situation

Evidence needed before acting

Sovereign cloud service

Useful when: National or sector control requirements are explicit

Limitation: Cost, availability and feature scope may be narrower

Suggested action: Map all five sovereignty dimensions

Why this fits our situation

Evidence needed before acting

Private or on-premises deployment

Useful when: Maximum infrastructure control is required

Limitation: Buyer owns more security and operations work

Suggested action: Test skills, recovery and lifecycle capacity

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/sovereign-ai-claims-regulated-abm/

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