



AI Readiness Blueprint for Agencies

Grounded in university-led research and applied
through real-world agency experience.

Executive Summary

The AI Readiness & Systems Audit gives creative agencies clear qualitative and quantitative analysis to understand where they stand, and how best to leverage AI and automation to improve efficiency, reduce costs, and future-proof their operations.

Developed by Dr. Basil Omar and Nhi Ho at the University of the West of England in collaboration with local industry, the framework was created as a structured, evidence-based methodology to help businesses assess their readiness for digital and AI transformation.

AgencyTech have applied it to meet the specific needs of the creative and digital sectors.

Our audit emphasises not only AI readiness but also process efficiency, systems improvement, and cultural adaptability, making it uniquely relevant for agencies seeking to modernise operations and explore long term AI adoption.

Delivery timeline: 4-5 weeks from kick-off

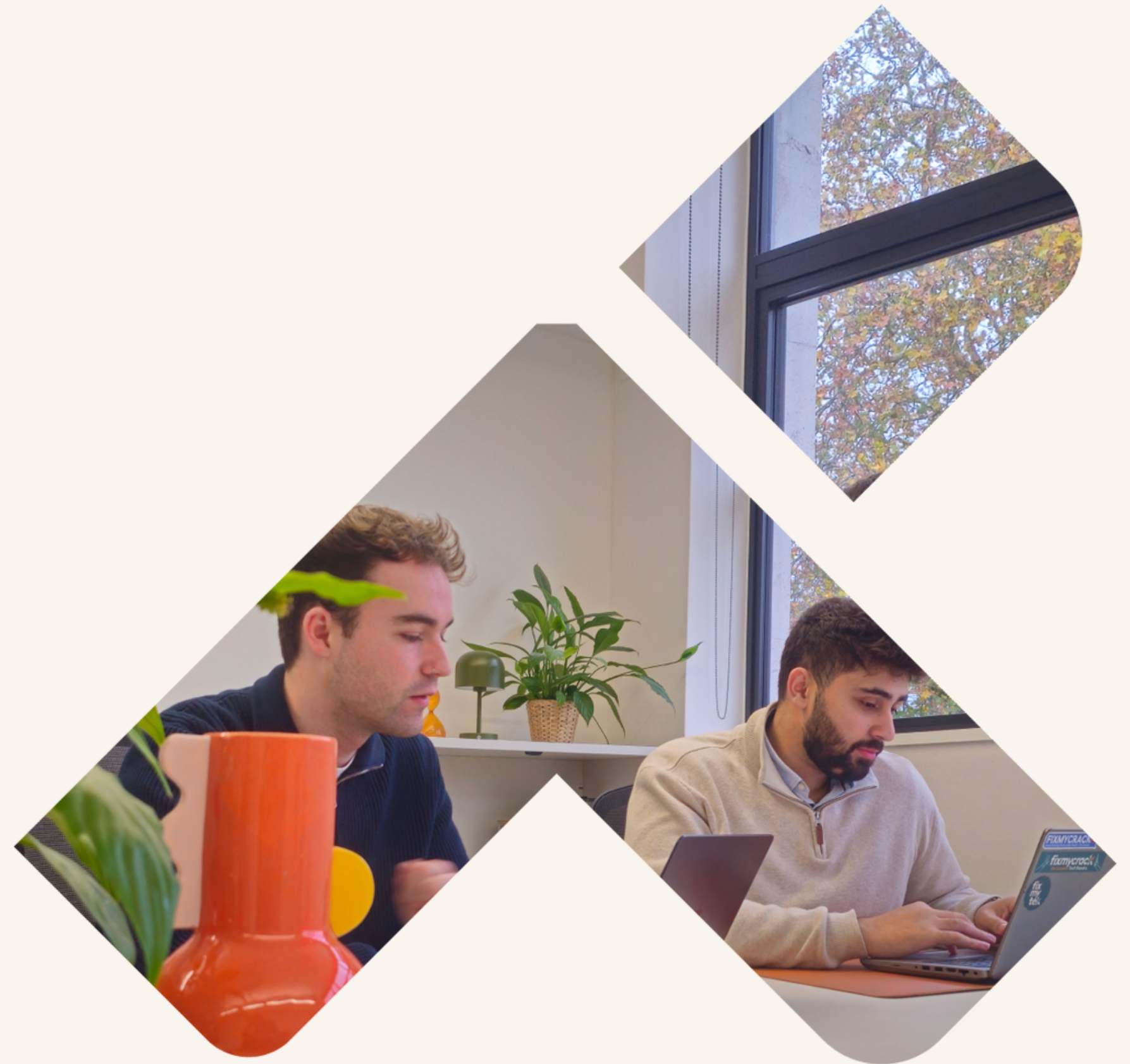
Deliverables: AI Readiness Report + Roadmap presentation

Built on a decade of technical, operational, and IT systems expertise.

From managing national hardware and repair operations, to delivering IT support, cybersecurity, and automation for growing businesses. We've picked up our fair share of awards and were featured by the BBC, while walking the walk and appreciating the challenges of leading people-centric organisations.

This foundation gives us a unique perspective on the real-world challenges agencies face when systems lag behind ambition.

We turn that operational experience into strategy, helping creative teams modernise their technology and prepare for AI adoption with confidence.



72% of organisations have adopted AI in at least one business area – yet **only 30%** have the systems or training to scale it safely

Companies that scale AI across functions report up to **3×** **higher EBIT growth** than peers.

80% of brand owners express concern about how their agency partners are using AI, citing legal, ethical, and reputation risks.



The AI Blueprint

Created By Researchers - Applied by AgencyTech

What is the blueprint?

A structured review of how your agency works - your tools, systems, and culture, designed to uncover where AI can deliver real, measurable improvements.

It benchmarks seven key areas and provides a clear, prioritised roadmap for action, tying in what we've seen works in high performing agencies.

Unlike theoretical consultancy, **it focuses on implementation**: what to do first, how to do it, and how to embed AI safely and effectively across your business.

We identify wasted time, missed automation opportunities, and process bottlenecks - then translate these into practical steps that drive efficiency and growth.

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So How Does It Work?

We start by speaking with your leadership and complete team to understand how your agency actually operates day to day. We utilise company wide surveys, in-depth exploration of your systems, and thorough conversations about your business strategy.

Then, using our licensed framework, we benchmark your readiness across strategy, process, data, and culture, providing qualitative and quantitative data

You receive an in-depth strategy session, visual report, roadmap of improvements, and a dedicated development day where our team helps implement selected automations and workflow fixes immediately.

It's an audit you can see working in real time.

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Discovery

- Leadership interviews (business goals, challenges, technology landscape)
- In-depth review of systems, software, and licences
- Staff questionnaire and light interviews assessing culture, ethics, and upskilling readiness
- Process mapping session with operations and delivery teams

Assessment

- Score across the 7 dimensions of the readiness framework.
- Map against AI Stages of Adoption (Exploring → Experimenting → Integrating → Scaling)
- Mapping key risks, bottlenecks, and efficiency gaps

Readiness Report & Roadmap

Bespoke report including:

- Readiness scores and radar chart visualisation
- Benchmark comparisons against other agencies
- Opportunities ranked by impact vs feasibility
- Short, medium, and long-term roadmap
- Recommendations for implementation
- Optional presentation to leadership team

What you'll leave with:

Clarity - Understand your agency's current AI readiness and system maturity.

Efficiency Gains - Identify areas where automation can reduce time and cost.

Risk Reduction - Ensure ethical, compliant AI adoption, with consideration to GDPR and DPA.

People Development - Highlight upskilling opportunities and cultural readiness.

Strategic Confidence - Give leadership a tangible, data-backed roadmap rather than hype.

Commercials

Included Deliverables

- Leadership discovery session
- Systems and process audit
- Staff questionnaire and analysis
- AI Readiness Report with scoring and visuals
- Implementation roadmap
- Executive debrief session

Investment: £4200 + VAT

Duration: 4-5 Weeks

Promotional Offer – Until 15 December 2025

Includes a free Workflow Development Day (worth £900).

- Our development team implements selected quick wins and automations identified in your Blueprint.
- You leave with visible, measurable improvements that start making an impact from day one.

AI adoption in agencies is growing rapidly, but very few teams have the structure or alignment to make it work. This process bridges that gap - combining research-backed analysis with hands-on delivery to create clarity, confidence, and measurable progress.

What exactly is the AI Readiness & Systems Blueprint?

It's a structured review of your agency's tools, systems, and workflows to assess how ready you are for AI adoption.

We benchmark your operations across seven key areas and deliver a practical roadmap with immediate and long-term recommendations.

How is this different from a typical consultancy or audit?

Most audits end with a report. You'll leave with an in-depth in person discussion, process optimisations, measurable improvements, engaged staff, and a clear direction for ongoing automation and AI use.

Who is it for?

It's built for creative, marketing, and digital agencies that are exploring AI but lack structure or confidence in how to move forward.

Ideal for teams ready to formalise their approach to AI without the complexity of corporate-scale frameworks.

What kind of outcomes can we expect?

You'll gain clarity on where AI can create value, save time, and reduce cost.

Most agencies leave with immediate workflow improvements and a defined plan for wider adoption over the next 6–12 months.

What's included in the free Development Day?

Our development team spends a full day implementing selected quick wins identified in your Blueprint — automations, workflow fixes, or process improvements.

This ensures the project delivers tangible results..

How long does it take?

The full process runs over four to five weeks, from discovery to implementation, this is

We work flexibly around your team's availability, ensuring minimal disruption to ongoing work.

How much involvement is needed from our team?

We typically need a few hours from leadership and short input from key staff during the discovery phase.

Most of the work happens behind the scenes, and we handle implementation directly where possible.

What happens after the Blueprint?

You'll have a clear action plan for future improvements.

Many agencies choose to continue working with us for automation builds, AI tool integration, or ongoing IT and systems support.

Follow-up Work

Once you've completed the Blueprint, we can continue supporting your agency to embed change, implement automation, and build team confidence around AI.

Workflow Automation & Integration

We help turn Blueprint recommendations into working solutions - automating repetitive tasks, linking tools, and improving visibility across your systems. We build efficiencies that save measurable time each week.

Systems Modernisation & IT Partnership

Our technical team can support long-term improvements to infrastructure, licences, and data. We know the best tools because we've tried them all ourselves. We help ensure your systems are secure, scalable, and aligned with your agency's growth plans.

Automation Implementation & Workflow Optimisation

Deploy automation tools across project management, CRM, and communication platforms to reduce manual effort, improve consistency and reduce errors.

Managed IT & Cybersecurity

Our managed IT service keeps your systems reliable, connected, and efficient, covering hardware, software, and day-to-day support, while our cybersecurity offering protects your data, clients, and creative assets through monitoring, phishing simulations, and best-practice compliance.