

ACTO Build or Buy Scoring Framework

Evaluate, prioritize, and act on the right AI use case for the right humans.

Task

Identify the **human** you wish to support and the corresponding **use case** to determine whether to build or buy AI solutions.

Instructions

Use this tool to evaluate how mission-critical your proposed AI use case is. For each variable, rate it on a scale of 1 (low) to 5 (high). Use the example provided as a guide to define and score your own initiatives. Add your scores to get a clear determination if buying or building a solution is the better option.

Higher scores = Consider buying. Lower scores = Consider building in-house.

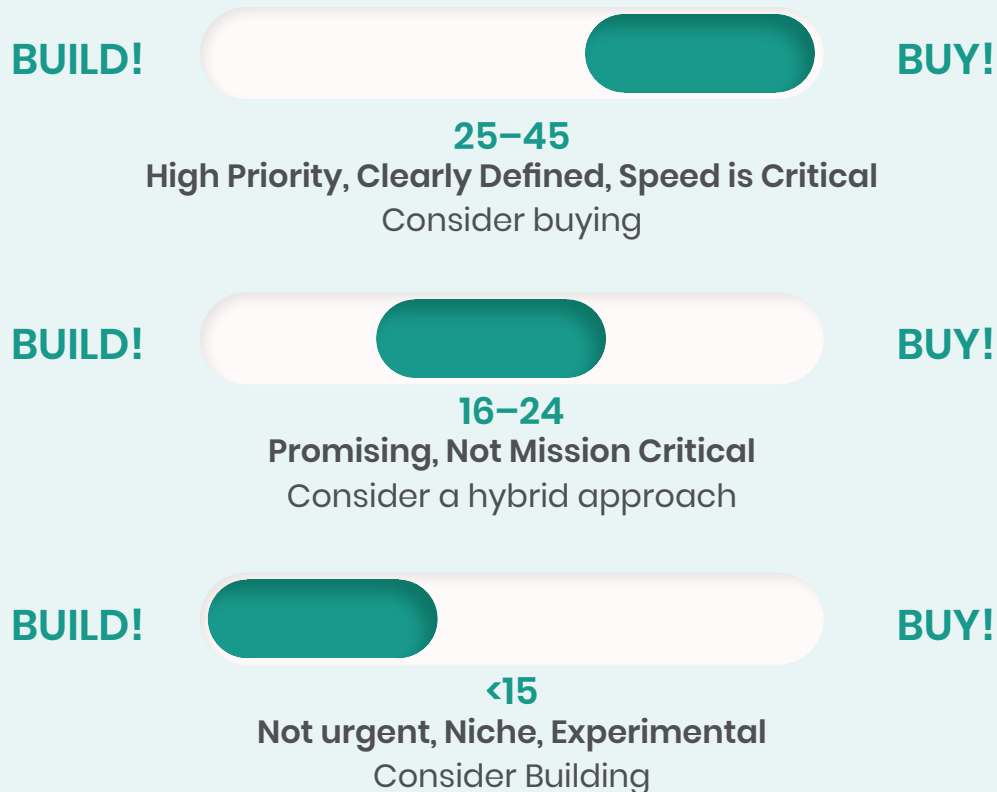
Main Scoring Table

Controlling Variable	Score (1 Low –5 High)	AI Initiative	AI Initiative Example
Clearly defined business problem	1 2 3 4 5		"We need to improve Field Rep skills using AI simulation" Score 5 (High)
Value impact (magnitude & scale)	1 2 3 4 5		"Can improve field performance at scale" Score 5 (High)
Desired time to impact	1 2 3 4 5		"One Quarter until launch" Score 5 (High)
Pace of change in business	1 2 3 4 5		"New trial data, rapid market changes" Score 5 (High)
Compliance sensitivity	1 2 3 4 5		"Promotional risk" Score 4 (High)
Talent specialization needed	1 2 3 4 5		"Requires AI/Avatar-specific skillset" Score 5 (High)
Strict budgetary parameters	1 2 3 4 5		"CL&D can't afford cost overruns" Score 5 (High)
Aspirational vs. execution orientation	1 2 3 4 5		"Sales leadership eager to execute now" Score 5 (High)
Vendor landscape maturity	1 2 3 4 5		"Few vendors, emerging tech" Score 3 (Medium)
Total Score	/45		39/45

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Total Score



Explore what purpose-built AI can do for you

If you're navigating the build vs. buy debate, ACTO offers a scalable, compliant, and ready-to-deploy solution, without the operational burden of internal development.

Why ACTO?

ACTO is an Intelligent Field Excellence (IFE) platform built for life sciences that unifies human intelligence with empathetic AI to help Sales, Medical, Market Access, and Marketing teams improve customer engagement and brand performance.

[Contact ACTO](#) to learn more.