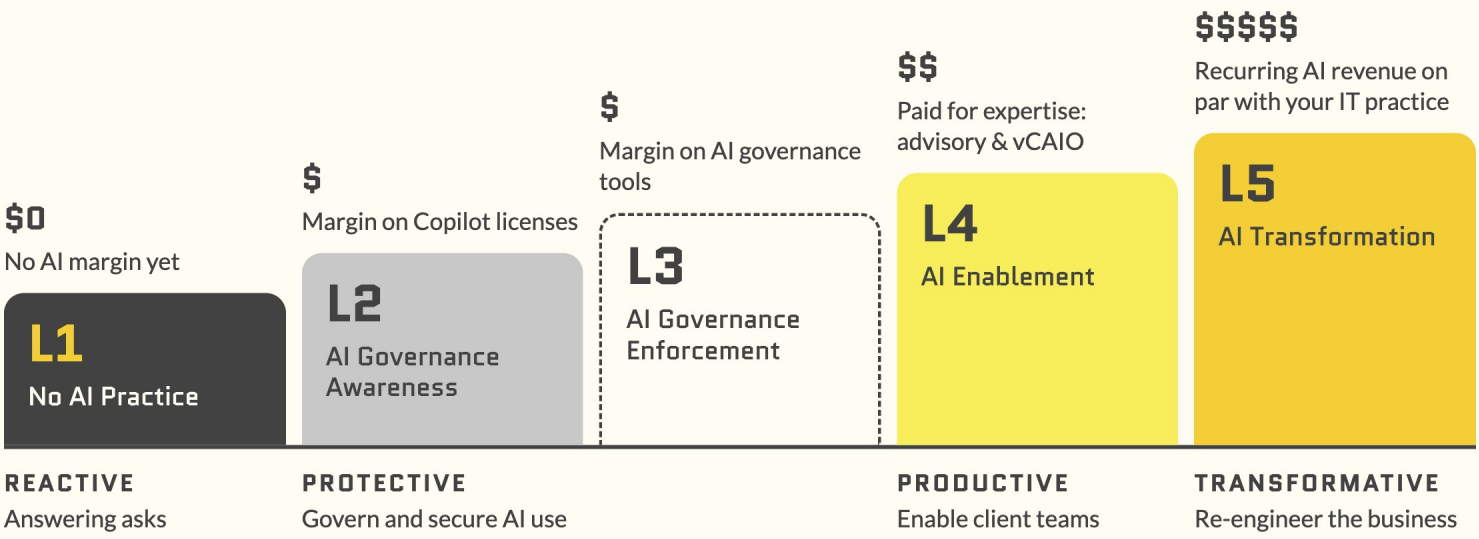
AI MATURITY MODEL FOR MSPS

The MSP AI Journey

Five levels, from reselling licenses to transforming how your clients work. Tick the signs that are true today. Your level is the highest row where all three are ticked. Then make the next move.



LEVEL	YOU'RE HERE IF... (TICK WHAT'S TRUE)	NEXT MOVE
L1 **No AI Practice** Reactive	☐ Clients ask about AI; you have no answer ☐ Turning on ChatGPT or Claude seats on request ☐ At best, reselling Copilot licenses	→ Write an AI Acceptable Use Policy and start AI-risk talks with clients.
L2 **AI Governance Awareness** Protective	☐ Rolling out AI Acceptable Use Policies ☐ Educating clients on AI risk, proactively ☐ Using a governance tool to see AI usage	→ Deploy a governance tool that can block access, then enforce the policy.
L3 **AI Governance Enforcement** Protective	☐ You know how each client team uses AI ☐ Policy enforced; unauthorized AI is blocked ☐ AI use and data stay inside the org boundary	→ Go past out-of-the-box AI: launch training and advisory; hire dedicated AI lead.
L4 **AI Enablement** Productive	☐ Running AI training programs for clients ☐ Quick wins live: inbox triage, meeting transcriber ☐ Selling AI advisory; acting as client vCAIO	→ Map client workflows, find scaling bottlenecks, and scope custom builds.
L5 **AI Transformation** Transformative	☐ Mapping workflows and scaling bottlenecks ☐ Building automations, agents and custom apps ☐ Running multi-threaded transformation programs	→ You're the client's AI partner. Expand to new teams, workflows and clients.