Northern Light

BUILD VS. BUY: AI MARKET INTELLIGENCE

Will your homegrown AI research tool make it to production?

11 questions every in-house build has to answer, from pilot to scale.

01 Pre-pilot

Who owns success?

Define the decisions it should inform and who is accountable for results.

AI rights to premium sources?

Analyst research and business news are licensed. Do your terms allow AI use?

Can every answer cite a source?

Executives act on answers they can verify. Citations must be built in.

02 Pre-production

Who manages content licenses?

Each publisher is a separate contract, renewal and usage report.

What can the model see?

Paywalled and internal content needs permissions in every AI answer.

Who goes first, and who trains?

Adoption takes onboarding, clear use cases and ongoing support.

03 In production

Who checks the answers?

Someone has to catch errors before a bad answer shapes a decision.

Who fixes broken connectors?

Feeds, formats and APIs change without notice. Each one is a ticket.

04 At scale

Who evaluates new models?

Every upgrade means retesting quality, cost and citations.

Who owns governance reviews?

IT and AI governance will ask how data is stored, accessed and audited.

What does upkeep cost?

Engineers, licenses and hosting add up long after the pilot budget is spent.

Build or buy?

BUILD

Your team owns all 11 questions

- × Separate licenses to negotiate and renew
- × Citations and permissions built in-house
- × Engineers on call for every source change
- × Model evaluation on your roadmap

BUY

Start in production with Northern Light® SinglePoint™

- Licensed premium content in one platform
- AI answers that cite their sources
- Alerts and newsletters to stakeholders
- Maintained and updated by Northern Light

See what SinglePoint finds on your market

Get a free competitive research brief, produced in SinglePoint.

Request your free brief