

Anderson Technologies

Artificial Intelligence (AI) Position Statement

At Anderson Technologies, we believe artificial intelligence has real, measurable value for businesses—but only when it is implemented with discipline, context, and accountability.

The current AI landscape is evolving at an unprecedented pace. New capabilities are introduced constantly, but so are new risks, shifting cost models, and unclear long-term sustainability. Many organizations are adopting AI faster than they can properly govern it.

Our position is that thoughtful adoption matters more than rapid adoption.

Our Perspective

We view AI as a strategic tool that can improve efficiency, enhance service delivery, and unlock new capabilities. But we do not believe AI is a replacement for human expertise, nor do we believe it should be implemented simply because it is available.

There is a growing gap in the market between what AI can do and how responsibly it is being deployed. We see our role as helping clients close that gap.

We take a human-first approach. AI should support people in making better decisions—not replace the judgment, experience, and accountability that businesses rely on.

Where We Stand on AI Today

We believe several realities about the current AI environment are often overlooked:

- **AI outputs are not inherently reliable.** They can be incomplete, inaccurate, or biased, and require human validation before being acted on.
- **Data exposure risk is real.** Improper use of AI tools can introduce security, compliance, and confidentiality issues if not properly governed.
- **Cost structures are still evolving.** Pricing models, licensing tiers, and usage-based costs are changing rapidly, making long-term budgeting and ROI less predictable.
- **Not every use case justifies automation.** In some cases, adding AI introduces unnecessary complexity without improving outcomes.

These factors don't make AI something to avoid—but they do make it something to approach with intention.

How We Approach AI

Our approach is grounded in practical, client-centered principles:

Responsible implementation

We deploy AI where it creates clear value and aligns with the client's business goals, risk tolerance, and operational reality. We avoid implementing tools that are not fully understood or governed.

Transparency and clarity

We clearly define where AI is used, how it functions, and what its limitations are. Clients should never feel like AI is operating as a “black box” within their environment.

Security and privacy as a baseline

AI solutions must meet the same standards as any other system handling sensitive data. We prioritize environments that protect data and avoid unnecessary exposure to public or shared models.

Human accountability at all levels

AI does not own outcomes—people do. Our team remains accountable for all decisions, deliverables, and services, regardless of how AI is used to support them.

Governance over experimentation

We encourage innovation, but within structure. AI usage should be governed, documented, and aligned with policy—not driven by ad hoc or unvetted experimentation.

Continuous learning, not fixed assumptions

Because the AI landscape is changing quickly, we actively invest in training and education. Our goal is to provide guidance based on current realities, not outdated assumptions or market hype.

Our Service Model

Within Anderson Technologies, AI is integrated into our services in a controlled and intentional way.

We use AI to:

- Improve efficiency and reduce repetitive effort
- Enhance analysis and insight generation
- Accelerate response times and service delivery
- Support more consistent and scalable processes

But we do not apply AI indiscriminately. Every use case is evaluated based on risk, cost, and business impact.

A Different Approach to AI Adoption

Many organizations today are approaching AI as a race—focused on speed of adoption, volume of tools, or perceived competitive pressure.

Our approach is different.

We prioritize:

- Long-term sustainability over short-term novelty
- Business alignment over technical experimentation
- Risk-aware implementation over unchecked access
- Measurable outcomes over abstract potential

This often means asking harder questions up front:

- What problem are we solving with AI?
- What is the cost of doing this at scale?
- What data is being exposed, and where?
- Who is accountable for the output?

If those questions cannot be answered clearly, the solution is not ready to be deployed.

Our Commitment

We believe AI will continue to play an increasingly important role in how businesses operate. But its success will depend less on the technology itself and more on how responsibly it is implemented.

Anderson Technologies is committed to helping our clients adopt AI in a way that is secure, practical, and aligned with their long-term success.

We are not here to sell AI as a concept.

We are here to help clients use it effectively, safely, and with confidence.

AI Positioning Talk Track (Sales / AM Team)

If a client asks “What’s your approach to AI?”

“We’re very supportive of AI, but we take a more disciplined approach than most firms. We don’t treat it as something to roll out everywhere—we focus on where it actually creates value for your business without introducing unnecessary risk.”

If they’re excited about AI / want to adopt quickly

“That’s great—we’re having a lot of those conversations right now. What we focus on is helping you adopt it in a way that’s secure, cost-aware, and sustainable.

A lot of companies are jumping in fast, but without clear governance or understanding of long-term costs, it can create issues pretty quickly.”

If they ask what makes Anderson different

“Two things:

First, we keep a human-first model—AI supports our team and your business, but we don’t let it drive decisions on its own.

Second, we’re very intentional about governance—what tools are used, how data is handled, and who’s accountable for the output. Most of the risk we’re seeing right now comes from that piece being skipped.”

If cost or ROI comes up

“The reality is AI pricing and usage models are still evolving. So part of our role is helping you understand what this looks like at scale—not just in a demo or pilot.

We want to make sure what you’re implementing is something you can actually sustain long-term.”

If they’re hesitant or skeptical

“That’s completely fair—and honestly, a healthy perspective right now.

AI absolutely has value, but it’s not a fit for every use case. Our job is to help you figure out where it makes sense and where it doesn’t, so you’re not taking on risk without a clear return.”

One-line closer

"We're not here to sell AI—we're here to help you use it responsibly and in a way that actually works for your business."

AI Sales Guardrails: What NOT to Say

1. ✗ "AI can do this automatically"

(or anything implying full automation without oversight)

Why it's risky:

- Sets unrealistic expectations
- Creates liability if something goes wrong
- Undermines your human-first positioning

☒ Instead say:

"AI can help automate parts of this process, but we always keep human review and oversight in place."

2. ✗ "This will save you a ton of time/money" (without context)

Why it's risky:

- ROI is still highly variable
- Costs can increase depending on usage
- Sounds like hype, not advisory

☒ Instead say:

"There can be efficiency gains here, but we look at both the benefits and the ongoing costs to make sure it makes sense long-term."

3. ✗ “Everyone is using AI, you should too”

Why it’s risky:

- Pressure-based selling
- Signals trend-chasing instead of strategy
- Undermines your credibility

☒ Instead say:

“A lot of companies are exploring AI right now, but the right approach really depends on your use case and risk tolerance.”

4. ✗ “It’s secure” (without qualification)

Why it’s risky:

- Overpromises
- Ignores tool/vendor differences
- Creates exposure if client assumes full safety

☒ Instead say:

“It can be secure when implemented correctly—we focus heavily on how data is handled and which tools are appropriate.”

5. ✗ “The tool handles compliance”

(or implying the platform solves regulatory concerns)

Why it’s risky:

- Flat-out incorrect in most cases
- Shifts responsibility away from the client and you
- Legal exposure

☒ Instead say:

"The tool can support compliance, but governance and proper usage are what actually determine whether it's compliant."

6. ✗ "The AI will give you the answer"

Why it's risky:

- Misrepresents how AI works
- Ignores inaccuracies / hallucinations
- Sets false confidence

☒ Instead say:

"It can generate a strong starting point, but outputs should always be reviewed and validated."

7. ✗ "We can roll this out quickly to your whole team"

Why it's risky:

- Encourages unmanaged deployment
- Conflicts with your governance stance
- Leads to cost and data issues

☒ Instead say:

"We typically start with a controlled rollout so we can evaluate usage, cost, and impact before scaling."

8. ✗ "This replaces [role/task/team]"

Why it's risky:

- Triggers fear and resistance
- Not actually true in most cases
- Misaligns with your human-first stance

☒ Instead say:

"This supports your team by reducing repetitive work so they can focus on higher-value tasks."

9. ✗ "It's just like ChatGPT"

(or oversimplifying enterprise AI)

Why it's risky:

- Reduces perceived value of your service
- Confuses governance differences
- Makes it sound commodity-level

☒ Instead say:

"It uses similar underlying technology, but in a more controlled and secure environment designed for business use."

10. ✗ "We don't really have limits—it can do a lot"

Why it's risky:

- Signals lack of understanding
- Removes guardrails
- Increases risk of misuse

☒ Instead say:

"It's powerful, but there are definitely constraints depending on the use case, data, and how it's configured."

11. ✗ "We'll figure it out as we go"

Why it's risky:

- Sounds unstructured
- Undermines your governance positioning
- Clients hear "you don't have a plan"

☒ Instead say:

"We'll define a clear use case and framework up front, then refine based on real usage and results."

Simple rule for the team

If they're unsure, give them this:

"If it sounds like hype, certainty, or 'magic'—don't say it."