AI SPEND READOUT — THE ONE PAGE

Scorecard: Northline Freight

Prepared for the CIO and the Controller · Northline Freight *(illustrative)* · mid-market trucking and warehousing, ~400 people, Charlotte · in the room: CIO, Controller, Ops VP · **annual AI spend in scope: $217,200 on paper, plus 3 unapproved tools**

ILLUSTRATIVE SAMPLE — methodology demonstration only. Fictional client and data; contains no real or confidential information from any prior employer. Shown to demonstrate what the 90 minutes produces.

Line-item scorecard

Score: 0 = no evidence, no owner · 1 = owner, no evidence · 2 = evidence, weak link to money · 3 = measured outcome with a named owner. The three green columns are the renewal conversation.

#	Tool / project	Annual cost (license)	FULL COST (what the license leaves out)	What it's supposed to change	Evidence it's changing it	OUTCOME OWNER (named person or unit)	Score	CALL: KEEP / FIX / KILL
1	**Copilot seats**, 180 users	$64,800	≈ **$96K**: + $18K admin and review time, $9K training, $4K integration. Unticked: retries, exit cost.	Hours per document, email and deck	None. Vendor usage report only (logins, not hours).	**"IT"** — a department, not a person. If it vanished, nobody's number moves.	**0**	**FIX — name a VP Sales Ops owner by Dec 1; 60-day hours baseline; renew only the active seats.**
2	**Dispatch-optimization AI** (TMS add-on)	$120,000	≈ **$168K**: + $22K integration, 0.3 FTE exception handling ($26K). Unticked: exit terms, data portability.	Empty miles, on-time delivery	Vendor-claimed saved miles; never baselined against the two quarters before go-live.	**Ops VP** (named). The only line where a person owns a number.	**1**	**KEEP, measure — baseline by Jan 15; the Q1 renewal waits for the measured number.**
3	**ChatGPT Team**, 40 seats	$14,400	≈ **$14.4K** + unmeasured data exposure (member and customer data pasted in). Unticked: governance, review.	Drafting time	Expense reports. No usage data at all.	**Nobody**	**0**	**KILL — cancel at month end; fold the 40 users into Copilot (the sanctioned path).**
4	**Website chatbot**	$18,000	≈ **$27K**: + $6K content upkeep, $3K escalation handling. Unticked: exception handling.	Support-ticket deflection	"Feels lower." Ticket counts never pulled.	**Marketing** — a unit, no name yet.	**1**	**FIX — Marketing director owns it; pull 30 days of ticket counts before and after.**
5	**Shadow: 3 unapproved tools**	unknown	Unknown spend + data risk. Nothing ticked. Business case: none exists.	Unknown	Found in card statements.	**Nobody**	**0**	**FIX — inventory + a sanctioned path inside 30 days; Controller signs the card-statement sweep.**
	Total on paper	**$217,200**	**≈ $305K full cost, before the shadow lines**			**1 of 5 lines has a named owner with a number**	**2 / 15**	**1 Keep · 3 Fix · 1 Kill**

Ownership check

Ask it out loud, line by line: **"If this tool vanished tomorrow, whose number would move?"** A name or a business unit counts. "IT" and the vendor do not. Northline: **one** yes (Ops VP, dispatch), one unit without a name (Marketing), one "IT", two nobodies. No owner = red flag, whatever the spend.

Full-cost stack

Counted at Northline: human review time (Copilot only) · training (Copilot only).
Not counted: integration · inference / usage · retries and failed runs · exception handling · governance / security / audit · switching and exit cost · funding source (what each line displaced, and who signed that trade).
Anything not counted means the business case is incomplete. Nine items, two counted. The license is the small number.

The three decisions (owner · date · expected effect)

KEEP, measure — Dispatch AI · Ops VP · baseline by Jan 15 · renewal decided on measured miles, not the vendor's claim.
FIX — Copilot · VP Sales Ops named by Dec 1 · 60-day hours baseline · renew active seats only (≈ $20K back if half the seats are idle).
KILL — ChatGPT Team · Controller · cancel at month end, users to Copilot · $14.4K back plus the data-exposure line closed. Shadow tools follow the same path in 30 days.

Going deeper

Unscored list: none. Five lines cover 100% of known spend; the shadow sweep may add more. If the list runs past ten lines or the owners can't be named in the room, that is the **AI Value Diagnostic**: two weeks, six artifacts, $3,500. The Readout fee is credited toward it within 30 days.
yasinjabbar.com/sample-readout.html · cal.com/yasinjabbar/readout