

M-Files for AI Readiness

For M-Files sales professionals. Use this before any conversation where AI is or could be on the table, which right now is most of them.

What We're Selling

You're selling M-Files. When AI enters the conversation, TEAM provides a framework and credible expertise to convince the customer there is a clear path from readiness to action. We ground the use cases. We assess the wider content and process landscape. We help define the business context their AI needs to work.

Why bring in TEAM?

- **Aligned.** M-Files provides a governed, metadata-driven foundation for AI. TEAM brings the structure and expertise to put it to work.
- **Proven.** We have done this with Fulton Hogan, an existing M-Files customer, and we are both a Certified Solution Partner and an Authorized Service Partner.
- **Structured.** Our established engagement model builds confidence in TEAM's expertise and makes it easy to identify the customer's right next step.

The Problem We Solve

Customers want AI that does more than retrieve and summarize. They want AI that acts within business processes. TEAM calls that destination the **Zero Click Enterprise™**.

That requires business context: content, metadata, permissions, relationships, systems, and process signals. It must be findable, trustworthy, governed, timely, and actionable.

M-Files organizes governed business context. TEAM connects that foundation to the customer's use cases, wider information landscape, and business processes. The result is a clearer path to ROI and often a larger M-Files opportunity.

Any mention of AI opens the door. Try: "We have a partner who specializes in helping M-Files customers move from readiness to action. Would you be interested in hearing more?"

The Value Proposition

TEAM adds three things to the opportunity:

Stronger AI Conversation	A credible answer when prospects ask how M-Files supports AI.
Proven Expertise	Fulton Hogan shows that TEAM can move from assessment to practical decisions and pilot delivery.
Structured Path to Action	A defined method for grounding use cases, evaluating business context, and planning delivery.

How to Position It

Use any AI mention as the trigger. Ask, “What’s your AI roadmap?” or “How invested are you in AI right now?” If AI comes up naturally, introduce TEAM.

- “*We have initiatives underway.*” TEAM can test the use cases and identify the business context they need.
- “*We’re still figuring it out.*” TEAM can turn the M-Files readiness story into practical next steps.
- “*We’re not doing AI yet.*” TEAM can help ensure today’s content and process decisions support future AI use.

Bring TEAM in like an SE, not as a handoff. You keep the relationship and the deal. TEAM adds depth and a structured engagement model that can expand the opportunity.

Set expectations honestly. TEAM may find gaps that require more work. That can extend the sales cycle, but it can also reveal M-Files scope and reduce delivery risk.

Do not position this against Aino or Copilot. TEAM helps build the context and processes those tools need to perform well.

Key Language to Use Consistently

- **Business context:** the content, metadata, permissions, relationships, systems, and process signals AI needs.
- **From readiness to action:** TEAM’s role in the M-Files motion.
- **Five Dimensions of Business Context:** Findable, Trustworthy, Governed, Timely, and Actionable.
- **Answer engine to action engine:** AI that moves from answering questions to working within business processes.

Your Supporting Assets

- **Battle Card:** Quick reference for opening the conversation and bringing in TEAM. [PDF](#)
- **Teaser Deck:** Prospect introduction to the M-Files and TEAM story. [PPTX](#) | [PDF](#)
- **Fulton Hogan AI Case Study:** Proof of TEAM’s structured delivery with an M-Files customer. [WEB](#) | [PDF](#)
- **TEAM AI Readiness Assessment:** Free 10-minute diagnostic for prospects who want a deeper view of use cases, business context, and next steps. [WEB](#)