

Thirty questions that separate a demo from a product

Use them on any platform that says it predicts, decides or explains, us included.
A vendor that cannot answer one has told you something.

THE MODEL

Before you trust a forecast

- ☐ How far ahead is it right, and who chose that horizon: you or the vendor?
- ☐ What is the baseline it is compared against? Is it “assume nothing changes”, or the vendor’s previous release?
- ☐ Show the error at each horizon, not an average. Which horizons does it lose at?
- ☐ Which horizons were never measured, and are they reported as not measured rather than as passes?
- ☐ What happens when the model is wrong at the horizon you need? What tells you?

THE DECISION

Before you act on it

- ☐ Does every recommendation carry its cost and the cost of waiting?
- ☐ Is “do nothing” a priced option, or the default?
- ☐ Can the platform tell you when an action costs more than it saves?
- ☐ Is the ordering by what each case costs if ignored, or by how unusual it looks?
- ☐ What does a recommendation cost you in approval time today, and what would it take to shorten it?

THE EVIDENCE

Before you defend it

- ☐ Is any of the answer generated text? If so, what stops it inventing something?
- ☐ Will the same inputs give the same conclusion tomorrow?
- ☐ Show the chain from a conclusion back to the events behind it.
- ☐ When two sources disagree about the same entity, what does the platform show?
- ☐ How much of the answer came from the learned component, and who controls that weighting?

GOVERNANCE AND SECURITY

Before your reviewer asks

- ☐ Where is tenant isolation enforced: in the application, or below it?
- ☐ What stops an unvalidated model reaching production? Show a refusal, its recorded reason, and who may override it.
- ☐ How do you detect a model trained on its own output?
- ☐ What does the platform need write access to? Is there any background write path?
- ☐ Which certifications are held today, with dates, and which are only in progress?

DEPLOYMENT AND LATENCY

Before you plan the rollout

- ☐ Can it run in your own cloud account or network, and what are the supported topologies?
- ☐ Where does your state live, and who else can reach it?
- ☐ How do events arrive, and what happens to the ones that fail to map?
- ☐ What is measured, and under what conditions? Is a latency figure an inference step or a whole decision?
- ☐ What is the plan for irregular and missing data: fall back, or extrapolate?

COMMERCIAL

Before you sign

- ☐ What is the smallest thing you can buy, and what does it prove?
- ☐ What does it cost to be wrong: can you stop?
- ☐ Who owns the models trained on your data, and the derived artifacts?
- ☐ Is there any path by which your data reaches another customer's models?
- ☐ What is not claimed? Ask for the list, in writing.

We will answer all thirty on your data, including the model record, the audit trail and the tenancy answers. OgMart, the reference world used in our demonstrations, is fictional.