

# **5 Questions to Answer Before You Invest in AI Document Automation**

*A No-Hype Decision Framework*

By Raymond Brooks  
Co-Founder, MaxRecall Technologies  
*26 years in document management*

## Everyone's Selling AI. Not Everyone Should Be Buying.

Every vendor in document management is talking about AI right now. Machine learning. Intelligent capture. Predictive routing. Automation rates of 90%+.

Some of it's real. Some of it's marketing.

After 26 years of implementing document management systems — and watching the industry move from paper digitization to genuinely intelligent automation — I've seen what works and what doesn't. More importantly, I've seen which organizations are ready for AI-powered document automation and which ones aren't.

The difference isn't budget. It's not technical sophistication. It's whether five fundamental conditions are in place.

This guide will help you assess your readiness honestly — before you spend money, before you commit resources, before you promise results to your leadership.

*If you answer "no" to two or more of these questions, AI document automation probably isn't right for you yet. That's not a sales tactic — it's the truth. Better to know now than after a failed implementation.*

## Question 1:

### Do you have enough volume — and enough repetition?

AI learns from patterns. If your documents don't repeat, there's nothing to learn.

This sounds obvious, but it's where many projects go wrong. Organizations get excited about automation, but their actual document flow doesn't have the volume or consistency to justify it.

#### The honest assessment:

- **How many documents do you process per month?** AI shines at high volume. Processing 50 invoices a month? Manual is probably fine. Processing 5,000? Now we're talking.
- **How many repeat senders do you have?** If 80% of your documents come from 20% of your vendors or sources, AI can learn those patterns fast. If every document is unique, the learning curve is brutal.
- **How consistent are the formats?** Invoices from the same vendor usually look the same. Contracts from different law firms never do. The more standardized the format, the faster AI can be trained.

#### You're ready if:

- You process 500+ documents per month of a given type
- A significant portion come from repeat sources
- The documents follow recognizable patterns (even if not perfectly standardized)

#### You're not ready if:

- Document volume is low and inconsistent
- Every document is a one-off from a different source
- You're trying to automate something that happens 10 times a year

## Question 2:

### Can you get your documents into a consistent starting point?

Before AI can work its magic, documents have to get into the system. This is messier than most vendors admit.

Documents arrive from everywhere: email attachments, scanned batches, fax (yes, still), EDI feeds, mobile photos, portal downloads, physical mail. Each source has different quality, different formats, different metadata.

If your ingestion is chaos, AI can't fix it. Garbage in, garbage out.

#### The honest assessment:

- **How many channels do documents come through?** List them. Email, scanner, portal, fax, mail, mobile — how fragmented is your intake?
- **What's the quality of your scanned documents?** Crisp PDFs process differently than photos of crumpled receipts. Low-resolution scans with coffee stains kill OCR accuracy.
- **Do you have a way to normalize documents before processing?** Pre-processing (deskewing, noise reduction, format standardization) dramatically improves AI accuracy. Do you have this capability, or would you need to build it?

#### You're ready if:

- You have a manageable number of intake channels
- Document quality is generally good (or you can improve it)
- You can consolidate intake or standardize formats before AI processing

#### You're not ready if:

- Documents arrive from 15 different channels with no standardization
- Scan quality is poor and you can't improve it
- You have no control over how documents enter your organization

## Question 3:

### Do you have systems to validate against?

This is the one most organizations overlook — and it's critical.

AI can extract data from documents: vendor names, amounts, dates, PO numbers. But extracted data isn't necessarily *correct* data. You need external anchors to validate against.

The most reliable AI implementations use what we call "three-way matching" — comparing the document against two other authoritative sources. For an invoice, that might be: Invoice vs. Purchase Order vs. Goods Received. If they align, confidence is high. If they don't, you know exactly where to look.

#### The honest assessment:

- **Do you have a clean vendor master in your ERP?** If vendor names and IDs are a mess, AI can't match against them reliably.
- **Are your PO numbers and reference data accessible?** AI needs to look up POs to match invoices. If that data is locked in a legacy system with no API, you've got a problem.
- **Can you connect your document system to your ERP/accounting system?** Integration is where validation happens. No integration, no validation, no confidence.

#### You're ready if:

- Your vendor master and reference data are reasonably clean
- Your ERP or accounting system has accessible APIs or export capabilities
- You have clear sources of truth to validate extracted data against

#### You're not ready if:

- Your master data is unreliable or incomplete
- Your systems are siloed with no integration path
- You don't have external anchors to check AI extraction against

## Question 4:

### Are you ready to handle exceptions — not eliminate them?

Here's the truth vendors don't always tell you: AI won't automate 100% of your documents. It never will.

Even the best implementations hit 85-95% automation rates. That means 5-15% of documents still need human eyes. The question isn't whether you'll have exceptions — it's whether you have a plan to handle them.

Good AI systems use confidence scoring. Every extraction gets a score. High confidence? Auto-process. Low confidence? Route to a human reviewer. The system should make it easy for humans to review, correct, and move on — not create a new bottleneck.

#### The honest assessment:

- **Do you have people available to review exceptions?** AI reduces workload, but someone still needs to handle the edge cases. If your team is already underwater, adding an exception queue might not help.
- **Can your organization tolerate an 85% automation rate?** If leadership expects 100% automation, you need to reset expectations. Promising the impossible sets you up for failure.
- **Do you have a feedback loop?** When humans correct AI mistakes, those corrections should feed back into the system to improve future accuracy. Without this loop, the system never gets better.

#### You're ready if:

- You have bandwidth for exception handling
- Leadership understands that "automation" doesn't mean "zero humans"
- You're prepared to invest in continuous improvement, not just launch and forget

#### You're not ready if:

- Your team has no capacity for exception review
- The expectation is 100% hands-off automation from day one
- You want a "set it and forget it" system (that's not how AI works)

## Question 5:

### Will your team actually use it?

This is the question that kills most document management projects — AI or otherwise.

Your best people have routines. They know exactly where things are, how to find them, who to ask. They've built muscle memory over years. Change those routines without buy-in, and even brilliant software fails.

I've watched organizations spend six figures on systems that never got adopted. The technology worked. The people didn't use it. The implementation failed anyway.

#### The honest assessment:

- **Have you involved end users in the evaluation process?** If the decision is made entirely in a conference room, without input from the people who'll use the system daily, adoption is at risk.
- **Do you have a change management plan?** Training sessions aren't enough. You need champions, support structures, and patience.
- **Is leadership willing to enforce the transition?** If people can keep using the old way indefinitely, they will. At some point, the new system has to become the system.

#### You're ready if:

- Key users are involved in the decision and excited about solving the problem
- You have a realistic rollout plan with training and support
- Leadership is committed to seeing the transition through

#### You're not ready if:

- This is being imposed on a resistant team
- There's no plan for change management
- Past technology implementations have failed due to adoption issues

## Score Yourself

For each question, give yourself an honest assessment:

Question	Yes	Partial	No
1. Do you have enough volume and repetition?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Can you normalize document intake?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have validation sources?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Are you ready to handle exceptions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Will your team actually use it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Interpreting Your Score:

**5 Yes answers:** You're ready. Start evaluating solutions.

**3-4 Yes answers:** You're close. Address the gaps before moving forward.

**1-2 Yes answers:** You're not ready yet. Focus on foundational improvements first.

**0 Yes answers:** AI document automation isn't the right investment right now. Consider simpler document management improvements.

## What If You're Not Ready?

That's okay. Really.

Not being ready for AI automation doesn't mean you're behind. It means you're being honest about where you are. And there's still plenty you can do to improve your document situation:

- **Consolidate your intake channels.** Even without AI, reducing fragmentation helps.
- **Clean up your master data.** A better vendor master makes everything downstream easier.
- **Standardize your naming and filing conventions.** Searchability improves dramatically with consistency.
- **Invest in basic workflow automation.** Rules-based routing doesn't require AI and can still save significant time.
- **Build the case for change.** Get your team involved. Understand the pain points. Create internal champions.

These steps will make you more ready when the time is right — and they'll deliver value on their own in the meantime.

## What If You Are Ready?

Then the next step is finding the right partner — not just the right software.

AI document automation isn't a product you install. It's a capability you build over time. The vendor you choose should understand your industry, your document types, and your integration requirements. They should be honest about what's realistic and what's not.

At MaxRecall, we've been doing this for 26 years. We've seen what works. We've seen what fails. And we've learned that the best implementations start with honest conversations — not sales pitches.

If you'd like to have that conversation, we're here.



### MaxRecall Technologies

Business Process Automation Experts  
maxrecall.com | 770-998-1400