AI BASICS // CHOOSING A PLATFORM

AI platform fit: what actually works for you

AWS, Azure, Salesforce, Google Cloud, open source and many more. Option overload is real, and the answer is fit, not features.

> **Travis's short version:** they can all work. The key is figuring out which one works for *you*. Place your team on a simple spectrum from control-first to convenience-first, then ask three questions, and the right platform usually becomes a lot more obvious.

A simple spectrum

We like to think of AI platforms along a pretty simple spectrum. Most companies land somewhere in between the two ends, and the trick is knowing where your team really sits: how technical you are, what data you have and what problem you're looking to solve first.

Control-first platforms	Convenience-first platforms
Built for teams that want to customise everything, from data pipelines to model orchestration.	More plug-and-play tools for businesses with really minimal setup.

Five platforms, five different fits

Platform	Best fit if...	What to know
Salesforce Einstein	Your world revolves around sales, service or marketing and you already use Salesforce.	Bakes AI right into the CRM: predicting behaviour, suggesting next best actions and automating follow-ups. You don't need data scientists or developers. It just works where you work.
AWS	You have the engineering capability and want to train your own models or orchestrate multi-agent systems.	The playground for builders. Full control, but with that comes complexity. Not the fastest to start up, but incredibly powerful once you get it rolling.
Azure	Your company already runs on Microsoft.	The enterprise comfort zone for AI. The Azure stack slots right in, with the power of OpenAI models and enterprise-grade governance, compliance and security.
Google Vertex AI	Your team's strength is data, analytics, modelling and providing insights.	Excels at training, fine-tuning and scaling custom models, and is one of the strongest for multimodal AI, supporting text, image and video in one place.
Open source	You're a startup, consultant or innovator and innovation speed matters.	The builder's lab: speed and freedom without vendor lock-in. The trade-off is that you're responsible for stitching it together: hosting, scaling and maintaining.

How do you choose? Ask three questions

Start by asking yourself three simple questions.

1. **What's your technical capability?** Do you have devs, or just domain expertise?
2. **Where does your data live?** Is it within a CRM, in the cloud, or in spreadsheets?
3. **What's the first problem you're trying to solve?** In other words, what features should we be prioritising?

Once you can map those, the fit usually becomes a lot more obvious.

A real example: the open source route

Open source is the route we took when training the image classification model for our AI-driven property search app. Speed and freedom mattered most, and we were happy to take on the stitching together ourselves.

What's next in this series

In the next few videos we're diving deeper into each platform covered here: where they're great, where they fall short and how to tell if they actually fit your team. Understanding these ecosystems isn't just about making a smarter choice. It's about how you build AI that truly works for you.

The bottom line

The best AI platform isn't the one with the flashiest demo. It's the one that **meets you where you are and scales as you grow**. The goal isn't to adopt AI, it's to apply it intelligently, in ways that deliver traction, not just transformation slides. Because Intelligent Choice isn't about what's possible, it's about what actually works.

Want to talk this through for your business?

Book a free 15-minute call. We'll look at your situation and give you a straight answer, with no jargon and no sales pitch.

Let's Chat

Opens the request form on our website. Free, no obligation.