

# AI Readiness Audit

Walleva — multi-channel eyewear-accessories retailer

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## ■ Executive summary

Walleva runs a five-channel eyewear-accessories business (Shopify ~500 SKUs, eBay, Amazon, Walmart, Google Shopping) on a small team doing pricing, inventory, fulfillment, imagery, and support **manually and per-channel**. The constraint is structural: operational effort scales with *channels* × *SKUs*, so every new listing or marketplace adds linear cost and a new place for prices and stock to drift.

The good news: the work is **highly automatable**. It's rules-based, repetitive, and already happening against systems that expose APIs. Our assessment finds a clear, low-regret sequence that removes the bulk of manual multi-channel ops, closes the most common revenue leaks, and turns a dormant 48,000-image library into a working asset.

We recommend starting with a **cross-channel pricing + inventory core** and an **always-on monitoring layer**, then layering the AI image catalog and an internal copilot. A phased roadmap follows in §5.

**Headline:** ~80% of the recurring multi-channel ops work Walleva does today is a candidate for automation with off-the-shelf models and a thin integration layer — no platform replacement required.

## ■ 1. Scope & method

We reviewed Walleva's channels, catalog, and day-to-day operations through a working session and a walkthrough of each channel's tooling. We assessed five dimensions — **data, process, integration surface, risk, and ROI** — and scored each opportunity on impact and implementation effort. This document is the result. It is deliberately tool-agnostic: the goal is the *right* plan, executable by us or by anyone.

## ■ 2. Current-state process map

How a single price change or a single sale flows today:

**Price change** → edited by hand in each channel's own UI + currency

→ **drift · lag · error**

**Sale on one channel** → stock decremented on that channel only → others stale

→ **oversell / ghost stockout**

PROCESS	TODAY	PAIN	FREQUENCY
Pricing	Hand-edited in each channel	Drift, lag, currency math, no floor guard	Daily
Inventory	Per-channel, no shared source of truth	Oversells, stockouts, manual reconciliation	Continuous
Fulfillment	Manual monitoring of orders	Missed/late orders found reactively	Daily
Imagery	48k photos, unstructured	Can't find/serve the right shot; incomplete listings	Ongoing
Reporting	Manual pulls from 5 channels	Slow, late, not comparable	Weekly
Reliability	None (no monitoring)	Silent failures surface via customers	—

### ■ 3. Opportunity register

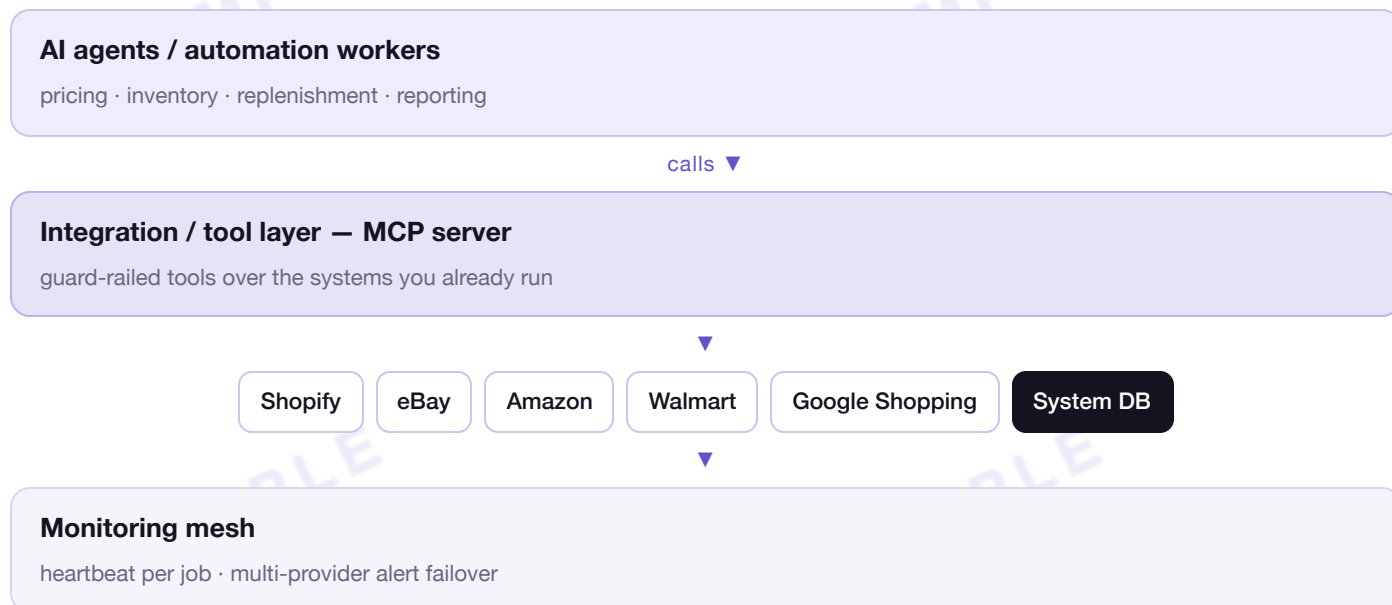
Each opportunity scored **Impact** (revenue protected/unlocked + hours saved) and **Effort** (build + integration complexity), 1–5.

#	OPPORTUNITY	IMPACT	EFFORT	ROI TIER
O1	Cross-channel pricing engine (currency-aware, floor-guarded, SKU-keyed)	5	3	<b>A — do first</b>
O2	Inventory sync + oversell guard (single source of truth)	5	3	<b>A — do first</b>
O3	Monitoring & alerting mesh (heartbeat + failover)	3	1	<b>A — quick win</b>
O4	Automated cross-channel reporting (daily, comparable)	3	2	<b>A — quick win</b>
O5	AI-classified image catalog (role + quality scoring, searchable)	4	3	<b>B — high value</b>
O6	Velocity-based replenishment planning (reorder from sell-through)	4	3	<b>B — high value</b>
O7	Internal AI copilot for staff (in-admin assistant w/ guard-railed tools)	4	4	<b>B — force multiplier</b>
O8	Listing-quality automation (completeness, alt text, gaps)	3	3	<b>C — later</b>

**Read of the matrix.** O1–O4 are the high-impact / low-to-moderate-effort cluster — the obvious first wave. O5–O7 are high value but want the data and integration foundation from wave one. O8 is a fast-follow once the catalog (O5) exists.

## 4. Recommended architecture (sketch)

A thin layer over the systems you already run — **not** a platform migration:



- **Integration layer:** a single registry of safe, audited "tools" (read prices, set price by SKU, get stock, decrement, list orders...) exposed to AI clients — so automations and a copilot act on *real* systems without bespoke one-off scripts.
- **Automation workers:** scheduled / event-driven jobs that use those tools (e.g., "reprice SKU across channels," "sync stock," "build daily report").
- **Monitoring mesh:** heartbeat checks on every job with multi-provider alerting, so silence itself triggers an alert.
- **Models:** off-the-shelf APIs for reasoning/classification; heavy batch jobs (e.g., image classification) routed to cheaper/local capacity to control cost.

## 5. Phased roadmap

PHASE	FOCUS	OUTCOME
<b>Now (Weeks 1-3)</b>	O1 pricing engine · O2 inventory sync · O3 monitoring	Prices + stock consistent across channels in near-real-time; failures alert automatically
<b>Next (Weeks 4-8)</b>	O4 reporting · O5 image catalog · O6 replenishment	Daily comparable numbers; searchable image asset; reorder suggestions from velocity
<b>Later (Weeks 9+)</b>	O7 internal copilot · O8 listing quality	Non-technical staff self-serve via an in-admin assistant; listings stay complete automatically

Each phase ships a working artifact and de-risks the next. Phase "Now" alone addresses the highest-cost, highest-leak processes.

## ■ 6. Investment & next step

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This Audit is the cheap entry rung by design. The recommended next step is a **Design Document** (fixed fee): the executable blueprint for Phase "Now" — exact tools, model choices, data flow, security, cost model, and a build sequence with milestones and acceptance criteria. From there, **Build** is scoped per phase, and **Managed AI Ops** keeps it running.

**Recommended path:** Design Document for the pricing + inventory + monitoring core → Build Phase "Now" → measure → expand. Low risk, fast proof, compounding return.

## ■ Appendix — scoring methodology

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**Impact (1–5):** weighted blend of recurring hours saved, revenue protected (oversell/stale-price leakage), and revenue unlocked (faster competitive response, completeness). **Effort (1–5):** integration surface, data readiness, build complexity, and operational risk. **ROI tier:** A = high impact, low/moderate effort (do first); B = high impact, higher effort (foundation-dependent); C = moderate impact (fast-follow). Scores are directional and revisited with live data in the Design Document.