

FOR IMMEDIATE RELEASE

GoWest.ai Officially Launches BizVantage.ai at Executive Connection Summit — The Channel's AI Readiness & Policy Automation Platform

TORONTO, ON – February 8, 2026 — GoWest.ai today announced the official launch of **BizVantage.ai** at the **Executive Connection Summit**, introducing the channel's first platform built for MSPs, dealers, and AI advisors to deliver **professional-grade AI Readiness Assessments and custom AI Policies** in a fraction of the time and cost of traditional consulting.

Following a successful soft launch, BizVantage.ai has already proven market demand and scalability in the channel — including signing **the largest MSP in Illinois**, with deployments underway that could extend AI readiness and governance support to **up to 65,000 businesses** served through that partner's customer base.

BizVantage.ai is designed to remove the biggest friction point in AI advisory: time. Early results from the soft launch show the platform can compress what typically takes **four days of assessment work to under ten minutes in many common scenarios**—without sacrificing structure, documentation, or governance rigor.

“95% of AI initiatives fail because readiness and governance are skipped,” said West McDonald, Founder of GoWest.ai. “BizVantage.ai changes that — it helps partners deliver proven AI readiness strategies quickly, affordably, and at scale. The soft launch validated what we believed: the channel is ready for an operational, repeatable way to deliver AI advisory services that clients actually need.”

Built on GoWest.ai's refined **AI Readiness Assessment Methodology**, BizVantage.ai automates everything from interviews and workflow analysis to readiness reports and governance policy creation — cutting weeks of work down to hours.

Key Capabilities

- **Smart Interview Engine:** Adapts to each department to uncover AI opportunities.
- **Automated Report Generator:** Produces branded readiness reports instantly.
- **AI Policy Builder:** Creates tailored governance frameworks in minutes.

Built for the Outcome-Based Future

As the managed services industry shifts from seat-based to outcome-based pricing, BizVantage.ai enables partners to deliver measurable, high-value AI advisory services that drive results and recurring revenue.

Now Accepting Partners

With the official launch, BizVantage.ai is now **accepting MSPs, dealers, and AI advisory partners** across North America who want to productize AI readiness and governance as a scalable service offering.

“BizVantage isn’t just software — it’s a new business model for the channel,” McDonald added. “We’re giving partners the power to scale trusted AI advisory services profitably, while clients get the guardrails and readiness they need to adopt AI responsibly.”

About GoWest.ai

GoWest.ai helps organizations adopt and scale AI responsibly through readiness assessments, enablement, and policy development — empowering MSPs, service providers, and dealers to lead in the AI era.

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