# AI vendor framework launched to streamline enterprise procurement



The Data & Trusted AI Alliance (D&TA Alliance), a CEO-led nonprofit consortium of industry leaders, has launched a new AI Vendor Assessment Framework (VAF) to help enterprises navigate the growing complexity of buying generative AI tools.

The framework provides a structured set of questions and guidance for evaluating AI products on both risk and value before purchase. It addresses key concerns such as privacy, intellectual property, transparency, scalability, integration costs and vendor stability.

Developed through cross-sector collaboration, the framework draws on expertise from law, procurement, technology and operations. Its modular design allows it to be adapted to different industries, AI maturity levels and product types, including both generative and non-generative systems. According to the Alliance, this flexibility enables teams to streamline due diligence, scale risk assessments to context and balance innovation with responsible governance.

“This is a helpful step toward thoughtful, efficient deployment of AI to support innovation,” said Andrew Reiskind, Chief Data Officer at Mastercard. He praised the framework’s practical focus, aligning it with Mastercard’s approach of applying strong principles, guardrails and human oversight to AI development.

The framework also aims to improve communication between buyers and vendors, reduce sales cycle times and eliminate unnecessary queries. Chris Hazard, Chief Technology Officer at AI vendor Howso, called it a “game changer” that fosters faster, more productive procurement discussions. Ben Diamond, Vice President and Associate General Counsel at Transcarent, said it offers a consistent lens for assessing third-party AI tools.

The D&TA Alliance said the VAF will evolve through feedback from industry users, ensuring it remains aligned with fast-changing technologies and regulatory demands. Gaurab Bansal, Executive Director of Responsible Innovation Labs, noted that it enables startups to demonstrate “enterprise-grade standards,” helping buyers focus on product merit rather than company size.

The launch comes amid rising pressure on enterprises to ensure AI purchases deliver value without compromising compliance or ethics. Frameworks such as the VAF and TrustPath’s AI assurance model are increasingly seen as vital tools to manage risks from regulatory exposure, operational disruption and reputational damage.

By using plain-language guidance accessible to business leaders without technical backgrounds, the VAF helps address a key barrier to confident AI adoption. Megan Areias, Lead Technology and Data Counsel at Kenvue, said it supports more objective and thorough evaluation of vendor claims across compliance, capability and risk.

The D&TA Alliance includes global firms such as AMD, AT&T, General Motors, IBM, Johnson & Johnson, Mastercard, Nike, Salesforce and UPS. Its broader mission is to accelerate AI deployment through trustworthy standards that uphold business value and ethical use.

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## Bibliography

1. <https://www.businesswire.com/news/home/20251001994137/en/Data-Trusted-AI-Alliance-Announces-Cross-Industry-Criteria-to-Assess-AI-Vendors-on-both-Risk-and-Value?feedref=JjAwJuNHiystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJlCTYs7Oafol48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa> - Original press release. View link for all data
2. <https://www.businesswire.com/news/home/20251001994137/en/Data-Trusted-AI-Alliance-Announces-Cross-Industry-Criteria-to-Assess-AI-Vendors-on-both-Risk-and-Value> - The Data & Trusted AI Alliance (D&TA Alliance), a CEO-led nonprofit consortium, has introduced the AI Vendor Assessment Framework (VAF). This framework offers a set of questions and guidance to assist businesses in evaluating generative AI products for risk, scalability, and value prior to purchase. The VAF addresses concerns such as privacy, intellectual property, and transparency, as well as business value considerations like integration costs, vendor stability, and scalability potential. Developed with input from Alliance members and advisors in law, procurement, technology, and operations, the VAF reflects broad cross-sector collaboration. It is designed to be immediately usable, enabling teams to save time, reduce risk, and maximise the value of AI investments. The framework is modular and can be adapted to different industries, AI maturity levels, and product types, both generative and non-generative. For more information or to access the framework, visit the D&TA Alliance website.
3. <https://dataandtrustalliance.org/> - The Data & Trust Alliance is a group of industry-leading enterprises that deploy data and AI in business. They develop practices that enhance trust in data, in AI models, and in the people and processes through which they are deployed. Their recent projects include AI Agents, Privacy, and the Importance of Context in Data Regulation, and the upcoming GenAI Vendor Assessment Framework, a cross-industry framework for better assessment of risk and value when procuring third-party Generative AI products.
4. <https://www.trustpath.ai/resources/ai-assurance-framework> - TrustPath offers an AI assurance framework designed to help enterprises assess AI vendors faster, reduce risk, and stay compliant. The framework addresses AI risks such as regulatory non-compliance, operational disruptions, and reputational damage. It includes vendor assessment, portfolio risk management, and incident response and continuity, providing a comprehensive solution for AI compliance.
5. <https://markets.financialcontent.com/wral/article/bizwire-2025-10-2-data-and-trusted-ai-alliance-announces-cross-industry-criteria-to-assess-ai-vendors-on-both-risk-and-value> - Enterprises face mounting pressure to ensure third-party AI solutions can deliver a strong return on investment. The VAF provides a clear framework to help organizations assess both risk and value to support a cost-benefit analysis earlier in the cycle. This includes risk issues such as privacy, intellectual property, and transparency, as well as business value considerations, such as integration costs, vendor stability, and scalability potential.
6. <https://dataandtrustalliance.org/work/responsible-data-ai-diligence-for-ma> - The Data & Trust Alliance has created 'Responsible Data & AI Diligence for M&A', a new tool for use by M&A teams in their target screening and due diligence to assess the value and risks of data, algorithms, and the cultures in which they are built. The tool includes three modules: Responsible Culture Diligence, Data Diligence, and Algorithmic Diligence, supplementing existing technology, privacy, and security diligence.
7. <https://www.trustpath.ai/solution/enterprises> - TrustPath offers a solution for enterprises to find and assess trusted AI vendors. Their platform provides access to a comprehensive database of AI companies, allowing users to compare, assess, and select AI vendors with confidence through transparent policies, certifications, and AI model insights designed to meet compliance standards.