The AI Advantage

Elevating B2B Operations for Distributors and Manufacturers

by looking back...

at the shifts in technology, we can also predict new business models. "

1993 – 2002
Introduction of the Internet

2002 – 2018
Commerce and Mobile
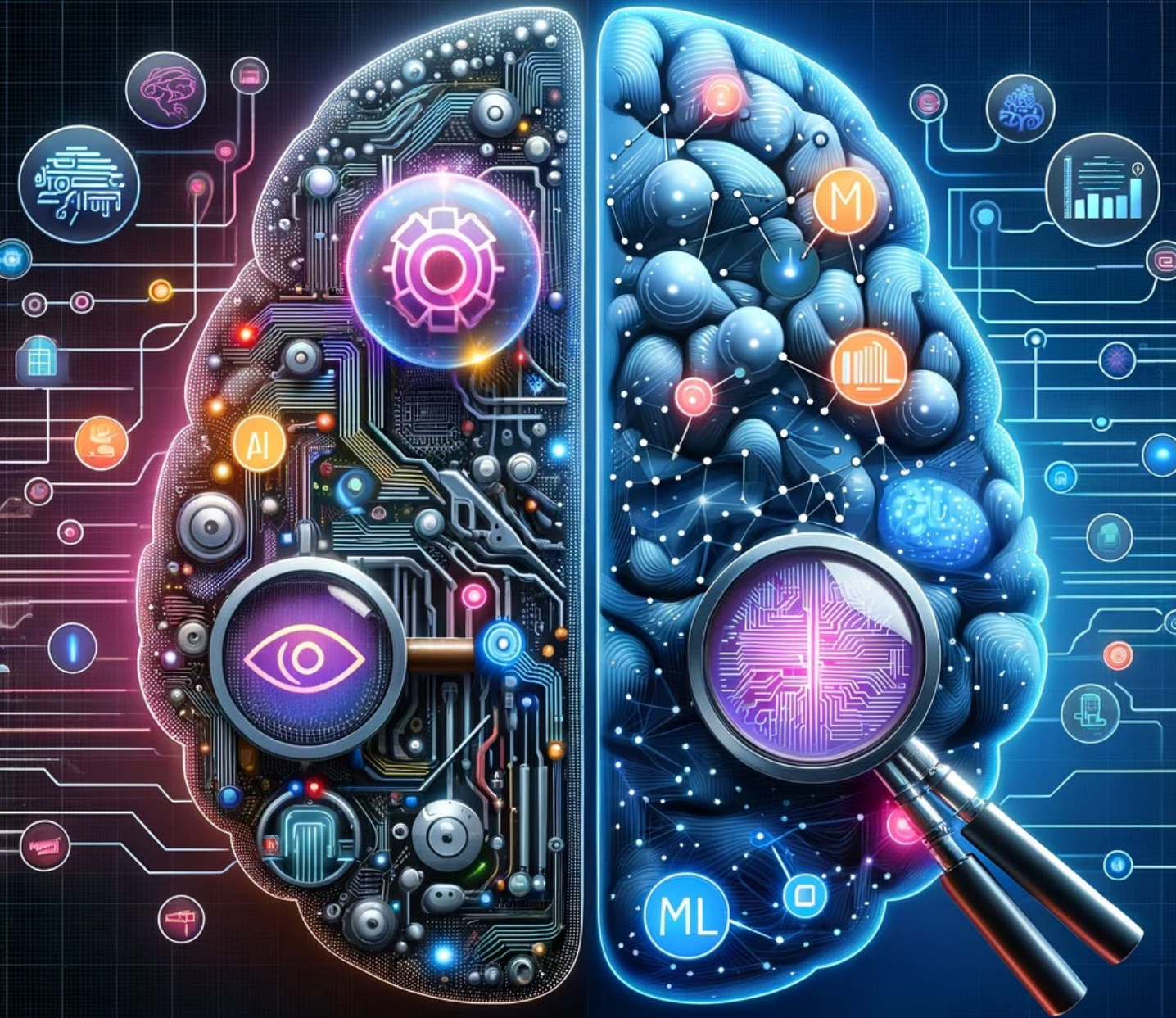
ChatGPT is just
the tip of the AI
iceberg.

Your life is already AI assisted.

Your business will be, too.

AI is the science of making machines smart.

— Demis Hassabis, Co-Founder & CEO, Google DeepMind

AI includes everything from smart assistants like Alexa to robotic vacuum cleaners and self-driving cars. **Machine learning (ML) is one among many other branches of AI.** ML is the science of developing algorithms and statistical models that computer systems use to perform complex tasks without explicit instructions.

- Amazon

Generative AI

Text. Images. Video. Audio. Code.

V1   V2   V3   V4

V5   V5.1   V5.2   V6

*Images generated on MidJourney by Henrique Centieiro and Bee Lee
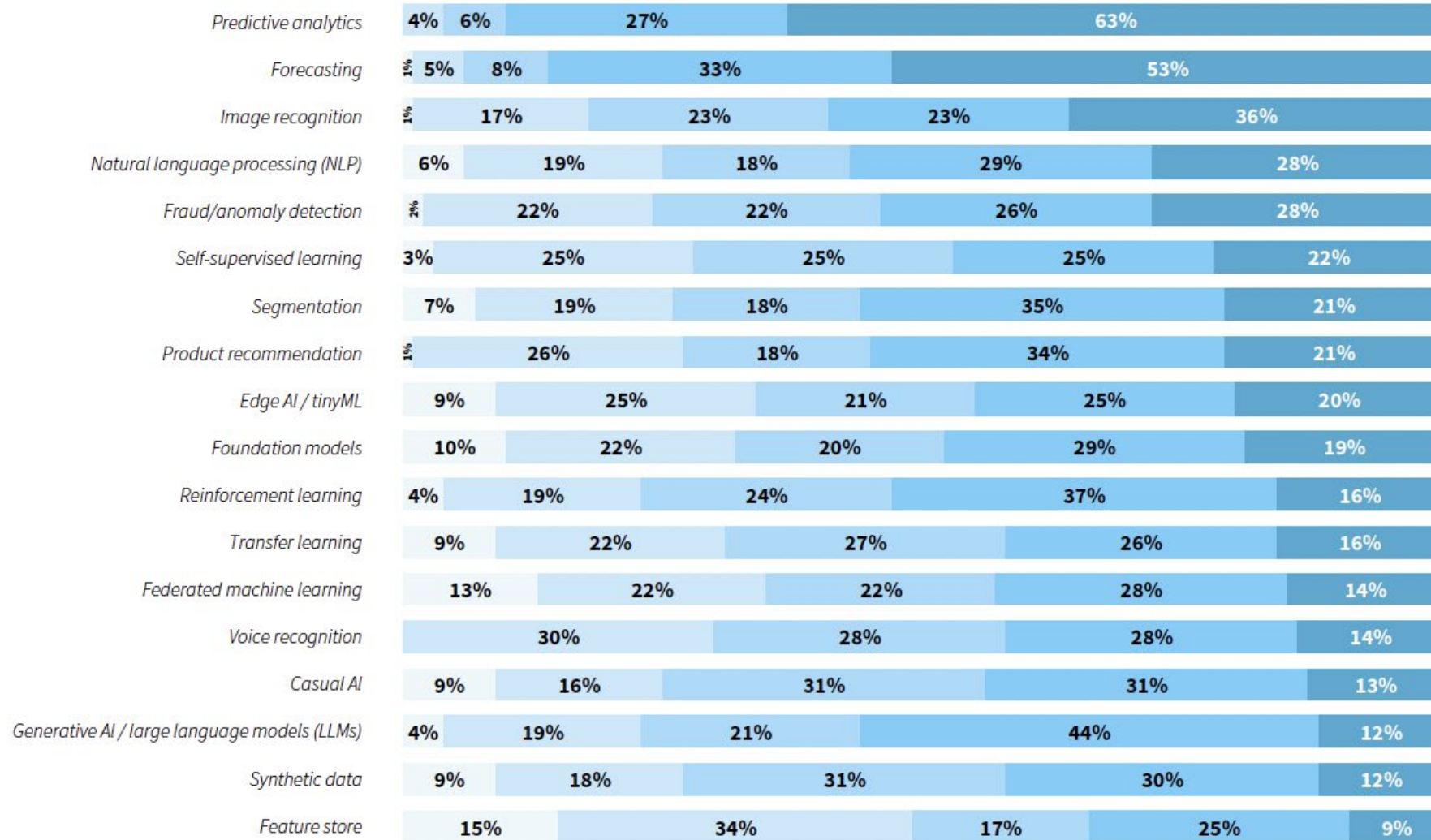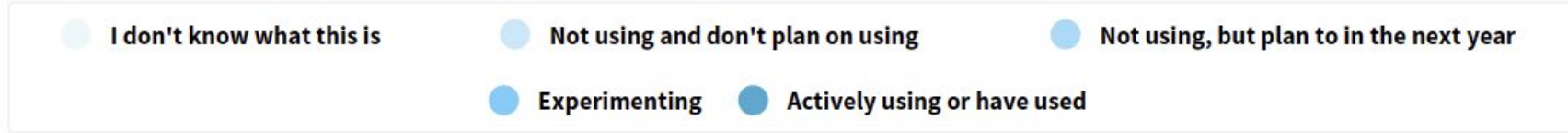
AI won't replace workers.

Workers that know how to
use AI will replace workers.

The use cases for AI use in B2B have just started.

It will look completely different in 12 months.

Top AI Techniques in Manufacturing

Legend:
- I don't know what this is
- Not using and don't plan on using
- Not using, but plan to in the next year
- Experimenting
- Actively using or have used

Technique	I don't know what this is	Not using and don't plan on using	Not using, but plan to in the next year	Experimenting	Actively using or have used
Predictive analytics	4%	6%	27%		63%
Forecasting	1%	5%	8%	33%	53%
Image recognition	1%	17%	23%	23%	36%
Natural language processing (NLP)	6%	19%	18%	29%	28%
Fraud/anomaly detection	2%	22%	22%	26%	28%
Self-supervised learning	3%	25%	25%	25%	22%
Segmentation	7%	19%	18%	35%	21%
Product recommendation	1%	26%	18%	34%	21%
Edge AI / tinyML	9%	25%	21%	25%	20%
Foundation models	10%	22%	20%	29%	19%
Reinforcement learning	4%	19%	24%	37%	16%
Transfer learning	9%	22%	27%	26%	16%
Federated machine learning	13%	22%	22%	28%	14%
Voice recognition		30%	28%	28%	14%
Casual AI	9%	16%	31%	31%	13%
Generative AI / large language models (LLMs)	4%	19%	21%	44%	12%
Synthetic data	9%	18%	31%	30%	12%
Feature store	15%	34%	17%	25%	9%

Q15: What data science, machine learning, or AI techniques are you using for any use case in your organization?

Generative AI will unlock next-level growth and productivity at an industrial distributor in several areas.

Generative AI example use cases by role (nonexhaustive)

Marketing and sales	Customer service	Logistics	Inventory management	Procurement and OEM relationship management
• Sales rep virtual assistant • Hyper-personalized customer outreach	• Product knowledge retrieval and synthesis • Customer-facing self-service call center AI agent	• Automated cargo document generation • Accelerated transport exception management	• Automated tariff schedule classification • Product portfolio complexity reduction	• Automated RFP[1] generation • Contract leakage reduction and negotiation support agent

[1]Request-for-proposal.

McKinsey & Company

Use Case: Sales and marketing

A building material distributor is using gen AI to create personalized marketing emails based on customer attributes.

Use Case: Procurement

An industrial and electronics player is using gen AI to automate the prescreening of supplier bid documentation, resulting in a 90 percent reduction in review time and a two-month acceleration of the timeline from tender to project start.

Use Case: Tariff Classification

A large semiconductor and electronics distributor is using gen AI to accelerate the tariff code classification of products. The company applies a large language model (LLM) that can link product descriptions to tariff guidelines. In a pilot project, gen AI chose the correct tariff code around 95 percent of the time.

Use Case: Customer Service

A global logistics company is implementing gen AI functions to improve its customer service offerings. The chatbot also automatically generates frequently asked questions pages, assisting customers who search for help using the company's app and website.

Use Case: Product Data Management

Multiple distributors and manufacturers are using gen AI to write descriptions, contribute to fill-rate, and complete translations of product data, documents, even videos and images.

Product data is a significant problem

SEO
On-Site Search
Syndication
Aggregation

"Data is the food that AI needs to sustain itself"

How to get started

Experiment yourself!

Select a few easy use cases

Test

Join the B2BEA

THANK YOU!