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

Kuldeep Yadav

VP Customer Success
eClerx

Kyle Harrison

Founder
Conversant.ai

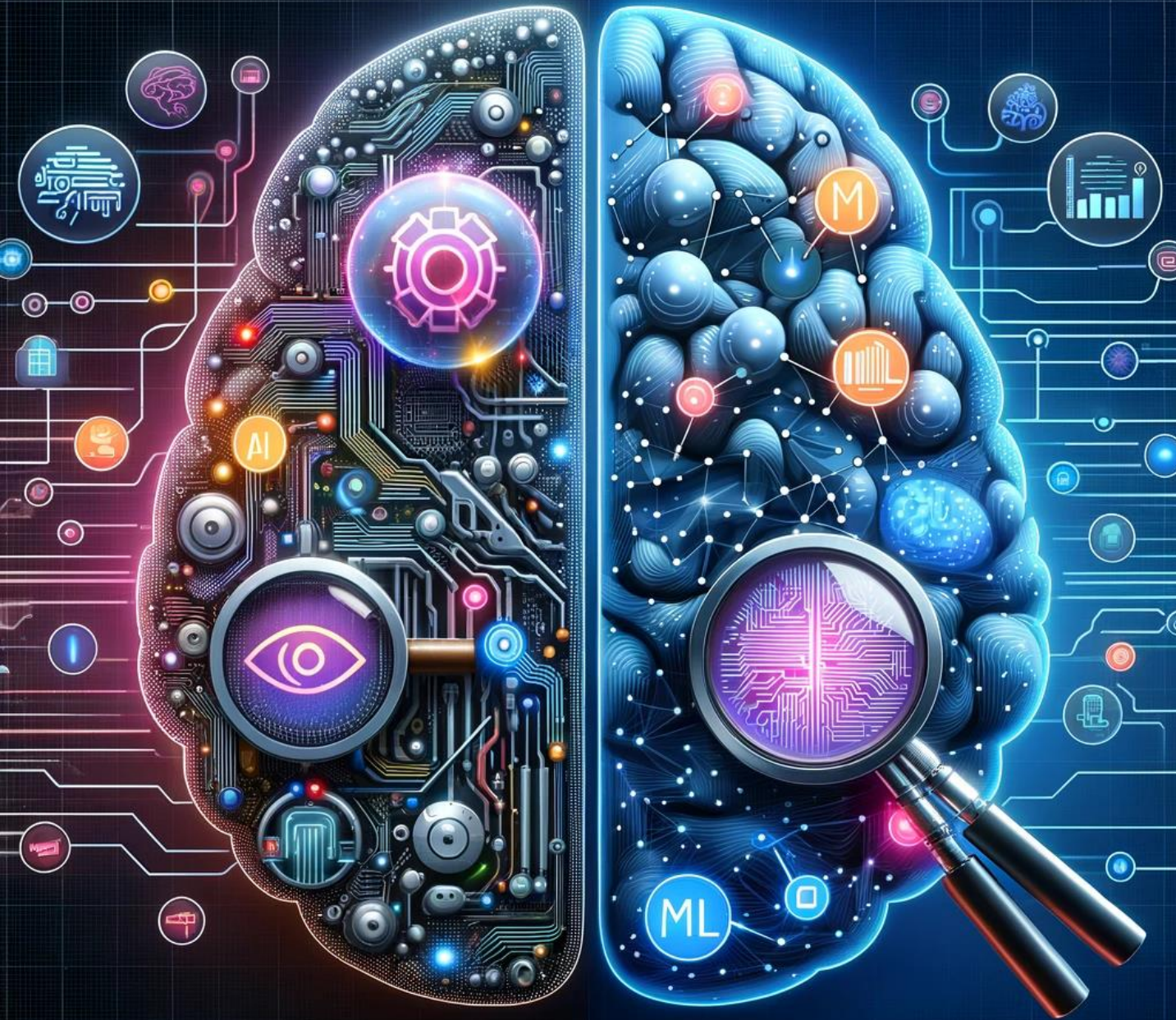**Justin King**

Global Analyst, NA Lead
B2B eCommerce Association

Your life is already AI assisted.

Your business will be too.

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.

Generative AI uses logic and decision-making to learn, reason, adjust, and self-correct over time. It focuses on generating new, original content based on learned data patterns. Generative AI models output completely new assets like text, image, or music.

V1   V2   V3   V4

V5   V5.1   V5.2   V6

*Images generated on MidJourney by Henrique Centieiro and Bee Lee

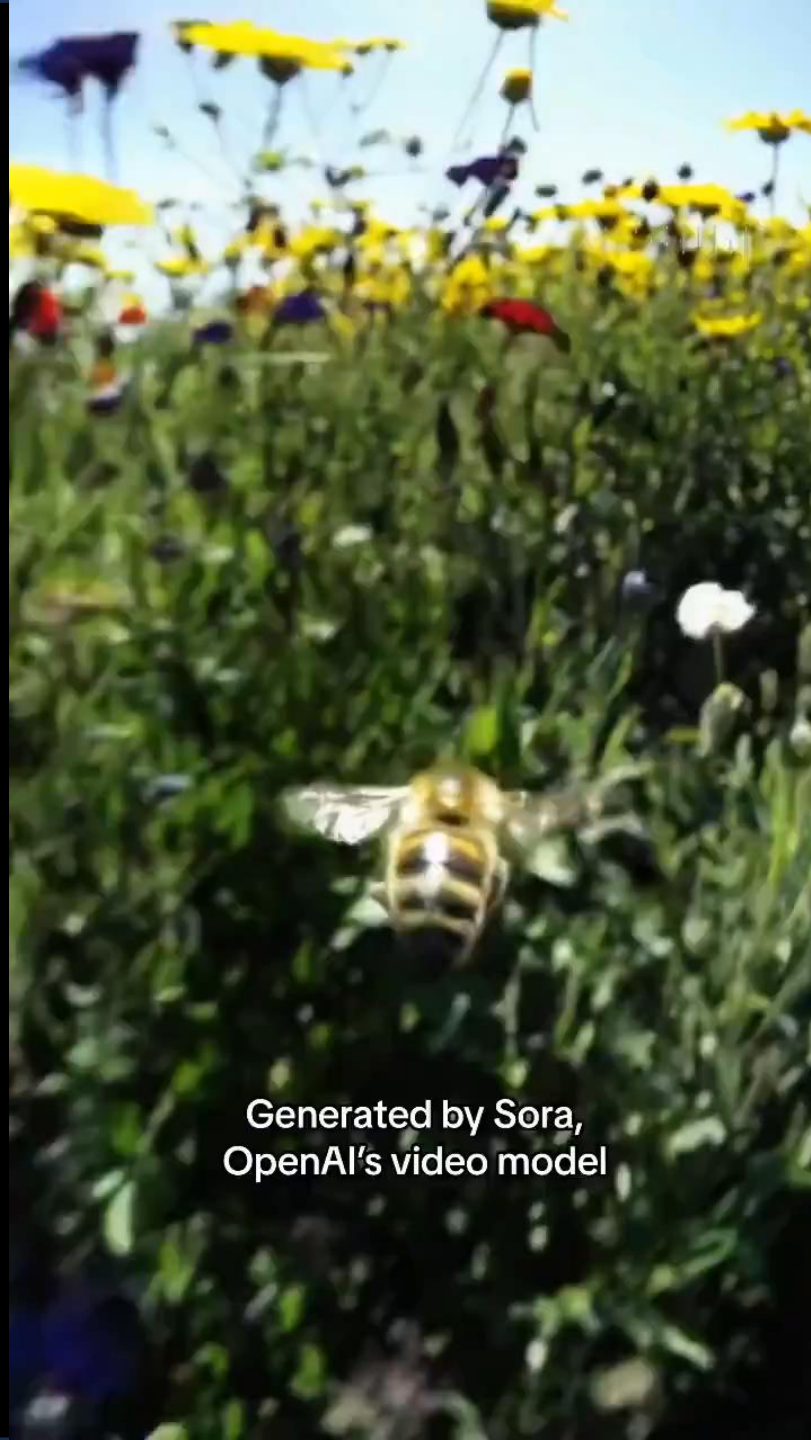# Citywear™
PICKLEBALL

HOME   MEN   WOMEN   MY CLUB   ALL APPAREL   CONTACT US

PCKLBLLR

PCKLBLLR

Simple Pleas
MINIMALIST COLLECTION

Generated by Sora,
OpenAI's video model

Large language models
(LLMs) predict words.
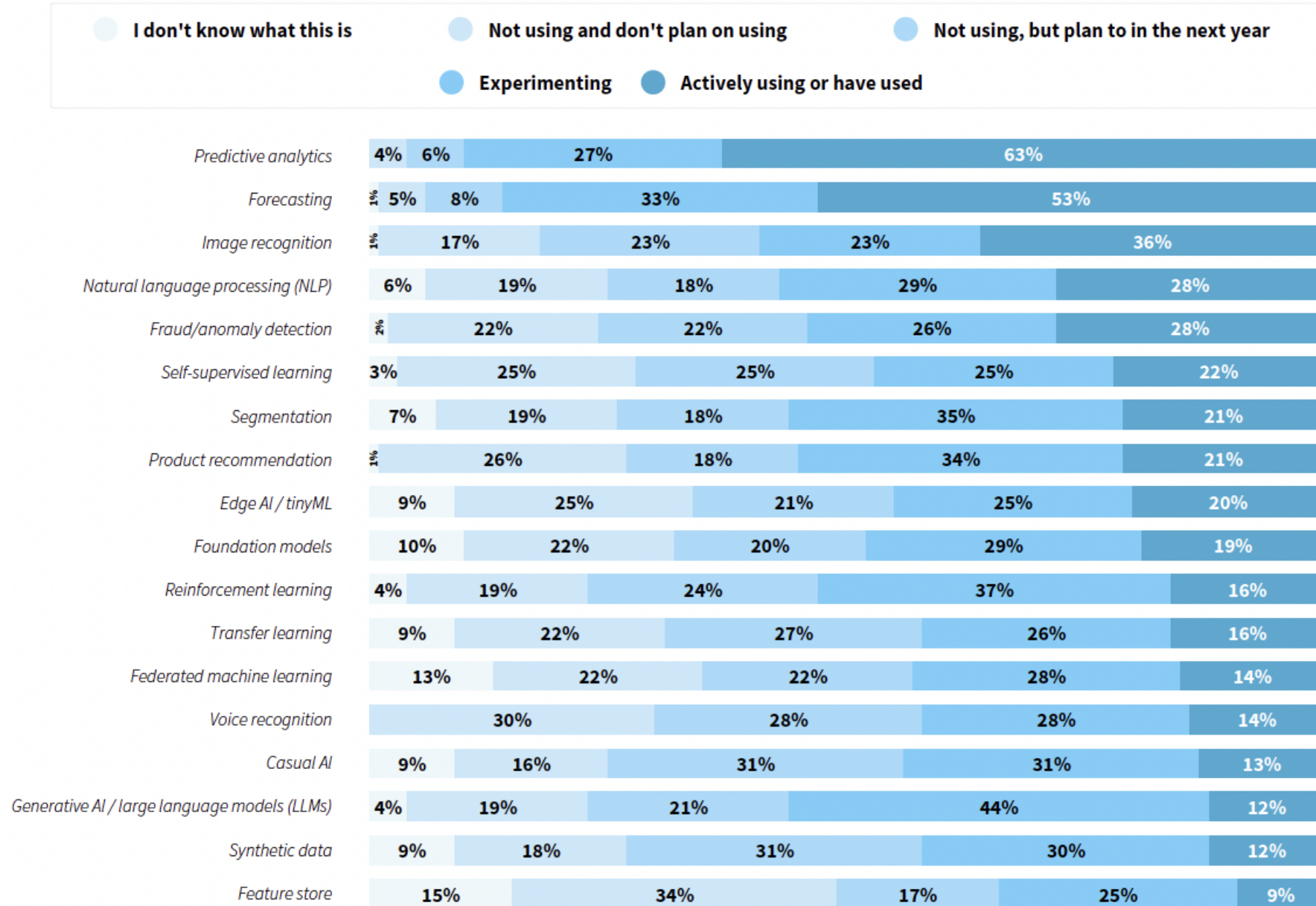
AI won't replace workers.

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: 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 GenAI 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!

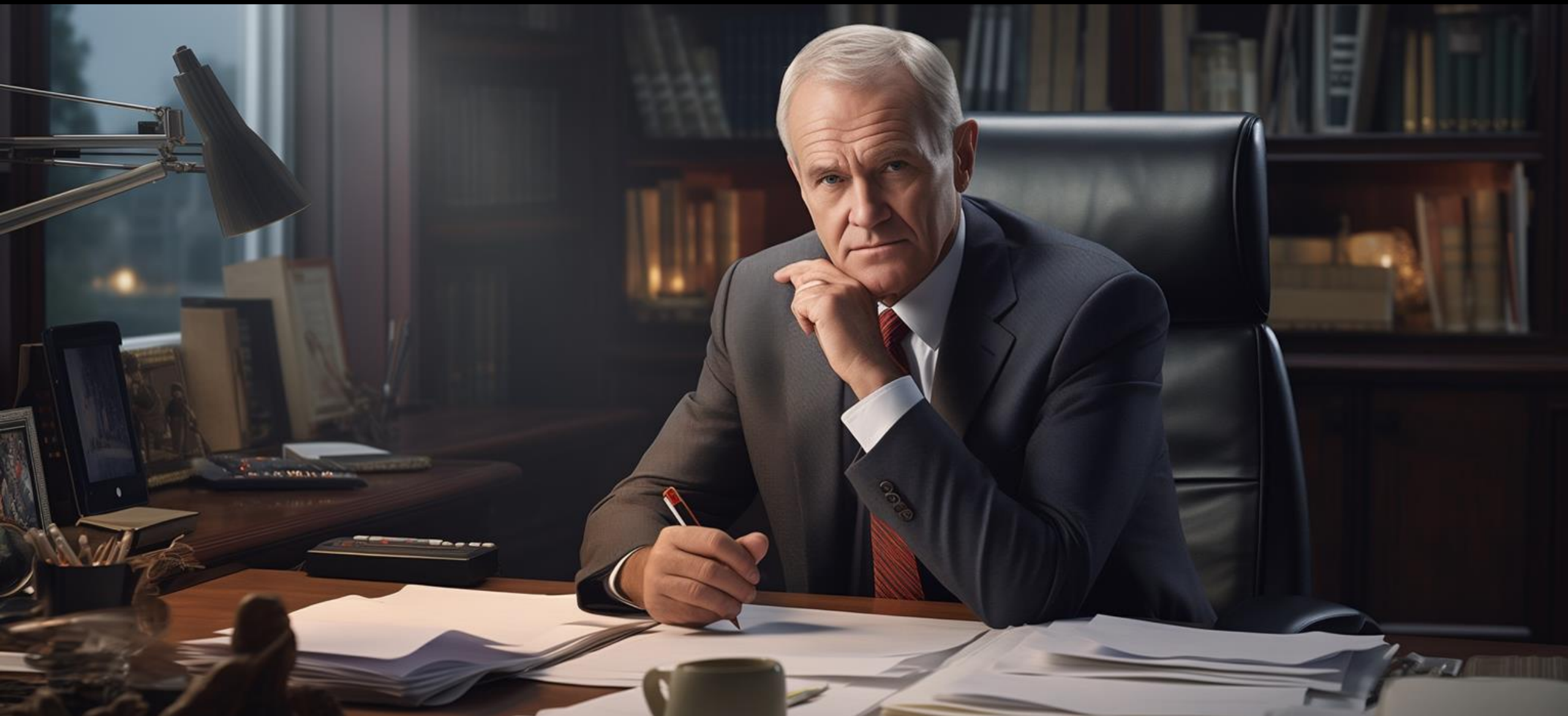**To answer these questions**

Product Content

Inventory

Pricing

Supply Chain

There is no such thing as good data, only good data that is improving …

Every Week

Every Quarter

Every Year

This starts with your own efforts to manage, store, and easily access…

Ecosystem is made up of…

Suppliers / Manufacturers

Vendors

Customers

Distributors

Channel Partners

AD