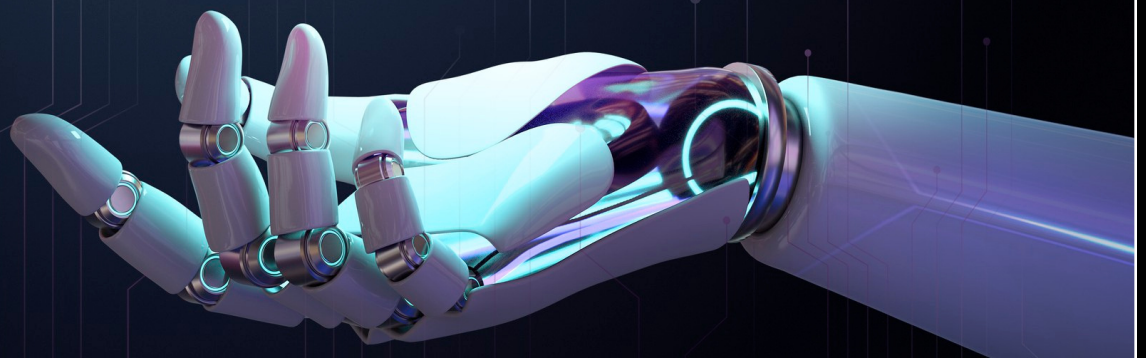


**DJUST.**

# How AI can simplify B2B Commerce

How To Use AI Effectively & Safely

Explore how AI in B2B ecommerce can enhance  
productivity, growth and cost effectiveness



Artificial intelligence (AI) and Chat GPT are spreading across multiple industries and the world of B2B Commerce is no exception. As modern technologies become more available and affordable, industries are evaluating how AI can help solve key issues and identify patterns across operations and behaviors. But how can these revolutionary technologies be used in B2B ecommerce? And is it even safe? In this guide, we will go through:

- How AI features in B2B ecommerce can enhance productivity, growth and cost effectiveness for any business
- How to take steps towards making AI in B2B ecommerce a safe place
- Getting started with AI in B2B ecommerce

## What is Artificial Intelligence ?

Artificial intelligence is like giving machines the ability to think and learn. It's a technology that enables smarter ways to perform tasks that usually require human intelligence. Simply put, think of AI as a computer program that can do things on its own without being explicitly told what to do each time. It can learn from data and experiences to improve its performance over time. For example, AI can learn to recognize pictures of fish by looking at lots of fish pictures and figuring out the common features that make a fish a fish.

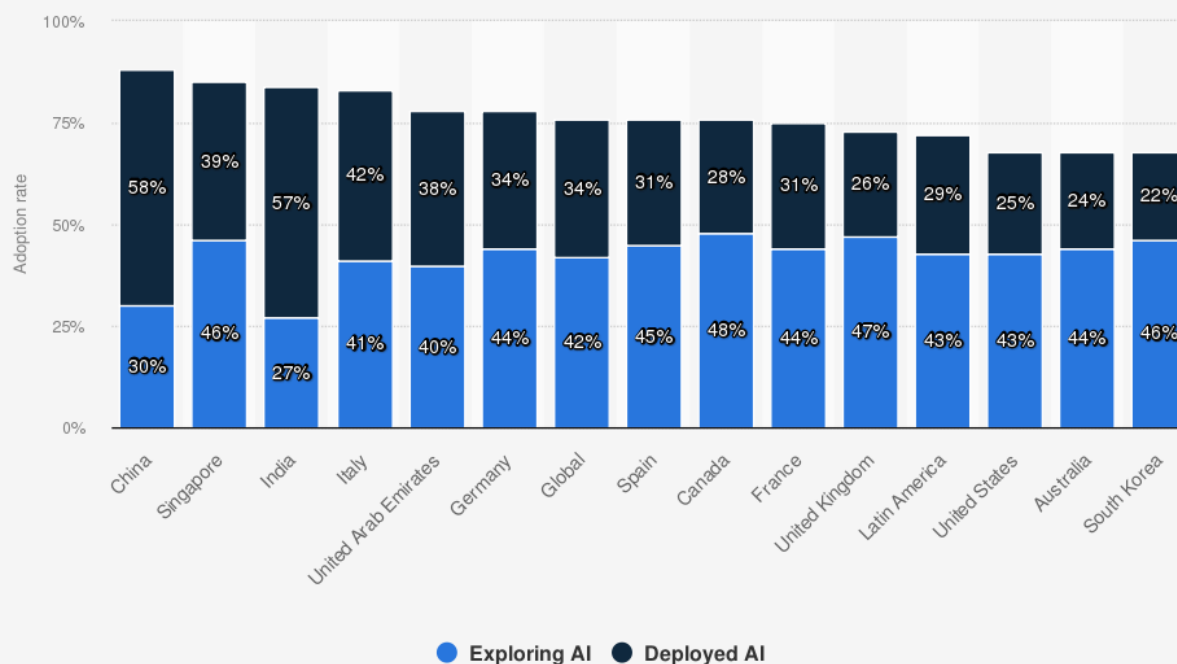
AI can also understand and respond to human language, like when you talk to a virtual assistant on your phone or ask a question to a chatbot. These systems can understand what you're saying and provide helpful answers or perform tasks for you. You may already have met these new AI driven services such as voice recognition, image and speech recognition, recommendation systems (like suggesting movies or products you might like), and even driving cars autonomously.



## The rise of AI

In the last years, AI has been an increasing battlefield for industries and has gained a significant place in the world of business, notably in China and India. However, the vibrant european technology industry is on a rise with the majority of european businesses exploring AI (Statista 2023):

**Rate of adoption and deployment of artificial intelligence (AI) in enterprise globally and in selected countries in 2022**



Source :  
IBM 2022, Rate of adoption and deployment of artificial intelligence (AI) in enterprise globally and in selected countries in 2022, graph published Statista 2022

Paradoxically, Western countries are also the most reluctant to trust and accept AI driven systems in their private lives (Stastia 2023). As per the European guidelines and rules: "Citizens should have full control over their own data, and their data should not be used to harm or discriminate against them." For businesses, this means in practice that AI systems should be designed to guarantee privacy and data protection.



# What is B2B ecommerce?

B2B ecommerce, short for business-to-business ecommerce, refers to the buying and selling of goods and services between businesses rather than between businesses and individual consumers.

Companies engage in transactions with other companies to fulfill their operational needs or support their business activities. For example, a manufacturer may purchase raw materials from a supplier, or a distributor may purchase various products for other businesses.

Contrary to B2C, B2B commerce typically involves larger order volumes, longer-term contracts, and complex purchasing processes. The products or services involved in B2B commerce are often tailored and customized to meet the specific requirements of the purchasing customer.

There are several types of B2B transactions across various channels, including online platforms, electronic marketplaces, catalogs, or direct sales teams. Modern digital technologies have significantly transformed B2B commerce, enabling any business to conduct transactions smarter, manage relationships better, and streamline processes more efficiently.

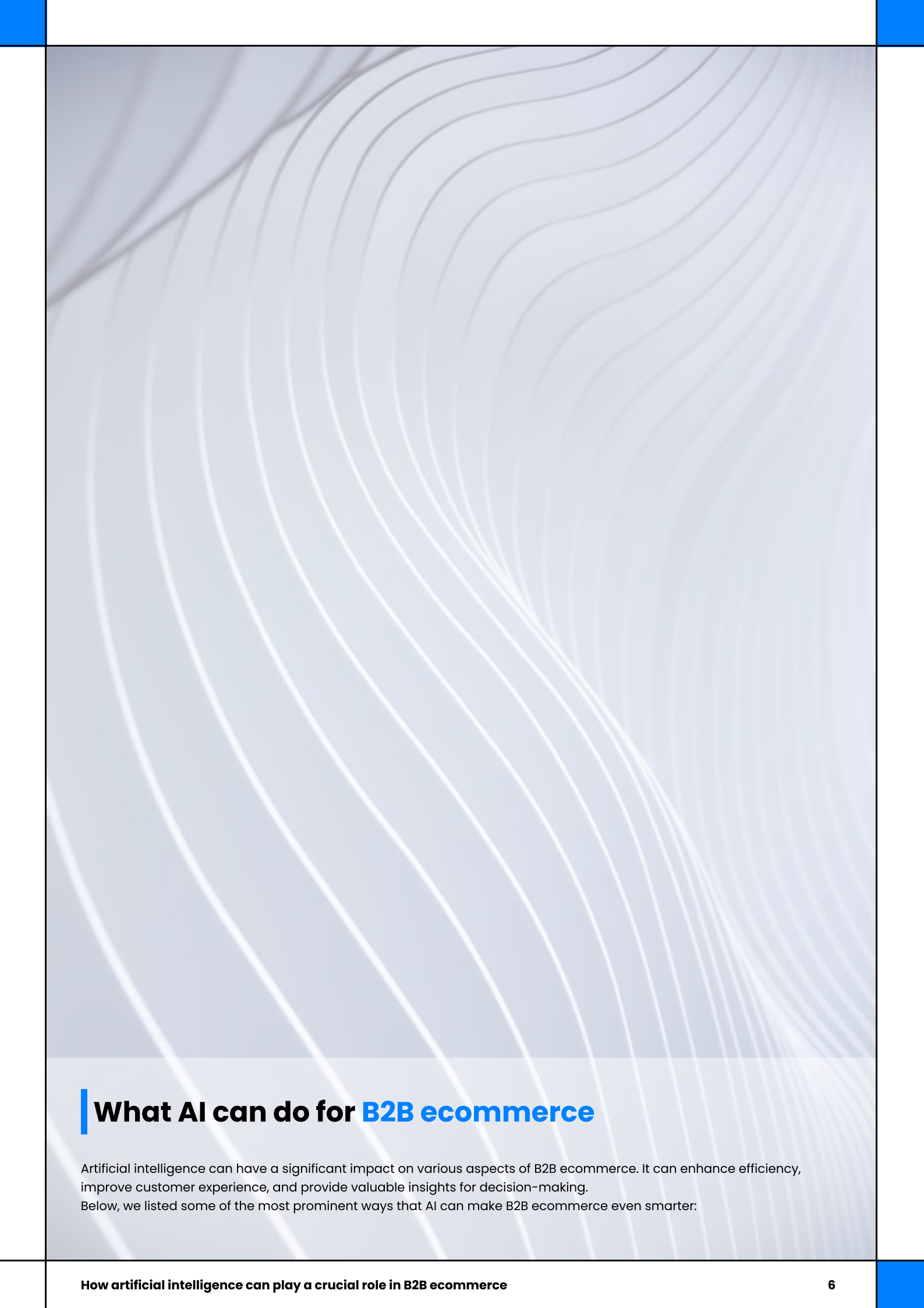


## Did you know ?

73% of IT executives in Retail see the major benefits of AI in increased **productivity, operational cost reductions, and faster time to profitability**. Other areas such as customer satisfaction, risk management, and personalization mentioned as key areas where businesses could **benefit from AI**.

Source, AI in Retail, Worldwide survey, Rackspace 2023





## **What AI can do for B2B ecommerce**

Artificial intelligence can have a significant impact on various aspects of B2B ecommerce. It can enhance efficiency, improve customer experience, and provide valuable insights for decision-making. Below, we listed some of the most prominent ways that AI can make B2B ecommerce even smarter:

## Product Recommendations

---

AI-powered recommendation engines analyze customer behavior, purchase history, and preferences to provide personalized product recommendations. This helps B2B buyers discover relevant products, increase order values, and improve cross-selling opportunities.

## Predictive Analytics

---

AI algorithms analyze vast amounts of data to identify patterns, trends, and customer behavior. Predictive analytics helps businesses anticipate demand, optimize inventory levels, forecast sales, and improve supply chain management. This enables B2B companies to make data-driven decisions and enhance operational efficiency.

## Chatbots and Virtual Assistants

---

AI-driven chatbots and virtual assistants assist customers in real-time by addressing their queries, providing product information, guiding them through the buying process, and offering support. They automate routine interactions and improve response times, enhancing customer satisfaction and reducing operational costs.

## Dynamic Pricing

---

AI algorithms analyze market dynamics, competitor pricing, customer behavior, and other factors to dynamically adjust product prices. This allows B2B businesses to optimize pricing strategies, offer personalized pricing to individual customers or segments, and maximize revenue while staying competitive.



## Fraud Detection

AI-powered fraud detection systems analyze transactional data, customer behavior, and other variables to identify potential fraudulent activities. By leveraging machine learning algorithms, B2B e-commerce platforms can detect and prevent fraudulent transactions, protecting both buyers and sellers from financial losses.

## Image Recognition

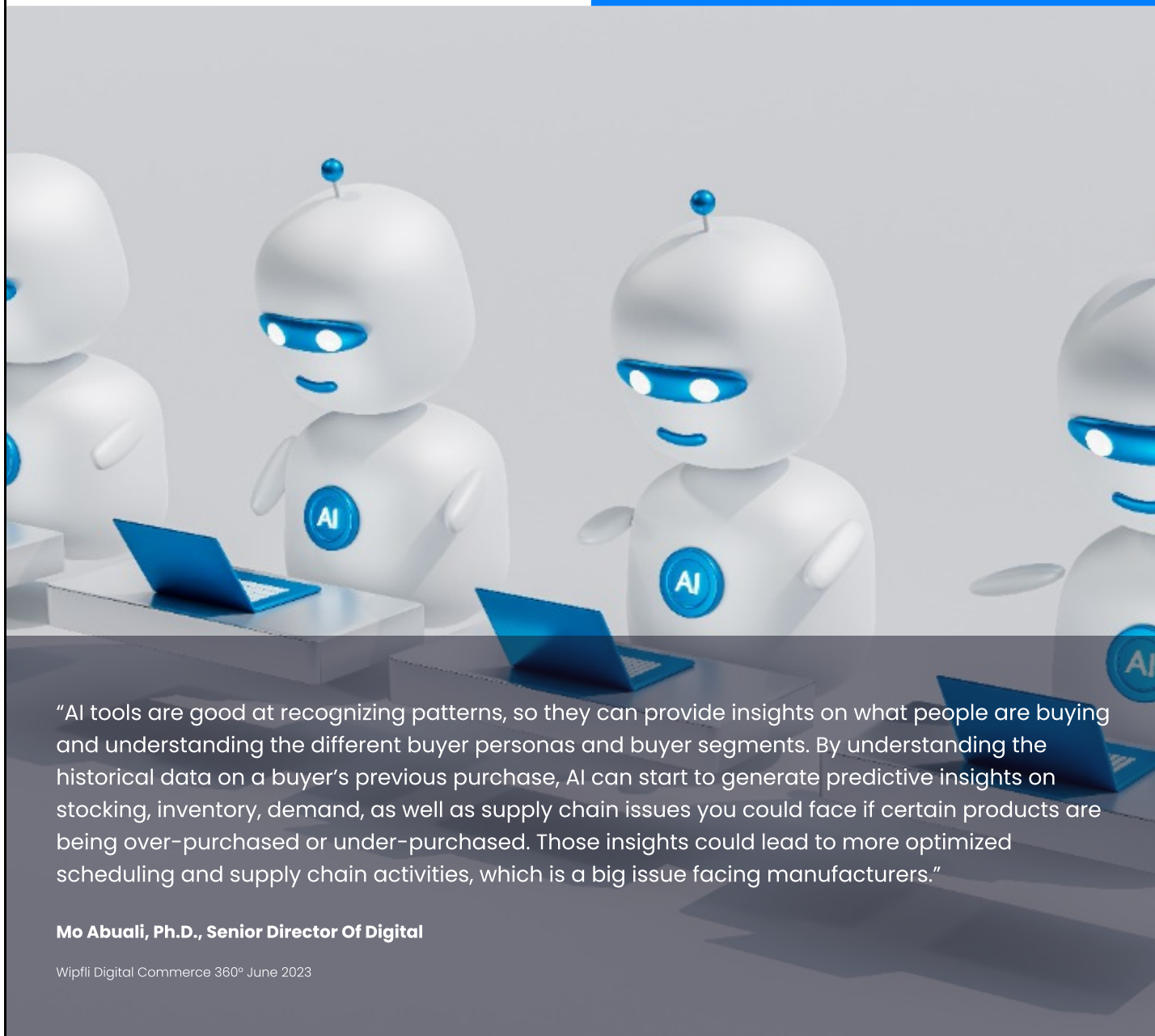
AI-driven image recognition technology allows B2B buyers to search for products using images instead of text. It enables visual search, simplifies product discovery, and helps users find similar or complementary items based on visual cues.

## Supply Chain Optimization

AI optimizes the supply chain by analyzing historical data, demand patterns, inventory levels, and external factors to optimize procurement, inventory management, logistics, and order fulfillment. This helps B2B businesses reduce costs, minimize stockouts, and improve delivery performance.

### The Power Of AI

is undeniable, as it can process and analyze large volumes of data, automate tasks, and make intelligent predictions to increase efficiency, personalization, customer experience, and decision-making, ultimately driving growth and competitiveness for businesses.



"AI tools are good at recognizing patterns, so they can provide insights on what people are buying and understanding the different buyer personas and buyer segments. By understanding the historical data on a buyer's previous purchase, AI can start to generate predictive insights on stocking, inventory, demand, as well as supply chain issues you could face if certain products are being over-purchased or under-purchased. Those insights could lead to more optimized scheduling and supply chain activities, which is a big issue facing manufacturers."

**Mo Abuali, Ph.D., Senior Director Of Digital**

Wipfli Digital Commerce 360° June 2023



## Is AI safe in B2B Commerce?

AI in B2B ecommerce can be safe when implemented and utilized appropriately. With the latest European's Union AI Act with a first comprehensive set of regulations for the artificial intelligence industry, businesses will have major implications for businesses developing generative AI. Below we listed potential risks and challenges that need to be addressed to ensure the safety and security of AI systems.



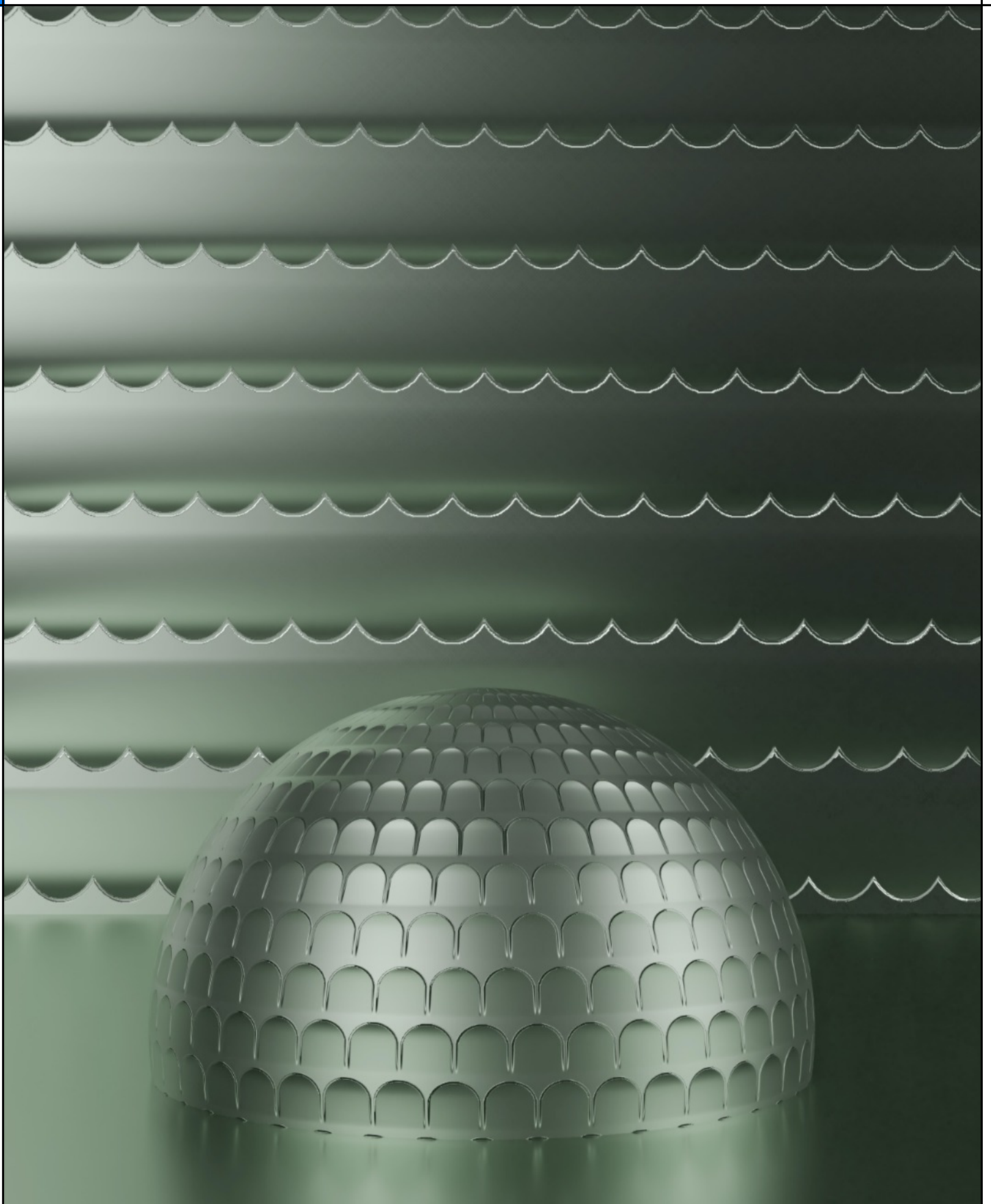
## 1. Data Privacy

AI relies heavily on data, including customer information, purchase history, and behavioral patterns. In B2B ecommerce, companies must prioritize data privacy and implement robust security measures to protect sensitive data from unauthorized access, breaches, or misuse.



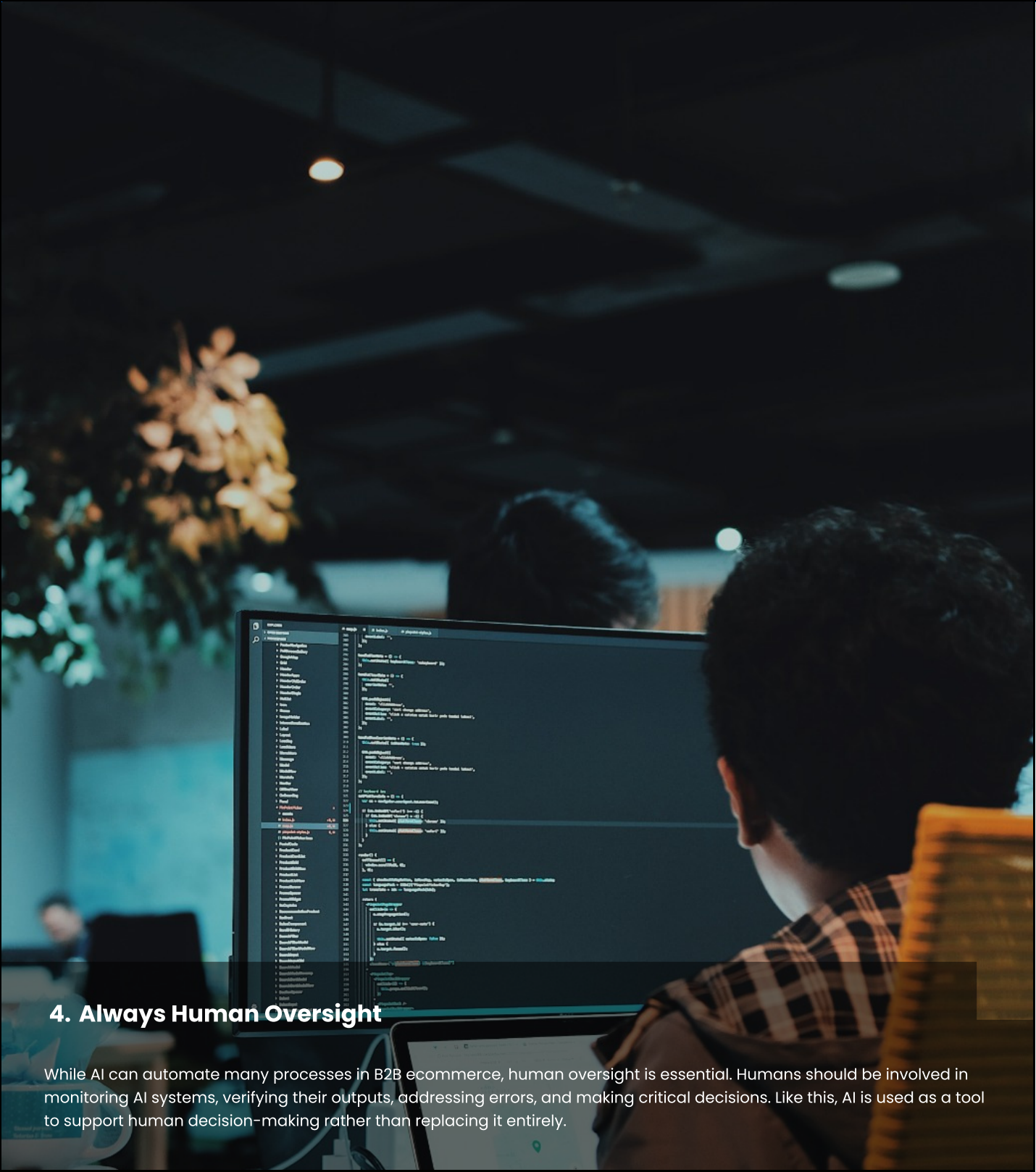
## 2. Transparency and Explainability

AI algorithms often operate as black boxes, making it challenging to understand the reasoning behind their decisions. In the context of B2B ecommerce, it is crucial to provide explanations and justifications for AI-driven recommendations, pricing decisions, or other automated processes. This helps build trust with customers and enables them to evaluate the system's reliability.



### 3. Cybersecurity

AI systems can be vulnerable to attacks and exploitation. Any companies handling large data and sensitive information must consider implementing robust cybersecurity measures to protect AI infrastructure, algorithms, and data from malicious activities. In practice, this means regular security audits, access controls, and monitoring to maintain the safety of AI in B2B ecommerce.



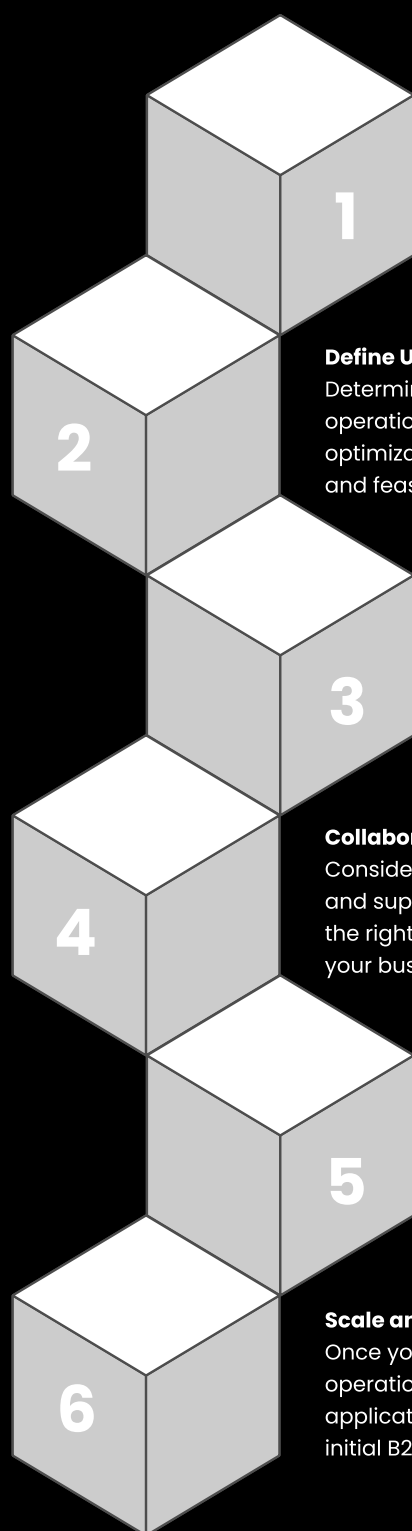
#### 4. Always Human Oversight

While AI can automate many processes in B2B ecommerce, human oversight is essential. Humans should be involved in monitoring AI systems, verifying their outputs, addressing errors, and making critical decisions. Like this, AI is used as a tool to support human decision-making rather than replacing it entirely.

#### The benefits

- AI in B2B ecommerce can be safe when implemented properly.
- Data privacy, transparency, and cybersecurity are crucial for AI safety.
- Human oversight is necessary to monitor AI systems.
- Regular evaluation and adaptation of AI systems are necessary.
- Regular evaluation and adaptation of AI systems are necessary.
- This ensures the safe and successful integration of AI in B2B ecommerce.

# Getting started with AI in B2B ecommerce



## Identify objectives

Start by identifying your specific business objectives and challenges in B2B e-commerce. Determine how AI can help address those challenges and achieve your goals. This could include improving customer experience, optimizing operations, enhancing personalization, or increasing sales and revenue. With a vision on how AI can help solve business problems, companies can start smarter and smaller with implementation.

## Define Use Cases

Determine specific use cases where AI can bring the most value to your B2B ecommerce operations. Examples include personalized recommendations, demand forecasting, pricing optimization, or chatbot support. Prioritize the use cases based on their potential impact and feasibility.

## Start Small

Begin with a small-scale pilot project to validate the feasibility and effectiveness of AI in your B2B e-commerce operations. Select a use case that aligns with your business objectives and has a relatively quick turnaround time. This allows you to learn from the pilot, iterate, and refine your approach before scaling up.

## Collaborate with B2B ecommerce and AI Experts

Consider collaborating with experts in B2B ecommerce and AI. They can provide guidance, and support throughout the process. They can also assist in selecting and implementing the right AI tools and technologies for your specific needs. You might not even need AI in your business to start with if your business is not even online yet.

## Test and Evaluate

Collect feedback from customers and stakeholders and iterate on the models and algorithms to improve their accuracy and effectiveness. AI is an ongoing process that requires continuous improvement and adaptation.

## Scale and Expand

Once you have successfully implemented and validated AI in your B2B ecommerce operations, you can scale up the implementation to cover more use cases or expand its application to other areas of your business. Leverage the insights and outcomes from initial B2B ecommerce projects to inform future AI initiatives.

## Good To Know:

The most important thing to remember is that AI implementation is a journey, and it's important to have a clear roadmap, allocate appropriate resources, and foster a culture of innovation and learning within your organization.

## Next steps for your future **B2B ecommerce**

In this guide we explored the impact of AI in B2B ecommerce and what considerations and questions you should consider in your B2B ecommerce journey. Whether you are strong believer of AI or not, but you are looking to explore a modern way of doing B2B Commerce, here's how you can get started with DJUST:

- Get in touch with our group B2B commerce experts and tell us what you're looking to achieve with your future B2B commerce. We will set up an informal meeting to help advise where you can find the most value for your business.
- Explore our customer stories to discover how small to large businesses create value from a new way of doing B2B Commerce, simple and efficient - with and without AI.
- Get inspired with ebooks and articles on B2B Commerce across sectors. For more information, go to [ww.djust.io](http://ww.djust.io)

### About DJUST

DJUST is a new way of doing B2B Commerce. The powerful and modular B2B Commerce platform unlocks smarter sales to B2B customers and greater productivity for any business as a whole. We enable leading Distributors, Retailers and Manufacturers to eliminate system silos, digitize manual processes and uncover new growth opportunities.

More than just a flexible order system, it's a building block to future-proof any business with continuous scalability, collaboration and innovation. Driven by a strong belief in excellent and human customer service, we go the extra mile for our clients to achieve success together.



**DJUST.**

# Ready For **AI** In Your **B2B Commerce?**

**Let's Explore Together**

**Headquarter DJUST**

21 Rue la Boétie

75008 Paris, France

Tel: +33 (0) 1 42 94 05 87

[contact@djust.io](mailto:contact@djust.io)

