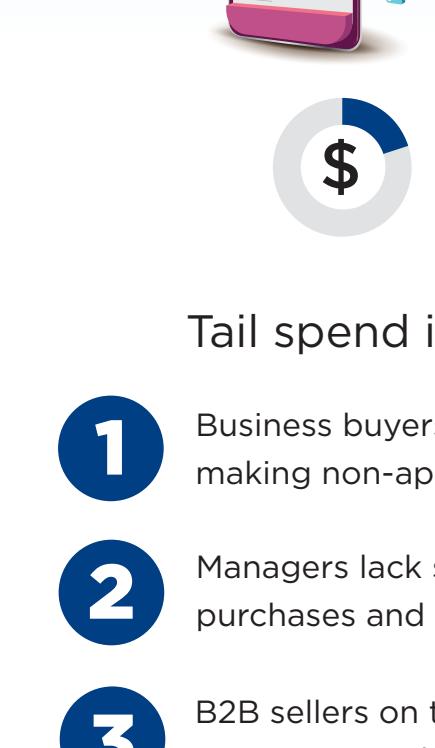


INTELLIGENT COMMERCE

How AI is Transforming B2B Procurement



THE CHALLENGE OF B2B PROCUREMENT



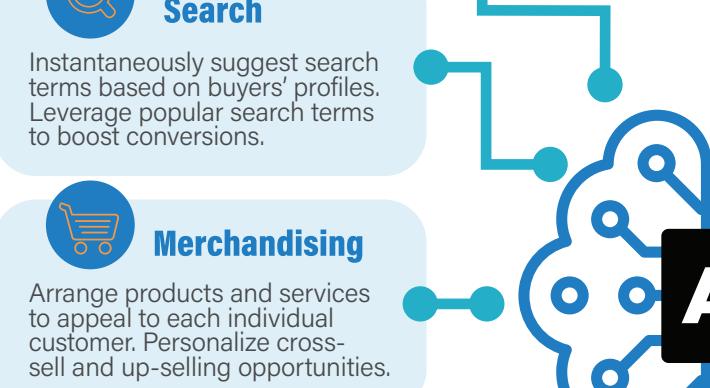
Unmanaged tail spend can represent as much as **20% OF TOTAL PROCUREMENT SPENDING.**

Tail spend is an increasing problem because:

- 1** Business buyers want a consumer-like experience, so they are going rogue, making non-approved purchases on sites they're comfortable with.
- 2** Managers lack spend visibility, so they can't track purchases and optimize costs.
- 3** B2B sellers on traditional channels can't provide a personalized experience to boost sales.

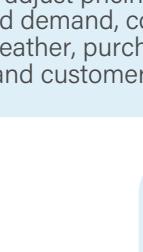
The landscape of enterprise procurement is shifting toward digital commerce technology that leverages intelligent commerce to solve challenges with tail spend and revolutionize procurement.

WHAT IS INTELLIGENT COMMERCE?



Artificial intelligence (AI) in the form of machine-learning algorithms is embedded into a digital commerce application.

The machine-learning algorithms enable the commerce system to learn over time.



BENEFITS FOR BUSINESSES

AI personalizes and streamlines the buying experience, helping sellers increase revenue and giving business buyers a more efficient and delightful experience.

HOW INTELLIGENT COMMERCE WORKS

AI CAN BOOST CAPABILITIES ACROSS 10 KEY FUNCTIONS OF ECOMMERCE:



Source: IDC, 2019

A BETTER B2B APPROACH WITH AMAZON BUSINESS

Amazon Business applies machine learning to B2B selling and procurement, and customers are reaping the benefits:



Multinational food and beverage company

Mondelēz reduced lead time from

25 DAYS TO 4 DAYS

for tail spend items due to better service, easier processes, and easier discovery of better-priced products.



Office furniture supplier VARIDESK saw

50% GROWTH IN SALES

through Amazon Business from mid-2017 to mid-2018 due in part to increased customer loyalty.



Discover how Amazon Business is helping organizations transform procurement.

LEARN MORE