

FROM CHAOS TO CASH

Unleash AI For Faster SKU
Onboarding & Sales

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Chaos Breeds Opportunity

- Sun Tzu



TOPICS I PLAN TO COVER

01

The pain points of traditional SKU content management for distributors

02

How AI can automate tasks, enrich product information, & optimize workflows

03

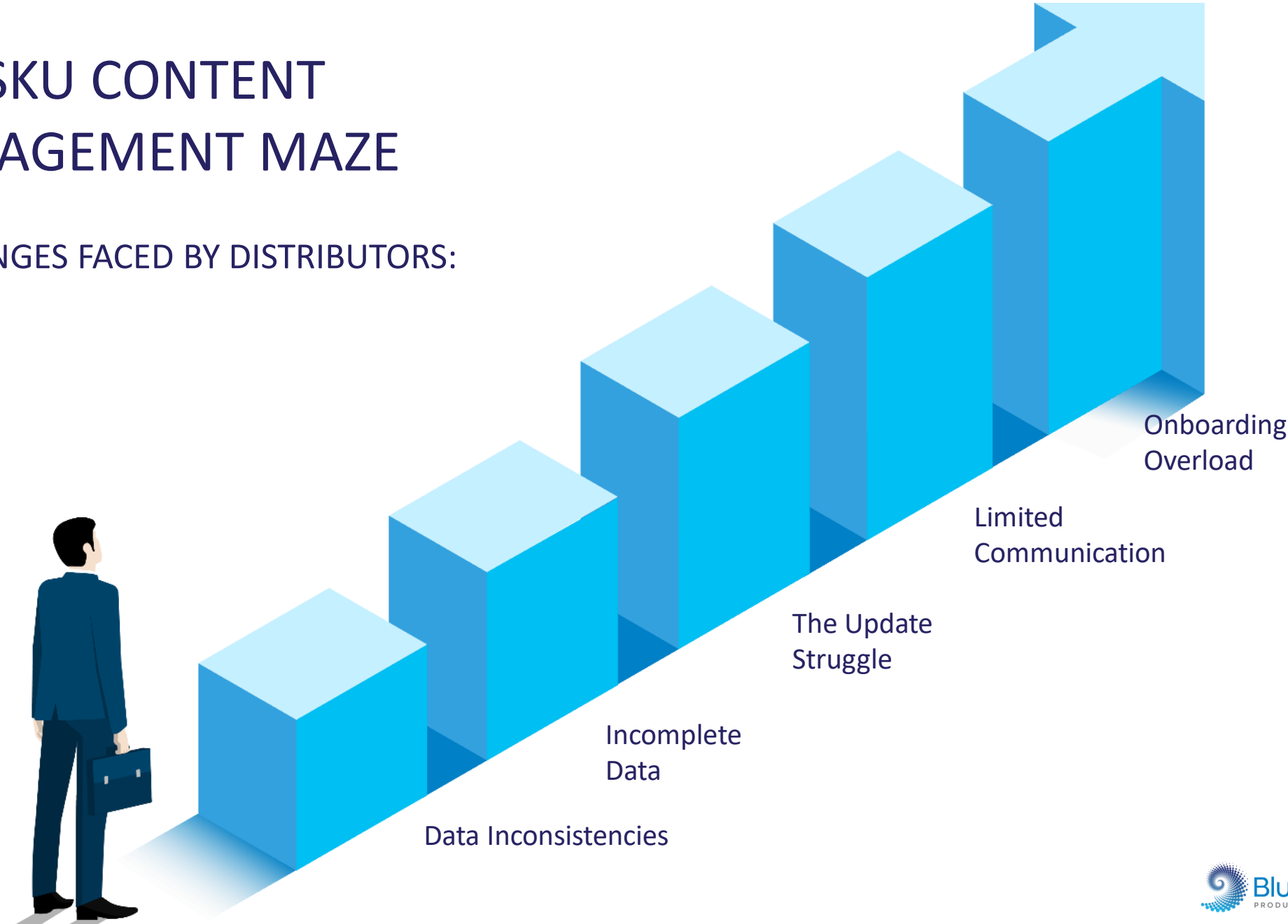
Real-world examples of distributors using AI to accelerate product launches & increase sales

04

Actionable strategies to implement AI in your own organization

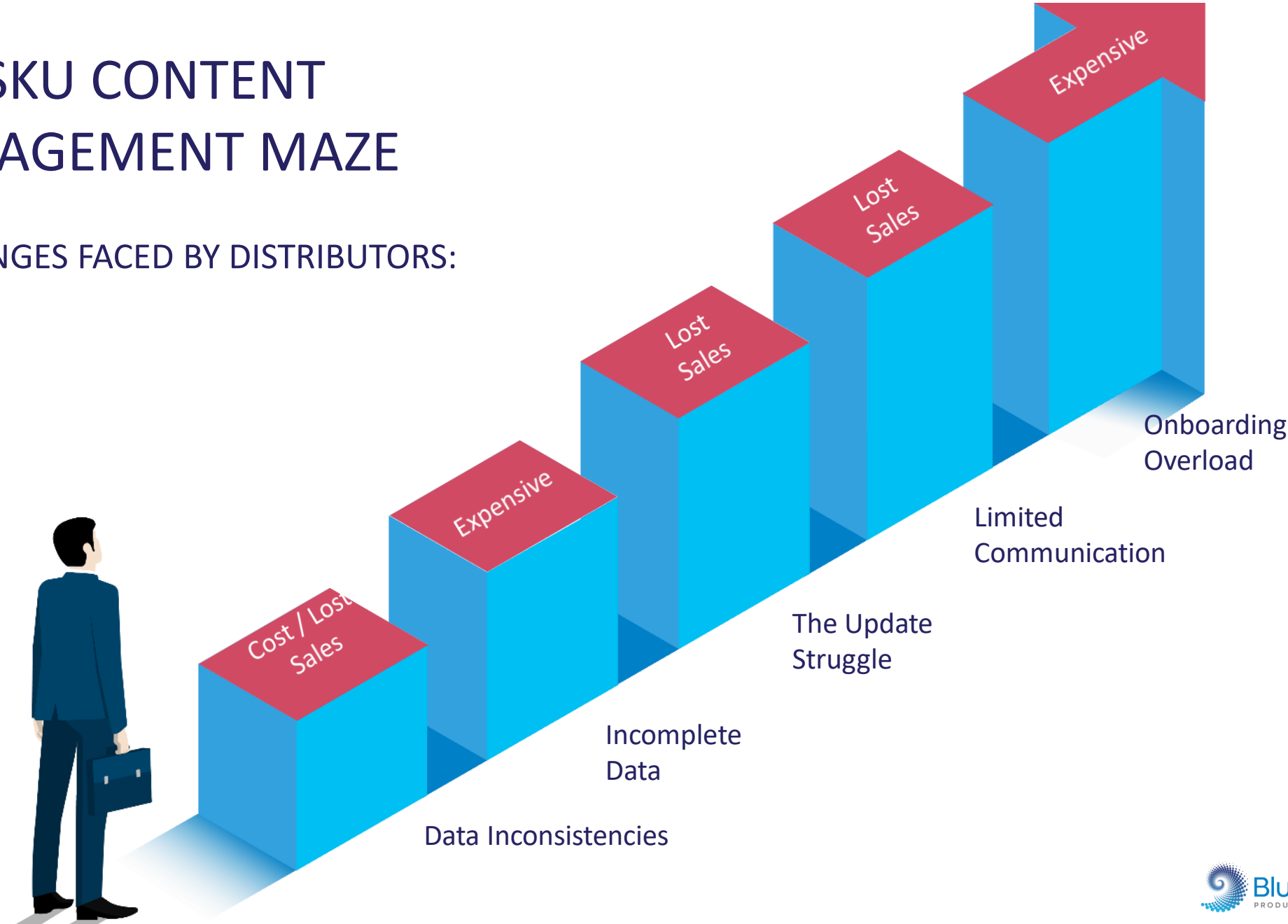
THE SKU CONTENT MANAGEMENT MAZE

CHALLENGES FACED BY DISTRIBUTORS:



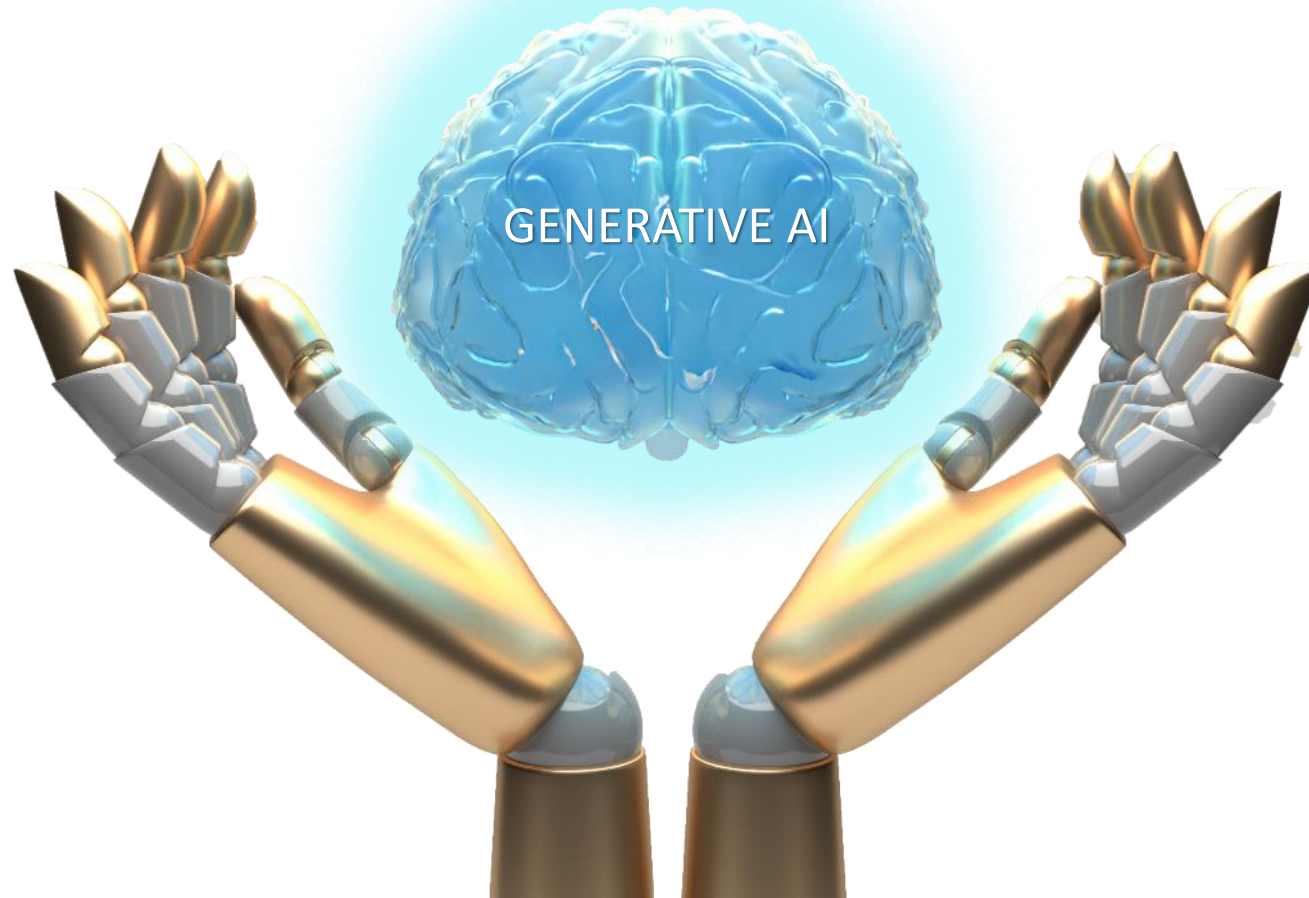
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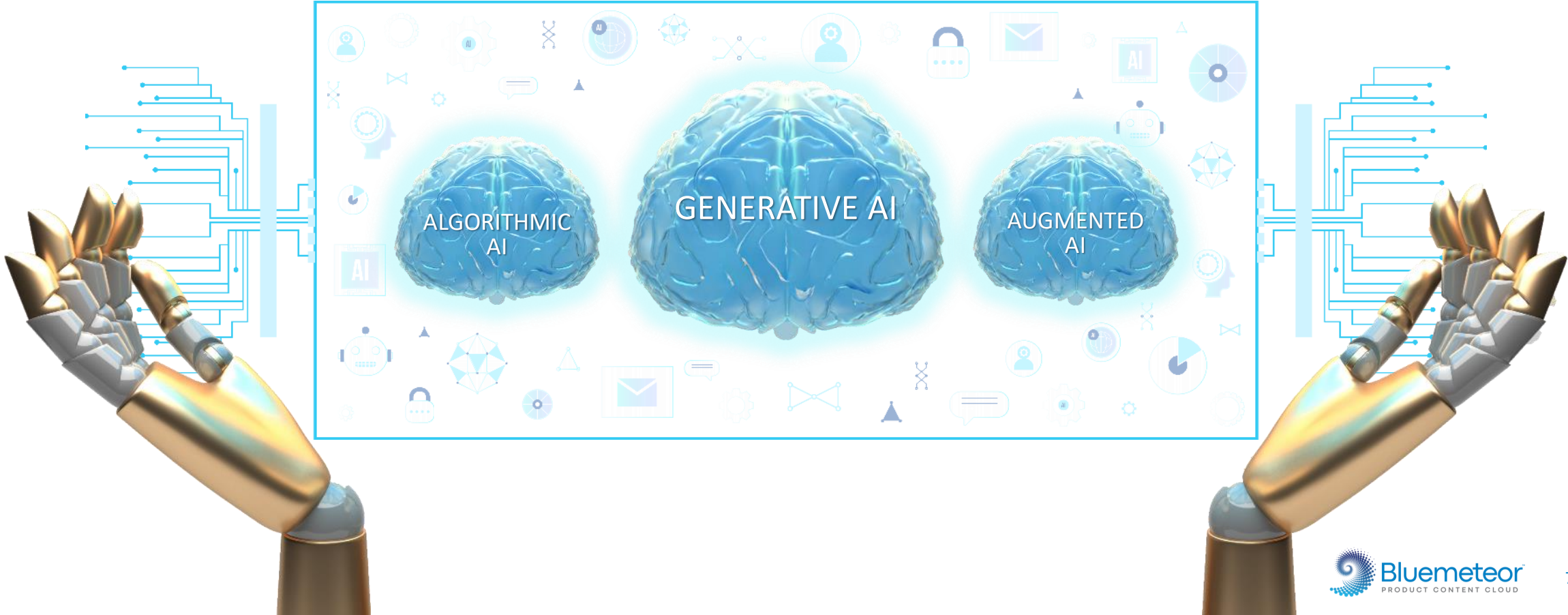
AUTOMATING THE PRODUCT INFORMATION SUPPLY CHAIN

GENERATIVE AI ALONE IS THE ANSWER...



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WANT FAST
DELIVERY?

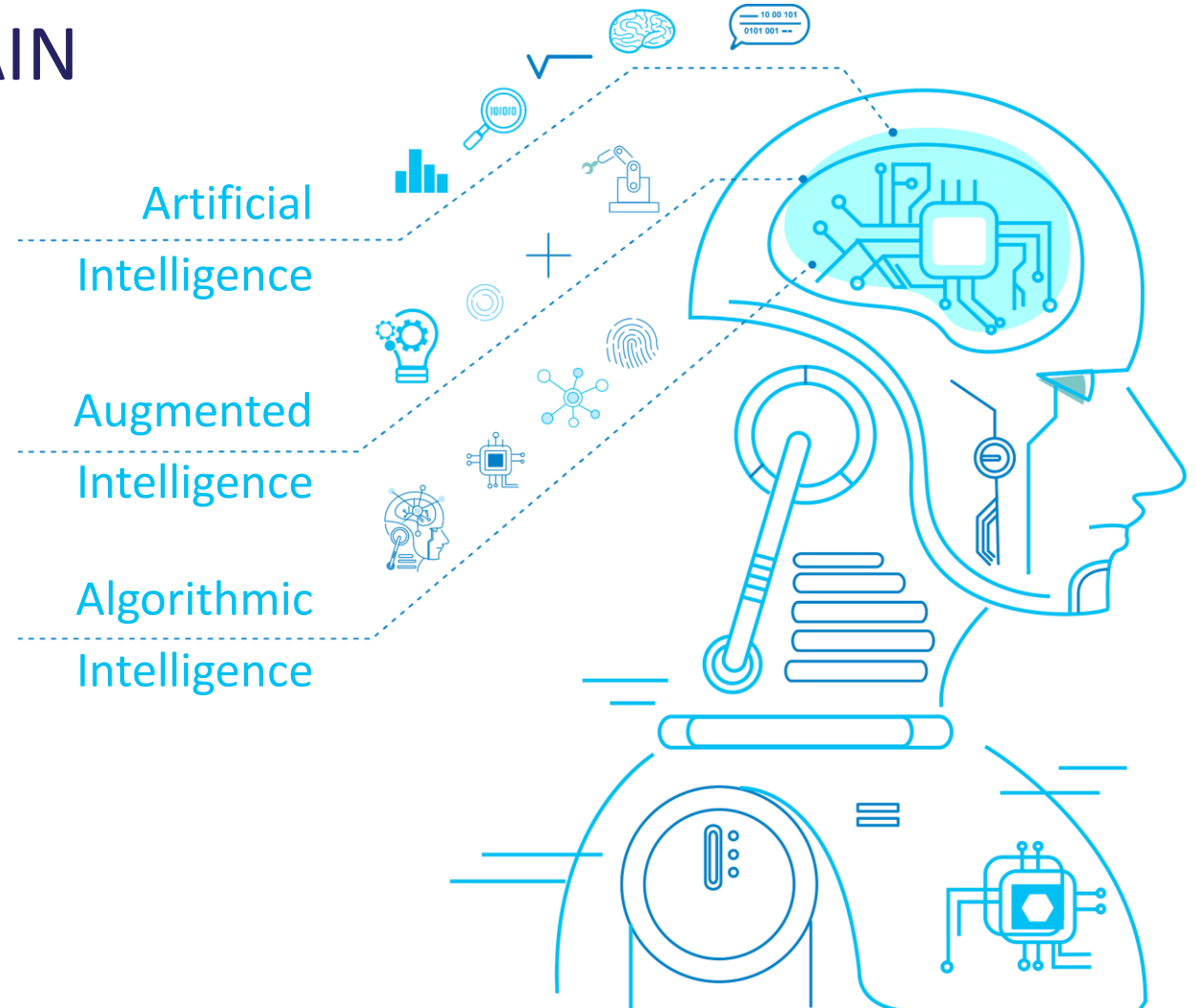


AUTOMATING THE PRODUCT INFORMATION SUPPLY CHAIN

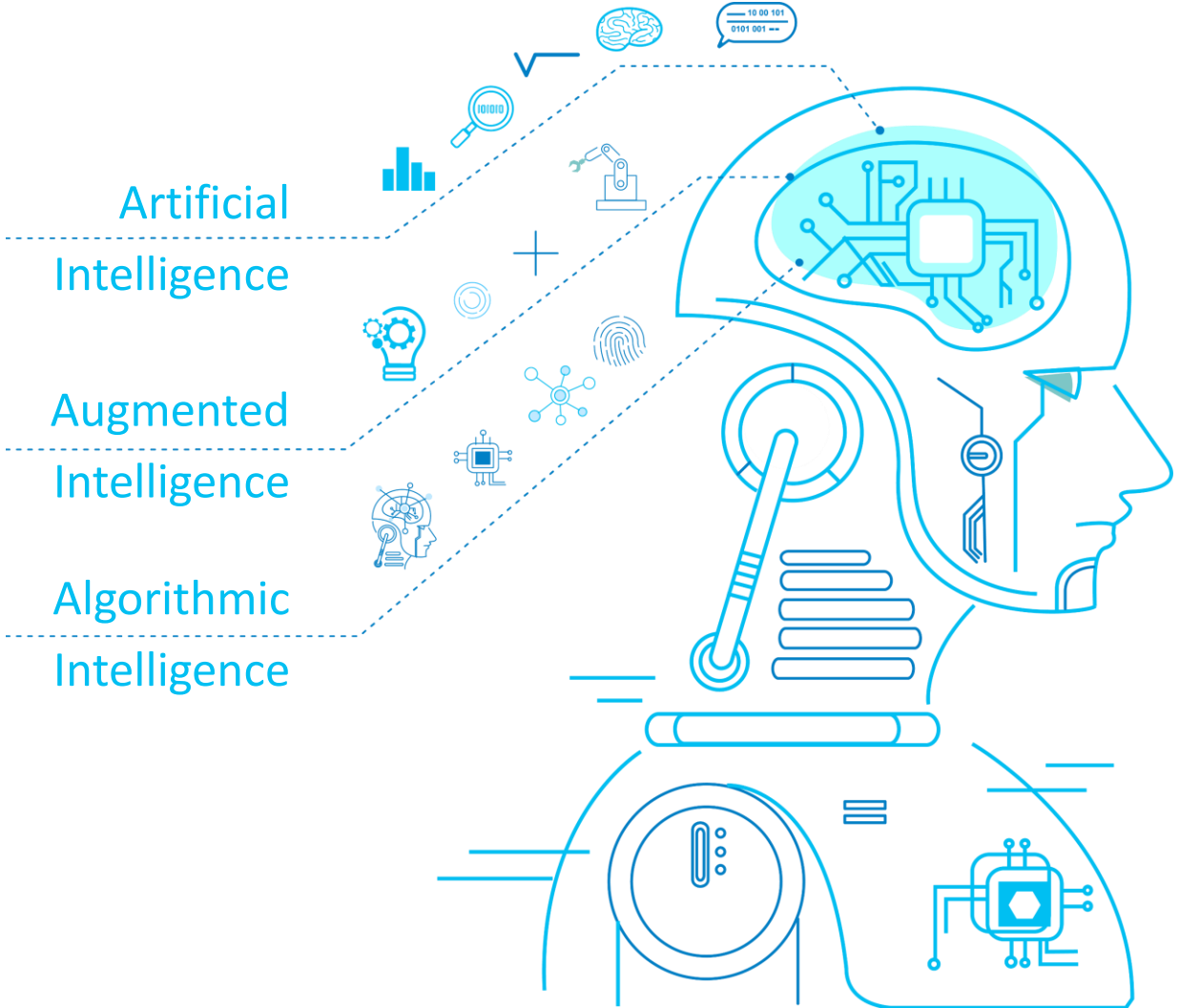
Use The Most Effective
(Fast & Cheap) Method,
Based On Need

Objectives



- Automate routine tasks
- Provide user guidance on priorities
- Offer actionable recommendations
- Enhance user efficiency & effectiveness in Product Content Cloud operations
- Utilize Gen-AI tools to fill content gaps



AUTOMATING THE PRODUCT INFORMATION SUPPLY CHAIN



PRIORITIZE AREAS: BIGGEST PAIN POINTS FIRST

 High Frequency
 Low Frequency



Collect Files from
Manufacturers

Effort / Cost



Enrich Attributes

Effort / Cost



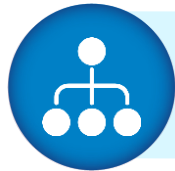
Manipulate Files to a
Readable Format

Effort / Cost



Add NPIs from
Manufacturers

Effort / Cost



Create Merchandising
Hierarchy

Effort / Cost



Update Attributes from
Manufacturers

Effort / Cost



Create Marketing &
Logistics Attributes

Effort / Cost



Add / Update Images
from Manufacturers

Effort / Cost



Onboard Manufacturers' Data
to Requirements

Effort / Cost



Add / Update Pricing
from Manufacturers

Effort / Cost

IMPLEMENTATION CONSIDERATIONS

THE “TRAINING” DATA

- Asking Google Gemini, how does it know if a fruit is a mango?



"GOOGLE GEMINI, HOW DO YOU KNOW IF A FRUIT IS A MANGO?"

My training on mangoes happens indirectly through a massive dataset of text & code. Here's how it works:



My training on mangoes happens indirectly through a massive dataset of text & code. Here's how it works:

- **Image Recognition:**
 - › The dataset likely includes millions of images with labels attached. These labels identify the objects in the image, including fruits like mangoes.
- **Textual Descriptions:**
 - › The dataset likely also contains millions of text descriptions of mangoes, including their appearance, properties, and even names of different varieties.



This textual data helps me connect the visual information (image) with the concept of a “Mango”



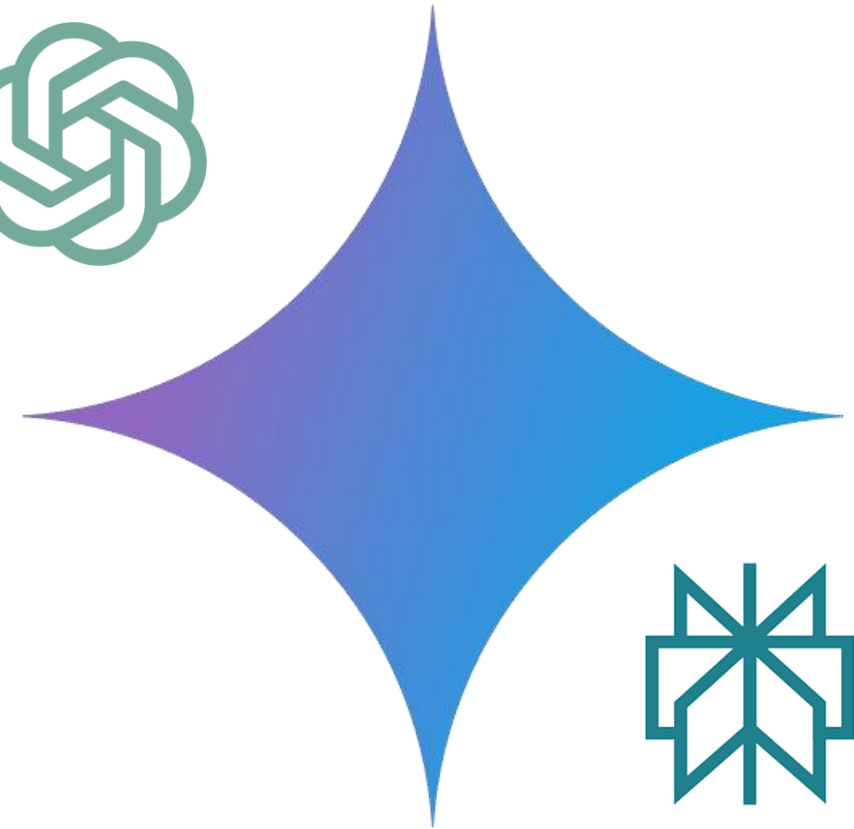
IMPLEMENTATION CONSIDERATIONS

THE “TRAINING” DATA

- Should you use ChatGPT or Gemini or Perplexity, or ??



"GOOGLE GEMINI,
WHAT KIND OF
PROBLEMS DOES
CHATGPT OR
PERPLEXITY SOLVE
BETTER THAN YOU?"



Each one of us has our set of strengths and weaknesses.
The "better" choice depends on the specific task or need



- ChatGPT:

- › If you need a creative writing partner or to bounce ideas off.



- Google Gemini:

- › If you prioritize factual accuracy and clear explanations.



- Perplexity:

- › If you need to find the latest information or highly specific details.
- › If you value explanations and citations with your search results.

IMPLEMENTATION CONSIDERATIONS

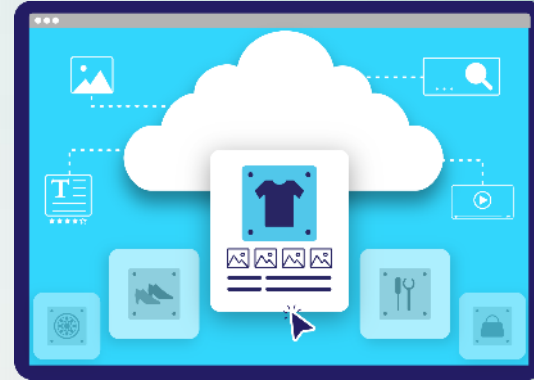
THE “TRAINING” DATA

- Is It Generic Or Industry-specific?
- Is The Dataset Large Enough To Provide Sufficient Machine Learning?
 - › False Positives
 - › Hallucinations
- Is It Future-proof?
 - › Too Early To Bet On One Ai (ChatGPT, Bard, Perplexity, etc.)

IMPLEMENTATION CONSIDERATIONS

PLATFORM VS ONE OFF TOOLS

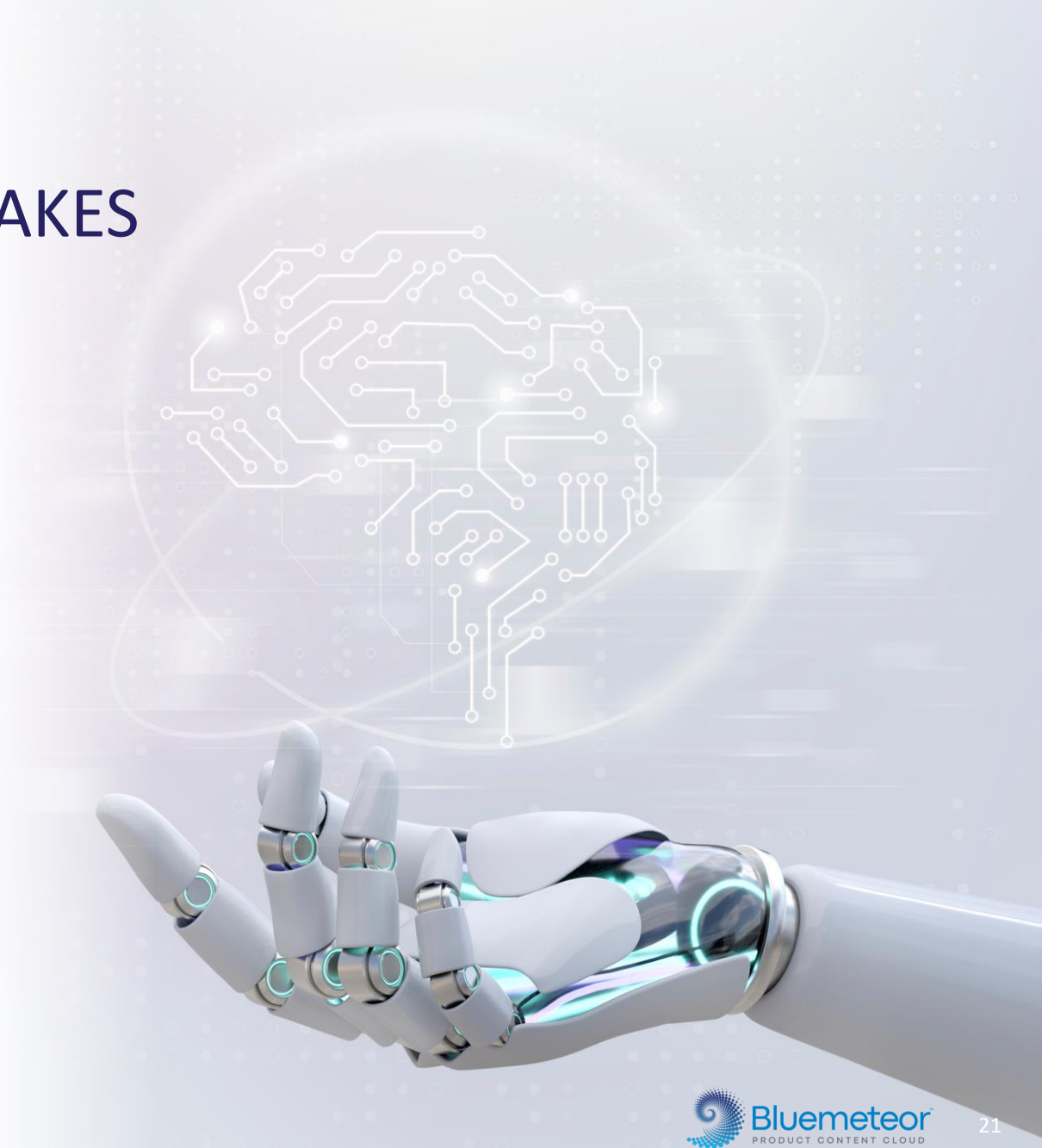
- Tools Can Be Easy To Deploy For Point-specific Solutions
 - › Disadvantage: Managing A Plethora Of Tools That Sit Outside Your Platform
- Platform Solutions Maintain Context With The Rest Of Your Data



SUMMARY:

IMPLEMENTATION RISKS / MISTAKES

- Un-reliable and generic “learning data” databases that kill user confidence
 - › False Positives
 - › Hallucinations
- Rigidly building to a specific LLM (ChatGpt, Bard, Perplexity etc.)
- Point specific tool/solution approach
- Focus on AI versus Automation



RECOMMENDATIONS

01

Prioritize
High-value /
High-pain
Point Areas

02

Platforms Are
Generally A
Better Choice
Than Tools

03

Closely Look At
“Training Data”
Underlying The
Platform

04

Look For
Flexibility In
Selecting Your AI
Engine



THANK YOU

