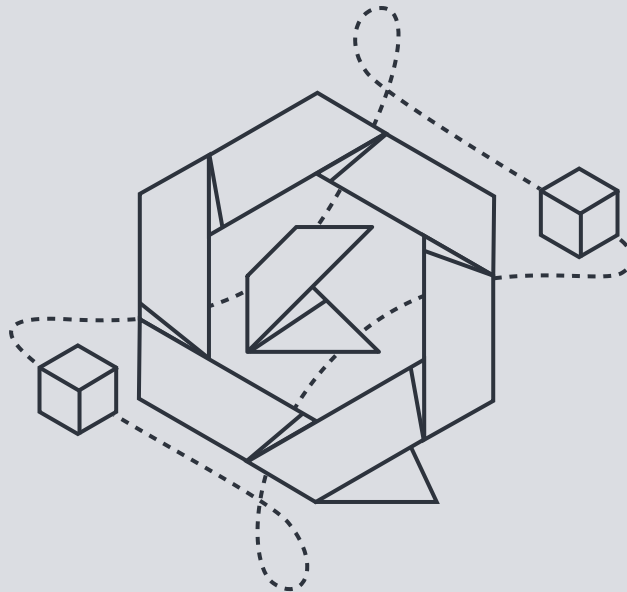




THE AGENTIC
AI ADVANTAGE

A B2B Guide to Autonomous Commerce



Authors: Natalija Pavic, Shannon Abel, Alyssa Assbell, Ty Sweet

Executive Summary

Global B2B organizations race to transform supply chain complexity into a competitive advantage. However, many remain hindered by a mix of finance-centric ERPs, fragmented commerce portals, and manual processes that simply cannot keep pace with modern expectations.

And as we know it, the world of B2B commerce is changing – fast. What began as a basic digital storefront has evolved into a complex ecosystem where buyers purchase from anywhere at any time. As this complexity grows, so does the demand for a more sophisticated approach. The latest shift isn't another evolution; it is a complete reinvention of the buyer experience, driven by the rise of AI agents.

In the near future, your next best buyer might not be human. It could be an autonomous machine—an AI agent acting on behalf of a human to accomplish a specific goal. Gartner predicts that by 2028, autonomous "machine customers" will account for 20% of all interactions at human-readable digital storefronts. PayPal anticipates that within five years, as much as 30% of its customers will start their buying journeys through these new AI agents.

These agents are proactive and autonomous, executing complex, multi-step tasks on a user's behalf. They represent a paradigm shift from generative AI, which assists users, to agentic AI, which acts for them. For sellers, the competitive battleground will no longer be about the beauty of your website's UI/UX, but about the fluency and performance of your APIs. The new buyer journey is a delegated, goal-oriented directive, not a series of clicks.

KIBO's B2B Commerce Platform reduces manual inefficiencies and fragmented processes with powerful tools that unify B2B commerce, intelligent order orchestration, re-order services, and agentic AI capabilities. The direct outcome is accelerated revenue growth, enhanced customer loyalty, and a structurally lower cost-to-serve, all accomplished without a disruptive "rip and replace" of your core ERP systems.

The Architectural Imperative: Moving Beyond "Bolt-On" AI

Building intelligent systems requires a solid architectural foundation. Layering AI agents onto a patchwork of disconnected systems creates a tangled mess. The right architecture is essential for a successful agentic strategy, and each approach presents its own trade-offs.

Point Solutions

These are highly specialized for a single task and often work out of the box with proven use cases. However, they may not be fully optimized for your existing systems and can present integration challenges. Customizability is often limited.

All-in-One Platforms

A powerful, customizable solution, but you're locked into a single technology stack. It can be difficult to connect with complex external systems, and the platform may not be specifically optimized for commerce.

The KIBO Approach: A Platform-in-a-Box, Built-to-Unbox

KIBO offers a unique middle ground. It's a pre-composed platform with natively integrated solutions like commerce, order management, and auto-replenishment, all built on a single, unified data model. This provides the stability and power of an all-in-one solution with the flexibility of a composable architecture. You get a complete, out-of-the-box solution, but retain the freedom to extend or swap services as your business needs evolve, without being locked in.

The Shift to Strategic Automation: Use Cases for Agentic Commerce in B2B

The future of B2B commerce involves deploying intelligent systems that can think, act, and solve problems across your business. A unified commerce platform makes it possible to move beyond simple, siloed automation and unlock a new era of strategic, intelligent operations. In this section, we explore real-world use cases where AI agents transform the core functions of B2B—from personalized buyer interactions to proactive back-office operations.

“Now, for the very first time, when B2Bs implement commerce technology, it is going to be AI first. It's going to be AI ready. It's going to be AI enabled.”

Jason Greenwood, Founder and Lead Consultant of Greenwood Consulting. Podcast Host of the Ecommerce Edge.





Buyer Agents: Enhancing Customer Engagement and Driving Revenue

KIBO's Buyer Agent is a proactive AI designed to engage directly with buyers, understand complex requests, and autonomously execute multi-step tasks on their behalf. Instead of a traditional storefront, a buyer can interact with an agent to find product information, check real-time inventory, add items to a cart, and complete an entire order in a single conversation.

Use Case: Complex Product Selection

Challenge

A B2B buyer needs a product with specific technical features, but navigating a vast product catalog manually is time-consuming. Without a quick way to find the right information, they may become frustrated and abandon the purchase.

Outcome

The Buyer Agent acts as a product expert, answering detailed questions about features and comparing different models in real time. It leverages the connected product catalog to provide accurate, on-the-spot information, such as information around returns and warranties, to help convert a hesitant buyer into a customer. This creates a highly efficient, personalized buying experience that a static product page cannot match.



Connie Customer

What is our volume discount on the cotton socks?



10,000 Units at 5% off list, 20,000 Units at 7% off list, 50,000 Units at 10% off list. Would you like me to add these to your card?



Connie Customer

Yes please place an order for 20,000 units.



KIBO Agent

Use Case: Real-time Inventory and Fulfillment

Challenge:

A wholesaler needs to know the availability and delivery time for a specific item to meet a project deadline. Without real-time inventory visibility, this information is difficult to provide, leading to missed commitments and customer frustration.

Outcome:

The Buyer Agent instantly recognizes the buyer's need for urgency. It queries the native OMS to check real-time inventory levels across all locations and provides accurate availability promises based on ATP/CTP (Available-to-Promise/Capable-to-Promise). It can offer multiple options, such as pickup at a nearby warehouse or expedited delivery, all in a single interaction. This is only possible with a unified platform that has real-time access to both customer and inventory data.



Connie Customer

I'd like to order 20,000 units for my new project.



Sure I can send you 10,000 units direct to your worksite, as for the remainder would you like to pick it up at the branch during your next appointment?



Connie Customer

Sure that will work>



Great, I've dispatched the direct delivery to your worksite. It should arrive by Monday and your rep will have the remaining units prepared for your meeting this Friday.





Merchandiser Agent: Automated Product Content and SEO

KIBO's Merchandiser Agent automates time-consuming tasks related to product content and merchandising, freeing up your team for more strategic work. It leverages a unified data model to quickly generate, manage, and optimize product information across your entire catalog.

Use Case: Generating Localized Product Information

Challenge:

A content manager must write product descriptions, optimize them for SEO, make sure they're written in the correct brand voice, and translate them into multiple languages for different regional markets. Manually managing this for a large catalog is a monumental, error-prone task that delays product launches.

Outcome:

The Merchandiser Agent accesses the unified product data model, including attributes and technical information. Using predefined brand guidelines, it automatically generates SEO-optimized product descriptions and instantly translates them for various locales. By automating this, the merchandiser can focus on quality control, allowing for rapid product launches and a consistent global presence.



Mary Merchandiser

Generate descriptions for the new collection of VitalTrackers with updated models and specs.

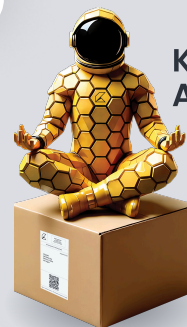


Here is one description would you like to review before I commit the changes to the rest of the set?



Mary Merchandiser

This looks good but include more detail from the technical documentation. Especially compatibility with older attachments.



KIBO Agent



Customer Success Agents: Proactive Problem-Solving and Case Resolution

KIBO's Customer Success Agent empowers customer service representatives (CSRs) to resolve customer issues with speed and efficiency. Instead of navigating separate, siloed systems, the agent acts as a central hub, enabling the CSR to manage all aspects of a customer's issue from a single screen. This is powered by KIBO's single data model that unifies the customer, order, and inventory data.

Use Case: Handling an Order Change Request

Challenge:

A customer calls to change a recent order, but the order is still processing. In traditional systems, the CSR must access multiple interfaces to find the order, manually check inventory, and then communicate with the fulfillment team. This process is slow, inefficient, and often leads to errors.

Outcome:

The Customer Success Agent allows the CSR to manage the entire process from a single interface. The agent can look up the order, verify real-time inventory, modify the order details, and even process refunds or new payments as needed. This streamlined workflow significantly reduces resolution time, cuts down on service escalations by 25-50%, and boosts customer satisfaction.

Use Case: Helping an Unhappy Customer

Challenge:

A buyer is unhappy and needs a resolution quickly. As a CSR, you want to take action on the customer's behalf, reduce your workload, and handle more tickets with a high CSAT score. In traditional systems, a CSR has to navigate multiple interfaces to access customer data, order history, and business rules. This multi-system approach is slow, inefficient, and frustrating for both the agent and the customer.

Outcome:

The Customer Success Agent acts as a central hub, enabling the CSR to manage all aspects of a customer's issue from a single screen. The agent can look up customer information, review order history, process returns, initiate refunds, and modify orders—all through a natural language interface. For example, when a CSR receives a request like "Create an RMA for half of this order for the customer," the agent automatically executes the necessary API calls to create the return authorization, reducing the number of clicks and accelerating the resolution process. This streamlined workflow significantly reduces resolution time and improves customer satisfaction.



Sam Service

Amend this auto replenishment with
QTY 5,000 of SKU 247285

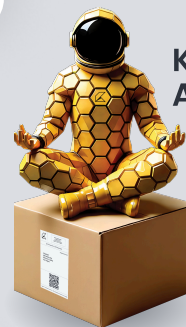


Displaying auto replenishment order 13579. Adding
5,000 of SKU 247285 to order will increase the price by
\$13,465 has the customer approved?



Sam Service

Yes go ahead with the addition.



**KIBO
Agent**



Promotion & Pricing Agent: Strategic Offer Management

The Promotional and Pricing Agent gives merchandisers the power to manage discounts and pricing with speed and accuracy. It eliminates the complexity of manual rule creation, allowing a quick response to market trends and customer behavior.

Use Case: Creating Account-Specific Discounts

Challenge

A merchandiser needs to create a new discount for a specific group of B2B buyers. In legacy systems, this is often a time-consuming, manual, and error-prone process that can lead to misapplied pricing and frustrated customers.

Outcome

The Promotional/Pricing Agent simplifies this process by allowing the merchandiser to create discounts through a simple, natural language request. For example, a merchandiser can ask the agent to “Discount all glass beakers by 10% this week”. It can apply customer-specific price lists based on an account hierarchy or custom attributes, ensuring the right offer is always presented to the right customer. This unified approach allows the merchandiser to manage pricing with agility and confidence.

Use Case: Setting Prices for Product Groups

Challenge:

A merchandiser wants to quickly and easily set prices for groups of products based on product criteria. They need to manage pricing for different buyer segments without manual, complex configurations. In traditional systems, setting and managing different price lists for various customer groups can be complex.

Outcome:

The Promotional/Pricing Agent can handle these complex scenarios by applying customer-specific price lists based on an account hierarchy or custom attributes. With a single request, the agent can configure prices for a specific product group and apply them to a targeted customer segment. A merchandiser can also create dynamic categories based on product attributes, which the agent can then use to set pricing and promotions for those specific groups of products. This unified approach allows the merchandiser to manage pricing policies with speed and confidence, ensuring that the right offer is always presented to the right customer.



Mary Merchandiser

Please discount all VitalTracker 100 editions by 50% they are end of life.

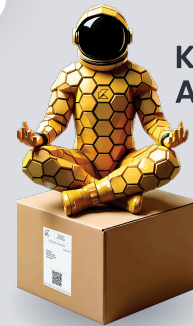


Please review if this is the discount you wish to apply and confirm this is the right list of skus.



Mary Merchandiser

Confirmed please go ahead and make the change.



KIBO Agent

“An OMS agent may need to tap into the ecommerce [platform], and a customer service solution may need to interact with the OMS. This multi-agent approach adds significant value for both enterprise associates and customers. Forward-thinking enterprise vendors are embracing this agentic strategy, not just building agents that operate within their four walls, but those that can collaborate across various adjacent solutions.”

Ranjith Maniyedath, Managing Partner



Agentic AI Readiness Checklist

Shifting to an agentic model requires more than simply adding new software; it demands a foundational readiness across your data, systems, and processes. This checklist serves as a high-level guide to help you evaluate your platform's capabilities and identify potential gaps. By asking the right questions, you can determine if your business is prepared for the transition to an autonomous commerce ecosystem.

Foundational Readiness

☐ **Data and Systems Architecture:**

Is your commerce platform built on a unified data model? AI agents require seamless access to real-time information across all systems, including commerce, order management, and customer data. If your data is siloed across multiple, disconnected platforms, your agents will be limited, prone to errors, and unable to perform complex, multi-step tasks.

☐ **API Capabilities:**

Are your APIs robust, comprehensive, and well-documented? In the age of agentic commerce, APIs are the primary interface for AI agents. The ability of an agent to function effectively depends on the quality and richness of your API layer.

☐ **Real-time Intelligence:**

Can your systems provide real-time data and respond to events instantaneously? For an AI agent to be truly proactive—like intervening in a cart abandonment or resolving a fulfillment issue before it becomes a problem—it needs access to live data and the ability to act on that data without delay.

☐ **Scalability and Performance:**

Can your current infrastructure handle a significant increase in automated API calls without sacrificing performance? AI agents will generate a high volume of requests, and your platform must be able to scale to meet this demand to ensure a smooth and reliable customer experience.

Operational Readiness

☐ **Workflow Automation:**

Are your core business processes designed for automation? Consider tasks in merchandising, customer service, and fulfillment. An effective agentic strategy identifies manual, repetitive workflows and replaces them with autonomous, agent-driven solutions.

☐ **Cross-functional Collaboration:**

Is there a strong alignment between your commerce, merchandising, and customer service teams? Successful AI agent implementation requires these teams to work together to define rules, set goals, and create seamless, end-to-end customer experiences.

☐ **AI Governance and Guardrails:**

Do you have clear policies and controls for AI agents? It's important to establish guardrails for brand voice, tone, and actions to ensure that agents operate within defined limits, maintain brand integrity, and do not create unintended business consequences.

☐ **Metrics and Measurement:**

Do you have a plan to measure the impact of your AI agents? You need to define success metrics—such as increased revenue, reduced customer support costs, or improved productivity—to ensure your agentic initiatives are driving real business value.

Your Strategic Choice: Framework vs. Finished Solution

The choice for modern B2B organizations is not whether to adopt AI. It is whether to build a custom solution from disparate parts or deploy a finished solution from day one.

Competitors offer toolkits—APIs, SDKs, and frameworks—leaving you with the immense task of building, integrating, and maintaining the entire solution yourself. This approach is expensive, slow, and full of risk. You must hire specialized engineers, endure complex integrations, and bear the burden of maintenance.

Your business is not a software company. Adopting a platform that forces you to become one is a mistake.

KIBO provides a natively unified platform with pre-trained, managed agents that are ready to go out of the box. Our solution delivers tangible value immediately by providing a commerce-expert application that understands and executes a dedicated roadmap of industry-specific use cases. We absorb the complexity so you can focus on outcomes, not on building from scratch.

Stop funding science projects. Start deploying business solutions. The market is moving now. Don't waste valuable time building a custom agent when you could be generating revenue within 90 days.



“Digital transformation is
not really about digital.”

Val Duvernet, Founder and Principal Coach,
Valchemy Commerce, LLC



To see how KIBO can help your business, **speaking with a KIBO expert today**
to assess your agentic readiness and build your strategic roadmap
to autonomous commerce.

About KIBO

KIBO is a composable commerce platform for retailers, manufacturers, distributors, and wholesalers who want to simplify complexity and deliver modern customer experiences. KIBO is the only modular commerce platform supporting unified experiences across Order Management, eCommerce, and Subscriptions. Companies like Zwilling, Ace Hardware, Boscov's, Nivel, and REEDS Jewelers trust KIBO to bring sophistication and simplicity to their commerce operations. Learn more at kibocommerce.com.

About the Authors:



Natalija Pavić

Senior Director of Product Marketing at KIBO

Natalija Pavić is the Product Marketing Leader at KIBO Commerce where her team handles product market messaging including content, social, public relations, and analyst relations. She is an eCommerce expert and a thought leader on the topic of the future of eCommerce and has been featured on numerous podcasts including Martalks, OmniTalk, Ecommerce Coffee Break, Retail Checks and Balances, Digital Shelf Institute, and AI with Sacha. She is also an AI expert and inventor with a patent on generative promotions and is patent pending on two more AI innovations.



Shannon Abel

Sr. Corporate Marketing Manager at KIBO

For over seven years, Shannon has worked in the commerce technology industry—first with Blue Acorn iCi, then joined KIBO in 2022. As the corporate marketing manager, she manages KIBO's content, PR, and brand strategies. Shannon graduated from Clemson University in 2014 and enjoys spending her free time with her husband, two dogs, and horse in Charleston, SC.



Ty Sweet

Senior Technical Marketing Engineer at KIBO

Ty, a Sr. Technical Marketing Engineer at KIBO, channels his enthusiasm for simplifying commerce software and trends into his daily work. Drawing from his experience in Solutions Engineering and as Head of Enablement at KIBO, he excels at clarifying intricate ideas. He notably developed KIBO Academy, a program specifically designed to educate clients, partners, and internal teams. Frequently called "The Voice of KIBO," Ty remains dedicated to empowering others with a solid understanding of fundamental commerce principles, ultimately enabling them to make more informed decisions.



Alyssa Asbell

Director of GTM Strategy & Marketing at KIBO

As KIBO's Director of GTM Strategy & Marketing, Alyssa Asbell is an AI expert, sales, revenue, and growth architect focused on building a modern, unified-revenue operation. She's known for successfully hyperscaling startups and established SaaS companies, including global expansion, and has a proven track record of tripling pipeline goals. A recipient of multiple leadership awards and a Women in Tech award, Alyssa is also a writer, speaker, and educator. Off the clock, she enjoys a unique family hobby: researching, investigating, and solving unsolved true crimes with her husband and two young daughters.