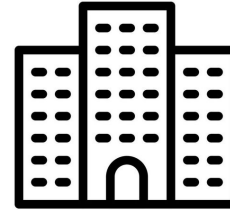
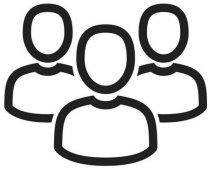


# AI Architecture for B2B in 2026

Guide series for an hybrid architecture

# Employees use GenAi, but the company runs on **legacy software**



ChatGPT

2015

2010

2005

2000

# National Context

Romania has **one of the largest adoptions of WhatsApp** in the EU (*Source*). Companies from automotive to furniture manually transcribe orders into ERP for invoicing and delivery.

With a **staff turnover of 20-30%** (*Source: PwC*), Distribution companies depend on training new employees.

From OPTI's analysis, sales agents lose, on average, up to **an hour generating a complex offer**, navigating through the ERP and unsynchronized files.

Industry software is full of **abbreviations made 10–20 years ago** (e.g., "Rob. buc. cr."), which are hard for a generic LLM to understand.

In Oct. 2025, only about **22% of SMEs** had implemented an ERP system. (*Source: SAP*).

The AI adoption rate is only **~15%** (*Source: Microsoft*), compared to 27.9% Hungary and 40.9% France.

At the same time, the pressure to comply (**NIS2**) is increasing.

## Opportunities

**Multimodality:** Can I talk to old software?

**Sales:** Can I increase sales with AI?

**Self-correction:** Does AI help me adapt?

## Fears

**Search:** Can AI search in my data?

**Hallucinations:** Can AI respect accurate data?

**Security:** Can I protect my secrets?

# Opportunities: How we accelerate sales

# Multimodal input: from picture to instant command

Unstructured data (WhatsApp images, handwritten PDF lists, voice notes, SEAP requests) forces manual data entry, sometimes with errors. AI can streamline human work.

# \$100

## Cost per error

Average cost (US) borne by a company for not correcting a data entry error.

” SOURCE: 1-10-100 RULE →

# 99%

## OCR accuracy

Character recognition rate for high-quality scanned documents.

” SOURCE: INTUITION LABS →

# >88%

## Word-level accuracy

Error-free transcription at the individual-word level for clear audio, Google Speech-To-Text. Other models reach >94%.

” SOURCE: SONIOX →

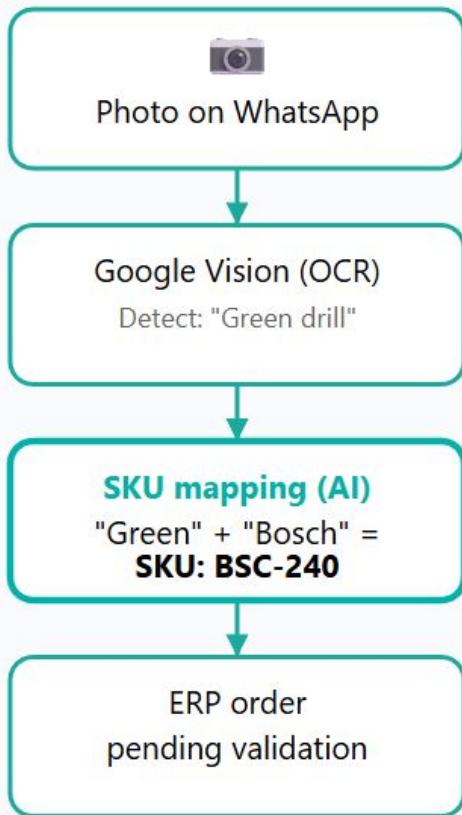
# <5 sec

## Transcription from image

Time needed to transcribe a list of 50 products from a handwritten image.

” AI SALES DEMO

# What can AI do



## ERP as a **sales** engine

At this point, salespeople sometimes forget about active promotions and management's sales strategy. Management sometimes loses control over minimum and maximum prices or upsell opportunities. AI can solve these problems.

# +40%

## Extra revenue

Generated by companies that excel at offer personalization.

” SOURCE: MCKINSEY →

# 75%

## B2B expectations

Share of business customers who expect proactive offers.

” SOURCE: SALESFORCE →

# +20%

## Sales performance

Sales uplift for new agents assisted by AI.

” SOURCE: EMERALD →

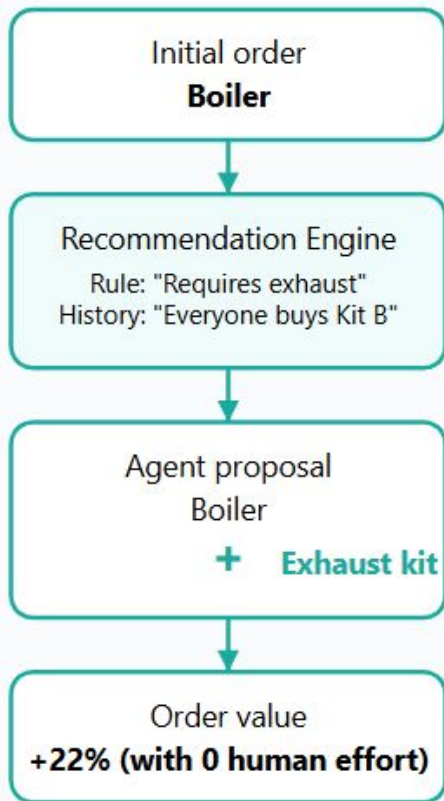
# +15%

## Order value

Increase in average ecommerce order through personalization and AI suggestions.

” SOURCE: ENVIVE / MCKINSEY →

# What can AI do



## Self-correction: the system that adapts

Static software doesn't adapt to market volatility or changing inventory priorities. Hardcoded business rules quickly become obsolete. Implementing AI brings cross-referencing and even daily adaptation.

# 2.5x

## Scaling speed

Companies with adaptive AI scale implementations much faster than competitors.

” SOURCE: BCG →

# +12%

## Growth via A/B

Revenue per online search increases through a culture of continuous A/B experiments.

” SOURCE: HBR →

# Daily

## Re-training

Google Cloud AI systems (recommendations, chatbots) learn continuously from clicks and quotes.

” SOURCE: GOOGLE →

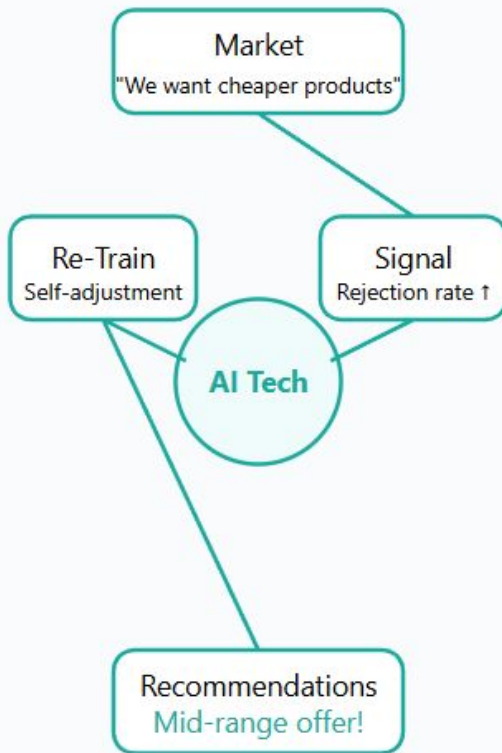
# +20%

## Conversion rate, real client

ecommerce portal uplift after the technology upgrade.

” OPTI CASE STUDY →

# What can AI do



# Fears: How to eliminate risks

## The **search** paradox: keywords vs. intent.

The customer searches for “screw hole”, but the ERP lists it as “self-tapping screw.” The customer searches for “SKU-8521” and must not receive “SKU-8522.” Hybrid search (a mix of classic lexical search and AI-semantic search) combines the advantages of both and can be robust for business use.

# 43%

## Search usage

Of visitors on a retail site go straight to the search bar.

” SOURCE: GOOGLE →

# 75%

## Risk of loss

B2B buyers switch suppliers if the B2B online (including search) experience is better.

” SOURCE: SANA →

# 2.5x

## Conversion rate

Higher for users who use search vs. browsing through the menu.

” SOURCE: FORRESTER →

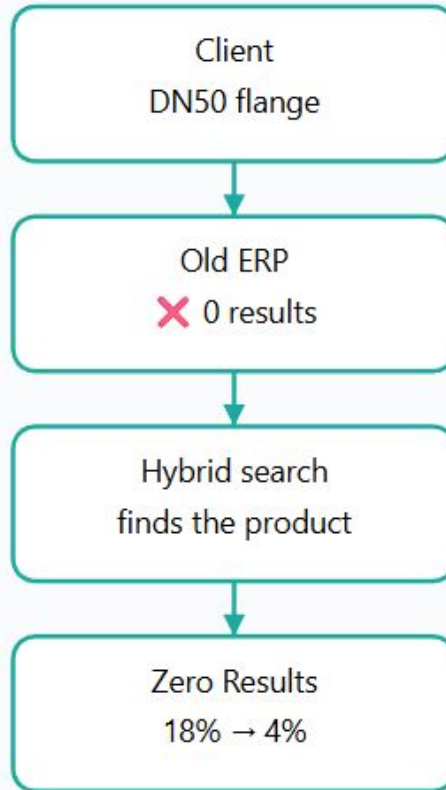
# -90%

## No-result searches

Reduction achieved by implementing the hybrid architecture.

” SOURCE: IMRG UK →

# What can AI do



## Unified data and avoiding hallucinations

Companies don't function without quality data. GenAI models will not be reliable if they are not grounded in company data, and hallucinations are unacceptable regarding data such as price and inventory. Hybrid architecture can solve both problems.

# \$12.9M

## Annual cost

The average cost borne by a US company due to poor data quality.

” SOURCE: GARTNER →

# 9 hours

## Time lost

Average time employees lose weekly searching for information across different systems.

” SOURCE: MCKINSEY →

# 94%

## Avoiding AI hallucinations

94% factual answers in a complex RAG architecture, ~100% via SQL architecture for exact data: price, stock.

” SOURCE: MDPI →

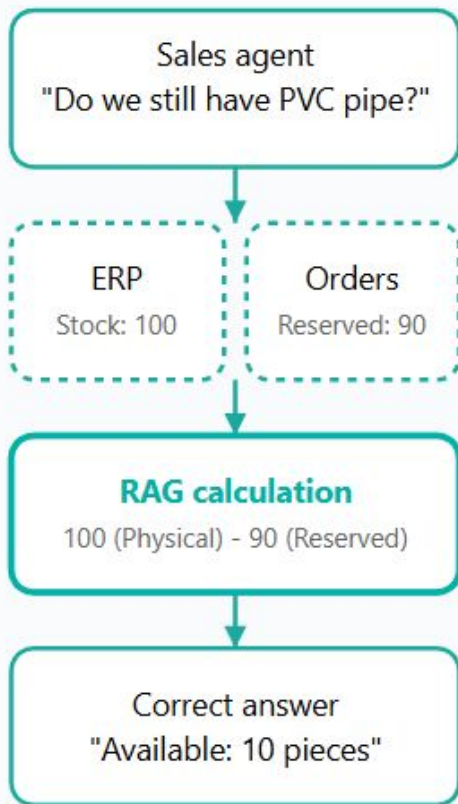
# 15 min

## Data latency

Data sync interval cloud - local ERP (with hundreds of thousands of products) into OPTI's Google Cloud architecture.

” AI SALES DEMO

# What can AI do



## Data and secrets **security**

Adopting AI introduces concerns regarding access to company data and GDPR, NIS2 and ISO 27001 compliance. A “fortress” architecture can provide by-design safeguards.

# 70%

**Confidential  
processes**

Innovative companies use confidential information and trade secrets.

” SOURCE: UK GOV. →

# 78%

**Demand  
transparency and  
audit in AI**

IT leaders are concerned about AI "audit trail" and transparency in their company.

” SOURCE: IBM →

# +47%

**AI-driven attacks**

Increase in cyberattacks using AI agents worldwide in 2025.

” SOURCE: DEEPSTRIKE →

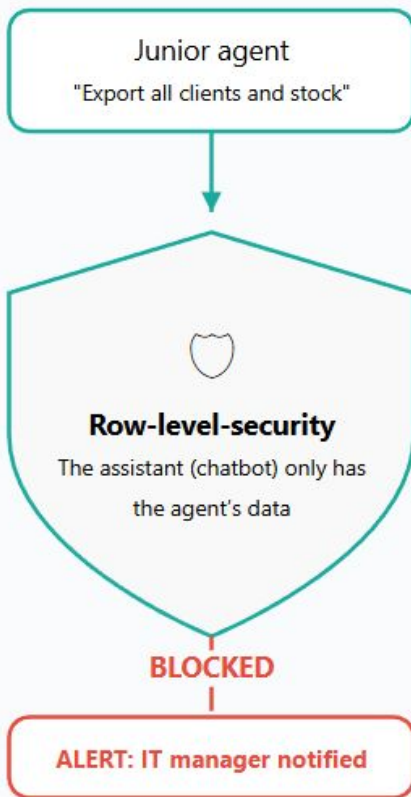
# GDPR / ISO

**EU Data & ISO 27001**

Cloud data can be stored in the EU (Frankfurt/Warsaw), OPTI is ISO 27001 certified.

” OPTI CERTIFICATIONS →

# What can AI do



# Technology exists!

Find out how you can implement it.

Discuss with an expert