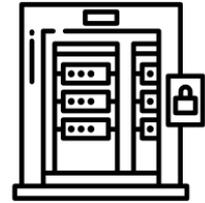
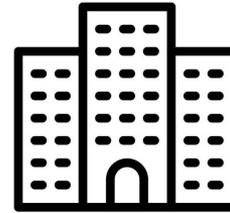


AI Architecture for B2B in 2026

Engineering, not Magic. Guide Series on Hybrid Architecture.

Employees use GenAI, but companies run on **legacy software**



ChatGPT

2015

2010

2005

2000

US Market Context

US buyers live on mobile.
50% of B2B search queries happen on smartphones (*source*).

Meanwhile, SMS is still the highest-visibility channel (often cited near **98% open**) - but those interactions rarely land in the system of record without manual logging.

Sales teams are switching email/SMS, CRM, pricing tools, and ERP: **~60% of rep time goes to non-selling work** (*source*).

At the same time, the *Retail & Wholesale* sector runs **~27%** turnover, bleeding organizational knowledge faster than teams can train replacements (*source*).

ERP modernization does not mean clean rewrites: only ~71% choose SaaS, and the #1 rollout pattern is **hybrid at ~37%** (*source*)

Most aren't seeing enterprise EBIT impact from genAI (*source*), so the winning architecture is a **safe AI layer** that wraps current ERP.

Regulatory and customer scrutiny is rising too (*source*)

Opportunities

Sales: Can I grow my sales with AI?

Multimodality: Can I talk to old software?

Self-correction: Does AI help me adapt?

Fears

Search: Can AI search business data?

Hallucinations: Can AI respect precise data?

Security: Can I protect my secrets?

Opportunities: How we accelerate sales

AI as a **sales engine** over ERP

Salespeople often forget active promotions and management's sales strategy. Management often loses control over minimum and maximum prices or upsell opportunities. AI can solve both 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 →

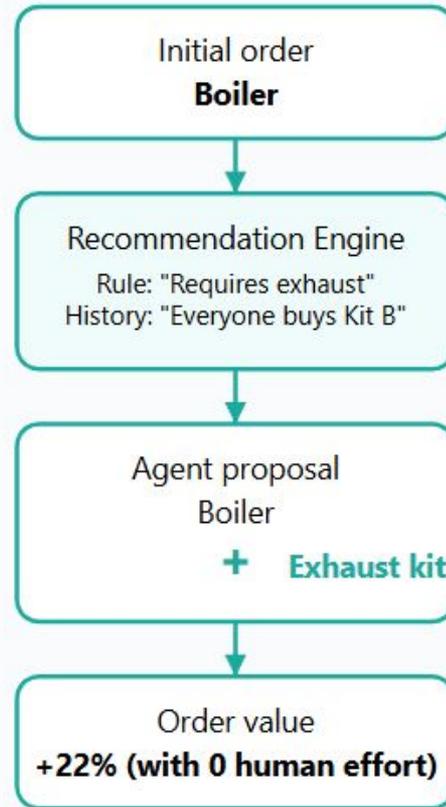
+15%

Order value

Increase in average ecommerce order through personalization and AI suggestions.

” SOURCE: ENVIVE / MCKINSEY →

What AI can achieve



Multimodal Input: From picture to instant order

Unstructured data (WhatsApp images, handwritten PDF lists, voice notes, public tenders) forces manual data entry, sometimes with human errors. AI can streamline this 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 →

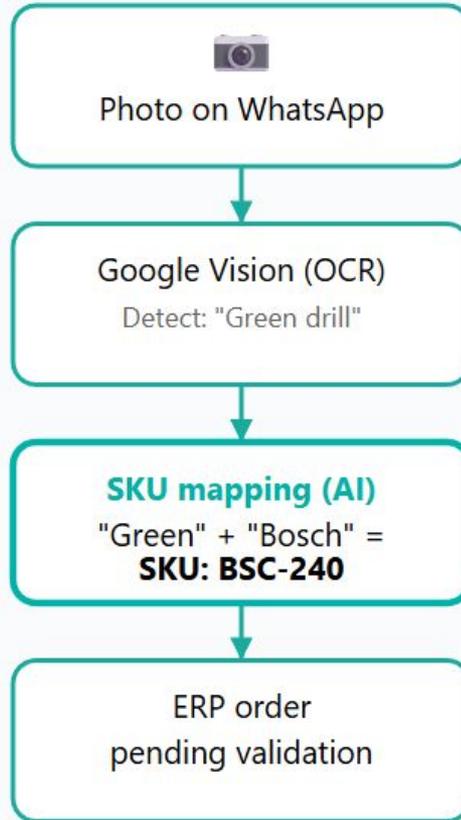
<5 sec

Transcription from image

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

” AI SALES DEMO

What AI can achieve



Self-Correction and Reporting: The system that adapts

Static software does not adapt to market volatility or changing inventory priorities. Hardcoded business rules become obsolete. AI brings automated recommendations and self-adaptation, even day by day, with continuous intelligent reporting.

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 →

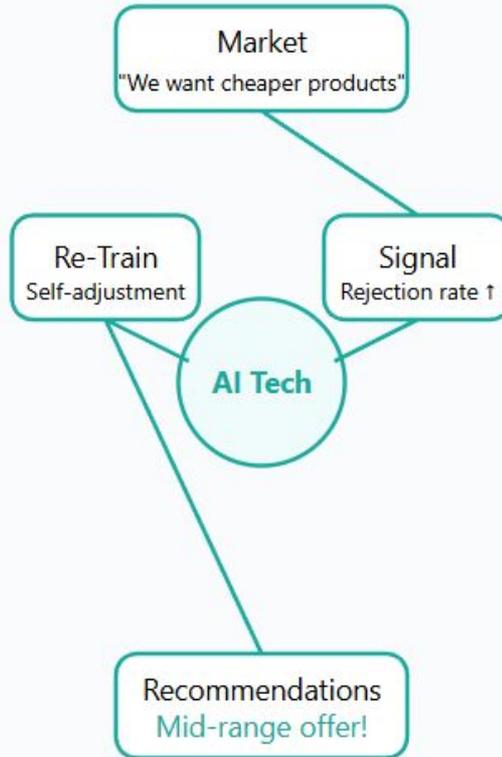
+20%

Conversion rate, real client

ecommerce portal uplift after the technology upgrade.

” OPTI CASE STUDY →

What AI can achieve



Fears: How hybrid architecture diminishes risk

The **Search** Paradox: keywords vs. intent and the utility of chatbots

The customer searches for “screw hole”, should get what the ERP lists as “self-tapping screw.” The customer searches for “SKU-8521”, yet **should not** get “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 uses. With **tens of applications** such as chatbots.

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 →

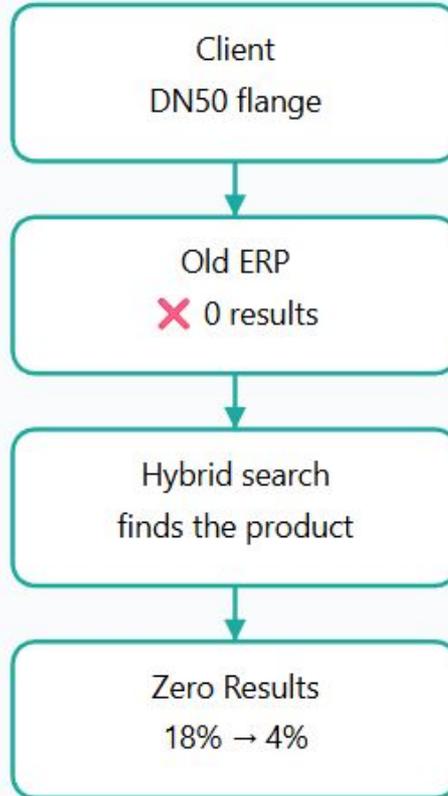
-90%

No-result searches

Reduction achieved by implementing the hybrid architecture.

” SOURCE: IMRG UK →

What AI can achieve



Data **unification** and avoiding **hallucinations**

Companies cannot function without quality data. GenAI models will not be reliable if they are not *grounded* in company data, and hallucinations are unacceptable for 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 →

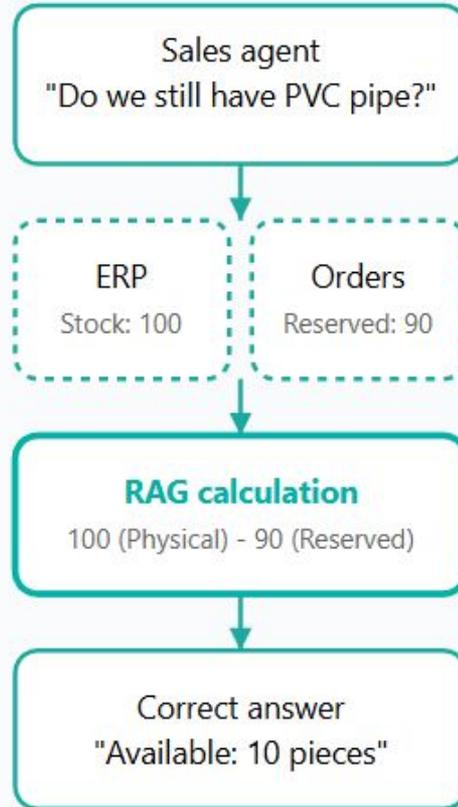
15 min

Data latency

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

” AI SALES DEMO

What AI can achieve



Security of data and secrets

AI adoption raises concerns regarding the company data and standards: 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 →

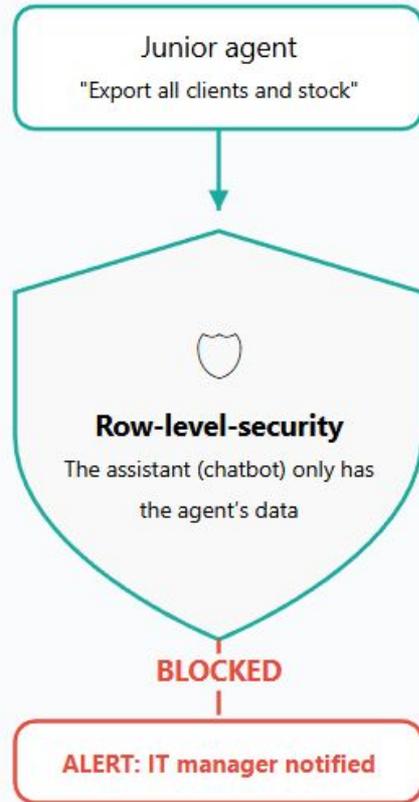
GDPR / ISO

EU Data & ISO 27001

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

” OPTI CERTIFICATIONS →

What AI can achieve



The tech is here!

Find out more on how to implement it.

Discuss with an expert