

INDUSTRY WHOLESALE

AI in wholesale

Your back office retypes what customers and suppliers have already written down. Orders, price requests, invoices and data sheets arrive as email, PDF and fax. They reach the ERP by hand, line by line.

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This industry on inviqon.de →

inviqon.de/en/industries/wholesale

Where the industry stands today.

What associations and studies say about AI in the industry. Every figure with its source.

74%

Customers want an answer the same day.

Three quarters of the wholesalers and manufacturers surveyed see a high risk of losing customers if requests are not answered on the same day.

Source: ECC KÖLN, synaigy and Intershop, B2BEST Barometer, September 2026 (German)

<https://www.ifhkoeln.de/b2b-vertrieb-unter-druck-kundenerwartungen-steigen-prozesse-bremsen-aus/>

39%

Data entry slows sales down.

For 39 percent, the manual effort in quote and order entry is the biggest process bottleneck. Just as many spend more than 40 percent of sales time on admin.

Source: ECC KÖLN, synaigy and Intershop, B2BEST Barometer, September 2026 (German)

<https://www.ifhkoeln.de/b2b-vertrieb-unter-druck-kundenerwartungen-steigen-prozesse-bremsen-aus/>

30%

Most business does not go through the shop.

Only 30 percent of B2B revenue is made online. The rest runs through classic routes such as field sales, phone, email and PDF, and someone enters it by hand.

Source: ECC KÖLN, CGI and Intershop, B2B market monitor, October 2026 (German)

<https://www.ifhkoeln.de/b2b-internethandel-von-herstellern-und-grosshaendlern-waechst-2025-auf-549-milliarden-euro/>

2027

E-invoicing becomes mandatory.

German companies have had to receive e-invoices since 2025. From 2027 everyone with more than 800,000 euros in prior-year revenue must also issue them, from 2028 everyone.

Source: IHK München, electronic invoices (German)

<https://www.ihk-muenchen.de/ratgeber/steuern/steuerliche-sonderthemen/elektronische-rechnungen/>

What changes at your desks.

Back office

Orders from email and PDF

Today

- Orders arrive as email, PDF and fax.
- Every line is typed into the ERP by hand.
- Customer item numbers are looked up in lists.

With AI

- ✓ The AI reads lines, quantities and dates.
- ✓ It maps customer item numbers to the item master.
- ✓ The order waits as a draft in the ERP, the back office approves.

The back office checks orders instead of typing them.

[See the use case →](#)

Sales

Quotes from price requests

Today

- Requests arrive as spreadsheets, bills of quantities or emails.
- Every line is searched and priced on its own.
- Terms, stock and project prices sit in different places.

With AI

- ✓ The AI maps the requested items and suggests alternatives.
- ✓ It pulls customer terms, stock and lead time.
- ✓ It flags margin outliers, sales decides.

Quotes sooner, priced by your rules.

[See the use case →](#)

Customer service

Delivery status and availability answers

Today

- Status questions come by phone, email and chat.
- Every answer means opening order, warehouse and carrier.
- Backorders surface when the customer asks.

With AI

- ✓ The AI answers status, date and stock questions straight from the ERP.
- ✓ Every answer names the order, delivery note and shipment.
- ✓ Backorders and special cases go to the team with all the data.

The team handles the cases that really need someone.

[See the use case →](#)

From AI strategy to everyday work.

Clarify first, then build, then run. Each phase has a fixed price, and after each one you decide again.



01

RECOMMENDED START

Free intro call

Free

In 30 minutes we get a first impression of your business and work out whether an AI strategy is worth it.

- ✓ An estimate of where AI fits for you
- ✓ Clarity on whether an AI strategy is worth it



02

AI strategy

€1,990

plus VAT

Over one working day we go through your processes with you and your people, using real cases. The result is your prioritised roadmap: what comes first, what can wait, and what you are better off leaving alone.

- ✓ Overview of ERP, inboxes, shop and item master
- ✓ List of possible use cases
- ✓ Inventory of AI tools already in use
- ✓ Prioritised roadmap with a business case per case
- ✓ Effort, savings and payback
- ✓ Classification under the EU AI Act



03

Pilot & implementation

from €5,000

plus VAT

The first use case runs in your real operations within weeks, at a fixed price and with acceptance criteria agreed in writing up front. Built directly inside your systems.

- ✓ First use case in real operation
- ✓ Connection to ERP and inboxes
- ✓ Training for back office and sales in daily work



04

Operation & improvement

from 20% a year

plus VAT

We take on monitoring, model upkeep and keeping up with new rules such as the EU AI Act, and build the next case on the same base.

- ✓ Monitoring and model maintenance
- ✓ Documentation and handover to your IT
- ✓ Adjustment to new customers, items and formats

What your IT and data protection teams need to know up front.

Hosting in Germany

We run in German data centres under a data processing agreement, or in your own environment. Your data trains no one else's models.

Models in EU data centres

The models run in data centres in the EU. On request only with European providers such as Mistral, IONOS, STACKIT or OVHcloud. Your own Azure is possible too.

Read rights apply to the AI too

The AI answers only from what the person asking is allowed to read. The database enforces those rights.

Code and data belong to you

Code, data and documentation go to you. We run it or your IT does, and the handover is possible at any time.

EU AI Act classification

We assign every AI system its risk class and document its purpose, data sources and limits in an auditable form.

CONTACT

Let's talk about your case.

In 30 minutes by video we clarify where you stand and whether an AI strategy is worth it for you. Free and without obligation.

Free intro call



Or write to us →

inviqon.de/en/contact

This industry on [inviqon.de](https://inviqon.de/en/industries/wholesale) →

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