

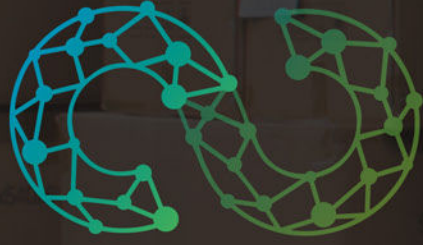


RETURN TO THE BASICS WITH AI

A DISTRIBUTOR'S ROADMAP FOR AI-DRIVEN
INNOVATION AND OPTIMIZATION



ALEX WITCPALEK, FOUNDER & CEO
CONTINUUM | B2B RETURNS MADE EASY



CONTINUUM

B2B WARRANTIES REPAIRS AND RETURNS MADE EASY

Featuring the Latest
AI Technology

GoContinuum.ai



Reference #	Customer Id	Company Name	Assigned To	Created	Return Type	Next Act.	Status
Demo-1729383	@SL-13501	@Link Services...	Malcolm Moran	03/28/2024	Credit	-	Authr
Demo-1729382	Cust Ref#-avcfl	3Hawaii DialogL...	Malcolm Moran	03/28/2024	Replacement	-	Und
Demo-1729381	L'SD-12830	Land 'N' Sea DL...	NA	03/28/2024	NA	-	Return
Demo-1729377	A-MS-10026						
Demo-1729340	L'SD-12830						

RMA Number: 12345, Cust ID: ABC489

QTY: 2, SKU: X56832

Select Warehouse Location: Default by user

Select Bin: Bin 1

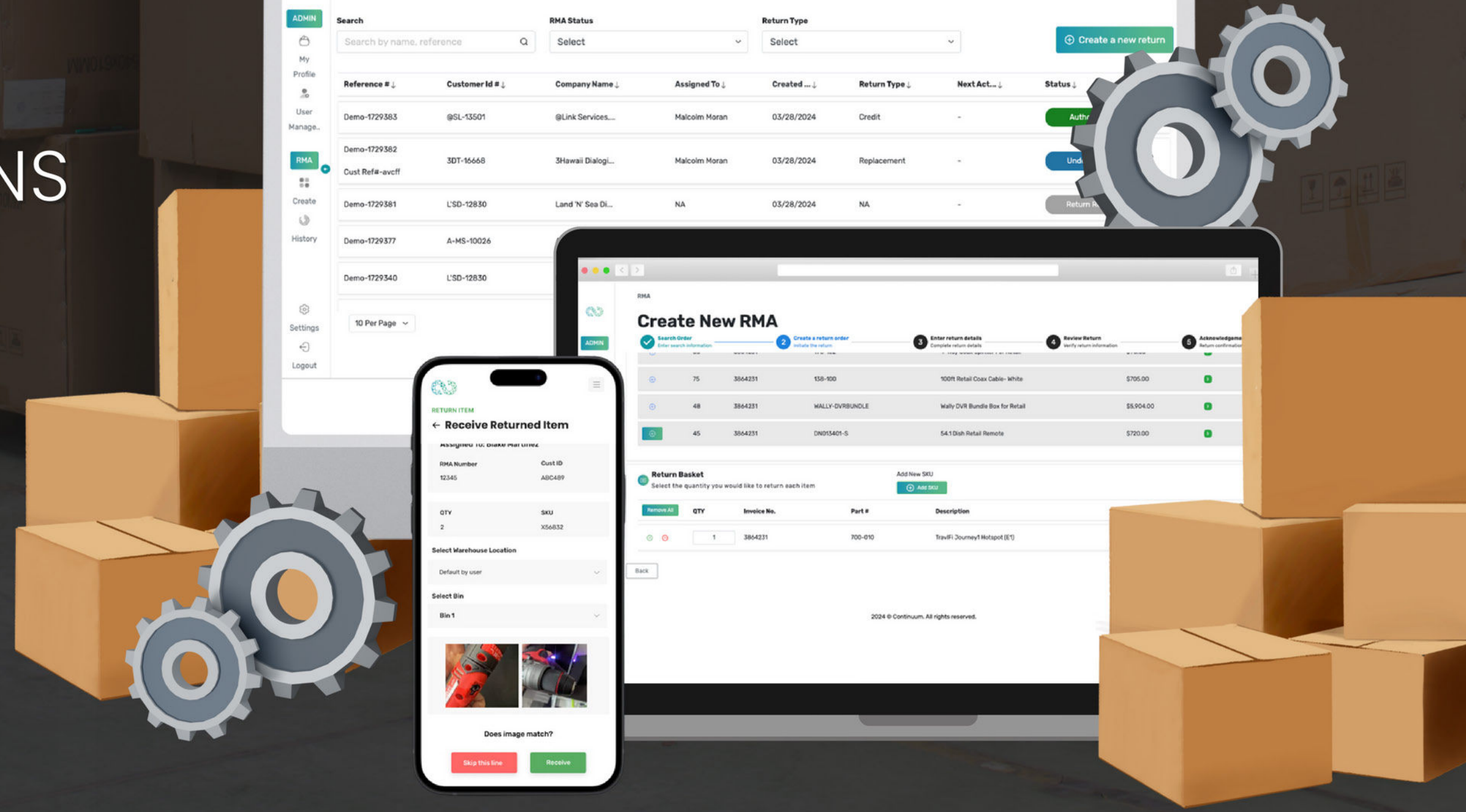
Does image match?

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QTY	Invoice No.	Part #	Description	Price
75	3804231	138-100	100ft Retail Coax Cable- White	\$705.00
48	3804231	WALLY-DVRBUNDLE	Wally DVR Bundle Box for Retail	\$5,904.00
45	3804231	DN015401-S	54.1 Dish Retail Remote	\$720.00

Return Basket: Select the quantity you would like to return each item.

Remove All	QTY	Invoice No.	Part #	Description
	1	3804231	700-010	Travel Journey1 Hotspot (E1)



A ROADMAP FOR AI-DRIVEN INNOVATION AND OPTIMIZATION

1

BACKGROUND

AI FOR DISTRIBUTORS IN 2024

2

APPLICATION

**TOP-DOWN
vs
BOTTOM-UP
STRATEGIES**

3

LOOKING AHEAD

THE FUTURE OF RETURNS MANAGEMENT

An aerial view of a dense city, likely New York City, with a dark blue overlay. The image is decorated with graphic elements: blue curved lines and green circles in the top-left and bottom-right corners, and green arrows pointing right. The main text is centered in white.

WHY IS THIS SO IMPORTANT?

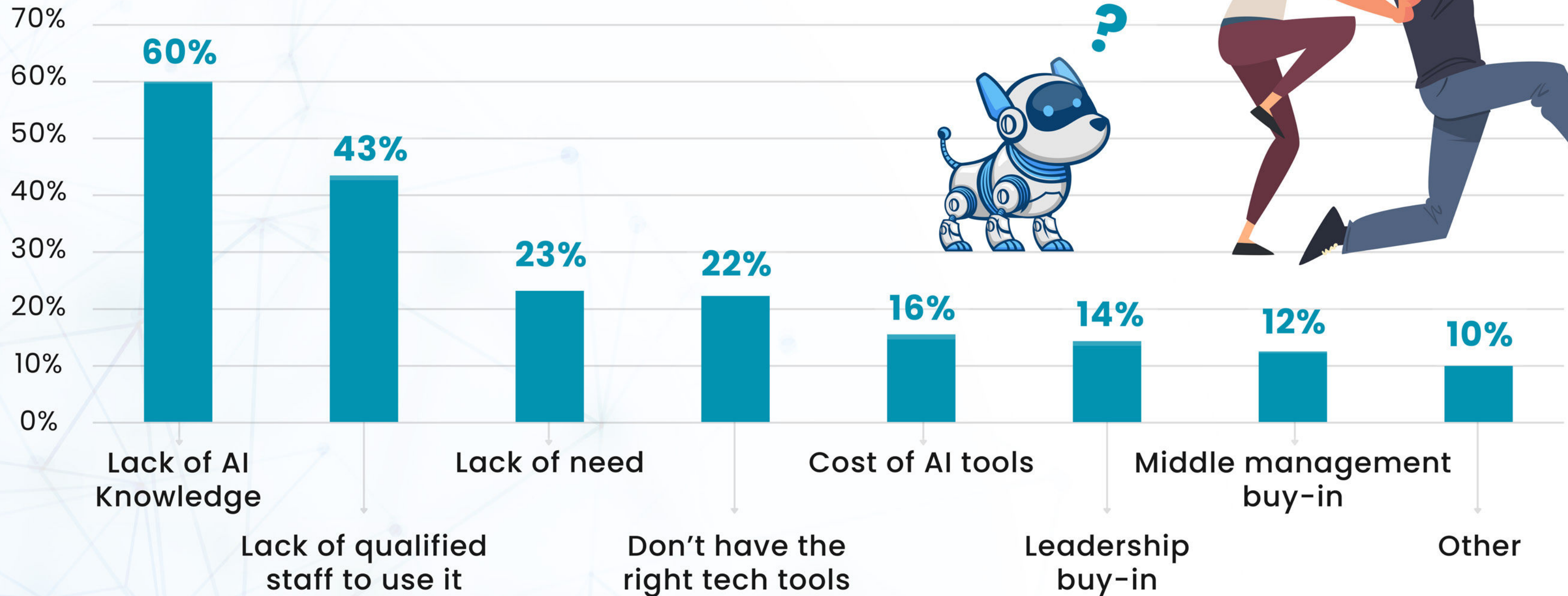
PART 1
BACKGROUND

“We’re on the verge of the most profound industrial revolution in human history.”

Zack Kass, AI futurist and former go-to-market lead for OpenAI (maker of ChatGPT)



AI-ADOPTION TODAY



Source: 1Q24 Baird-MDM Distribution Survey | April 2024

THE AI-ADVANTAGE

“Your competitive advantage isn’t just your tech, that’s becoming a commodity; it’s how effectively you can implement, scale, and leverage it. Your edge lies in your speed and how you distribute, delight, and capture market share.”





AI-READINESS ASSESSMENT

POP-QUIZ!

AI-READINESS ASSESSMENT

SKILLS & TALENT

- Do our tech & non-tech teams have the required AI skills and experience?
- What specific AI competencies are we lacking?



DATA & INFRASTRUCTURE

- Is our data well-organized and readily accessible for AI use?
- Do we have the necessary data infrastructure to support AI initiatives?
- Implement data management practices and invest in AI-friendly infrastructure



STRATEGIC ALIGNMENT

- How aligned are our AI initiatives with our strategic objectives?
- Are we clear on how AI will help us achieve our mission and vision?
- Ensure AI projects are strategically aligned with business goals



CULTURE & MINDSET

- How open is our team to adopting AI technologies?
- What steps can we take to build a more AI-literate culture?
- Foster a culture of innovation and continuous learning

ETHICAL CONSIDERATIONS

- Do we have policies in place to ensure AI is used ethically?
- How transparent are we about our AI practices with stakeholders?
- Develop and enforce ethical guidelines for AI use.

COMPETITIVE OUTLOOK

- How are our competitors leveraging AI?
- What AI innovations are emerging in our industry?
- Conduct competitive analysis to understand how AI is being used in your market.

STRATEGIC POSITIONING

- How can we use AI to gain a competitive advantage?
- What unique AI capabilities can differentiate us from our competitors?
- Develop AI strategies that position your business uniquely in the market.





TOP-DOWN VS. BOTTOM-UP STRATEGIES

PART 2
APPLICATION

TOP-DOWN OPTIMIZATION

Focus on enhancing and supporting current business functions through strategic AI integration, looking down to the existing value chain and identifying where “today” opportunities for insertion exist.

This is optimization.

EXAMPLES



The **Accounts Payable** team is manually processing invoices- let's automate this!



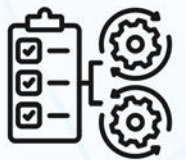
Product Data for our website is a long, manual process - let's streamline the process



TOP-DOWN APPLICATIONS?



Identify key features that can be improved with AI technology.



Look for repetitive tasks that can be automated to save time and reduce errors.



Utilize AI to analyze customer data and tailor experiences to individual needs.



Assess your current data assets and how AI can be used to uncover actionable insights.

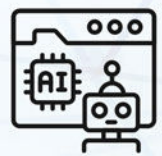


BOTTOM-UP INNOVATION

Revolutionize your distribution business by reevaluating and enhancing current business operations and product offerings, with AI playing a central role.

This is innovation.

EXAMPLES



Introduce **New Website Services** to help your customers find exactly what they need faster.



Revolutionize **Returns Management** to eliminate manual entry and follow-up, increasing customer satisfaction and freeing up resources.



BOTTOM-UP APPLICATIONS?



Rethink core processes with AI at the center, not just as an add-on.



Identify opportunities for entirely new offerings that leverage AI capabilities.



Explore innovative customer interaction methods powered by AI.



Use AI to challenge existing business models and discover new value propositions.

TRANSFORM FUNCTIONS



UTILIZING AI





THE FUTURE OF RETURNS MANAGEMENT

PART 3
LOOKING AHEAD

Returns are ripe for innovation!

What Happens Post-Sales Matters



A worker wearing a white hard hat, safety glasses, and a high-visibility vest is pushing a pallet jack loaded with cardboard boxes through a warehouse aisle. The aisle is lined with tall stacks of boxes on both sides. The scene is dimly lit, with the worker and the boxes in the foreground being more prominent.

TURNING **COST** CENTERS INTO PROFIT PRODUCERS

Challenge: Traditional returns management is often a significant cost center.

Opportunity: AI can transform returns management into a profit center.

STEP 1

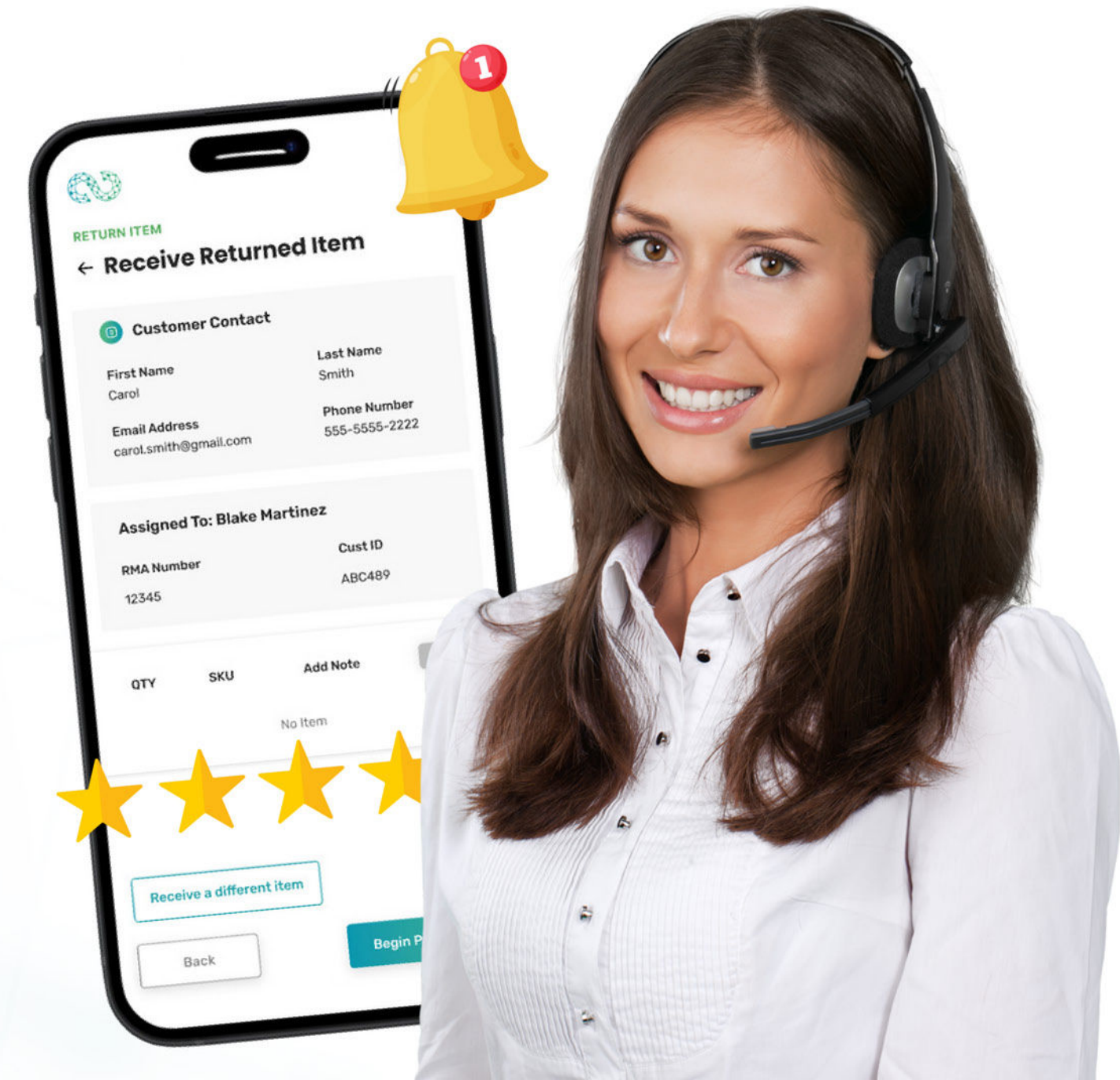
Optimize Returns Workflow (Top-Down)

REDUCE OPERATIONAL COSTS

- **Automation:** Streamline the entire returns process.
- **Efficiency:** Reduce manual labor costs.
- **Performance Metrics:** Monitor and optimize returns management performance.

INCREASE CUSTOMER SATISFACTION

- **Speed:** Faster returns processing enhances customer experience.
- **Accuracy:** Minimize errors, ensuring customer trust and loyalty.



STEP 2

Innovate Returns Workflow (Bottom-Up)

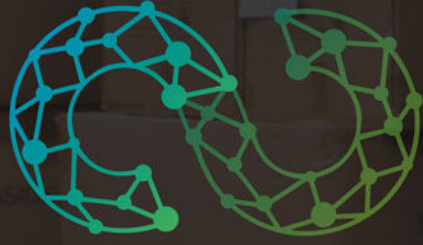
RECOVER VALUE FROM RETURNS WITH RECOMMERCE

- **AI-Driven Insights:** Detect opportunities for refurbishing and reselling returned items.
- **Optimal Disposition:** Automate the best path for each return (resell, recycle, donate).

INCREASE CUSTOMER SATISFACTION

- **Predictive Analytics:** Anticipate return patterns and adjust inventory accordingly.
- **Performance Metrics:** Monitor and optimize returns management performance.





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RETURN ITEM
← **Receive Returned Item**

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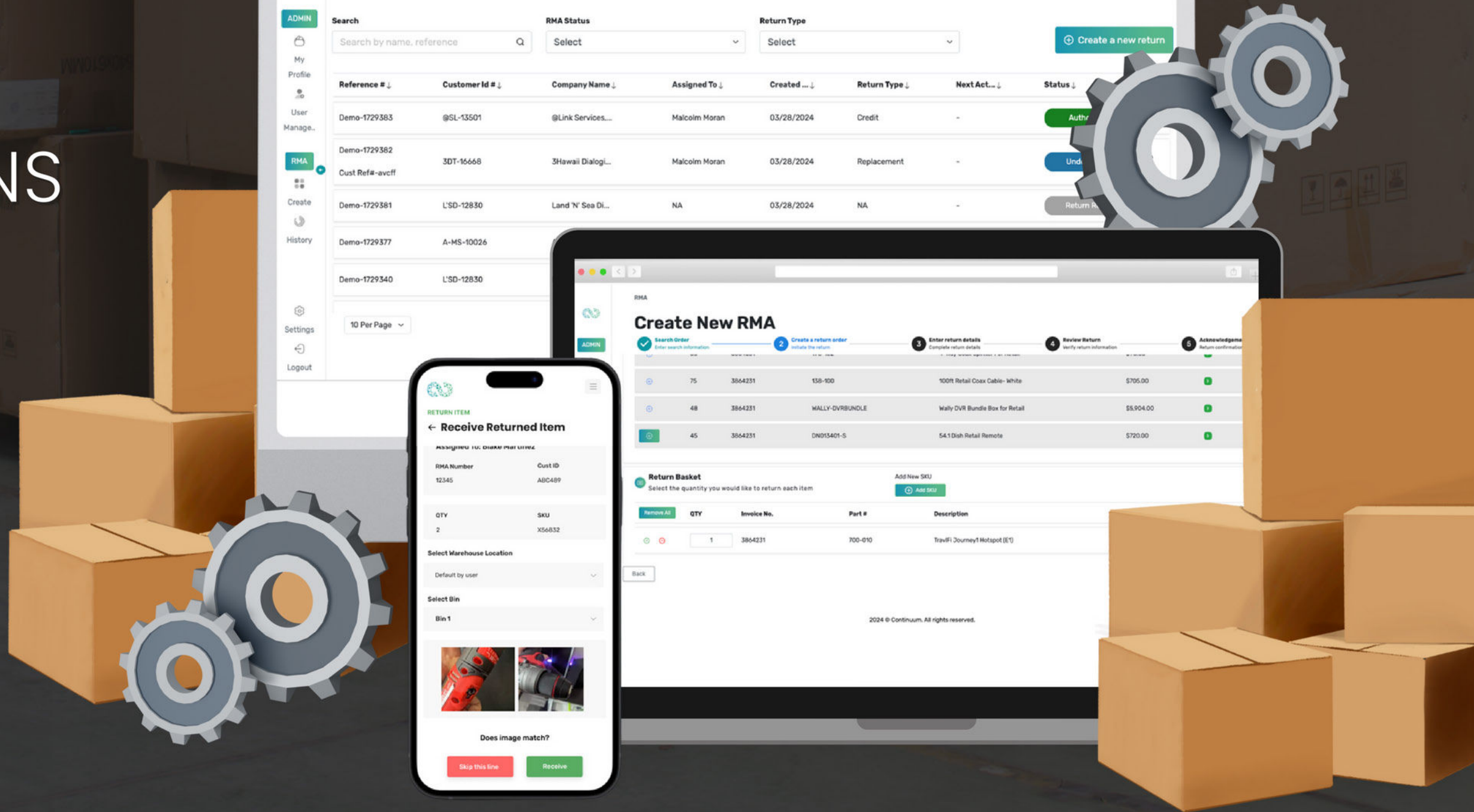
Create New RMA

1. Search Order, 2. Create a return order, 3. Enter return details, 4. Review Return, 5. Acknowledgement

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Remove All	QTY	Invoice No.	Part #	Description
<input type="checkbox"/>	1	3804231	700-010	Travel Journey1 Hotspot (E1)





JOIN US

FOR AN ONGOING CONVERSATION
ABOUT **AI AND DISTRIBUTION**