CONFERENCE CHAIRMAN · B2B ONLINE ATLANTA

The Next Decade of B2B Commerce Starts Now

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YOUR CHAIR

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Founder & Principal, Human After All. Former Director of Digital Channels, Lumen (Sonepar). B2B commerce and AI for manufacturers and distributors.

18+
years in B2B

10K+
B2B ecommerce followers

15+
stages, NA and Europe

EXPERIENCE & CONSULTING

Goodyear · sonepar · Lumen · kate spade NEW YORK · bdc · DAVIDsTEA · Husky · stewmac

CONNECT ON LINKEDIN

LES 12 TRAVAUX D'ASTÉRIX · THE TWELVE TASKS OF ASTERIX · 1976

Asterix needs one form: Permit A38.

Window 1 sends him to Window 2. Window 2 sends him upstairs. Upstairs sends him back to Window 1.

« Le laissez-passer A38. »

Your buyer emails a PO. Customer service forwards it. A rep retypes it. Three days later: a confirmation.

THE NEXT DECADE OF B2B

won’t be won by the best technology.

It’ll be won by whoever makes buying effortless.

PICTURE THIS

Monday morning, 24 months from now. The purchasing manager is the conductor.

7:42	Overnight, her agent audited stock and usage. It recommends a restock at contract prices.
7:43	It picked the supplier whose product data actually answered the spec.
7:44	She approves with one tap. The order lands in the supplier’s ERP. Nobody retyped it.
7:45	The invoice pays itself. She spends her morning on the calls only she can make.

THREE SHIFTS MAKE THAT MORNING POSSIBLE

01

Buyers stop typing.

02

AI starts choosing.

03

Agents start buying.

SHIFT 01

Buyers stop typing.

Today, more than 30% of B2B orders still arrive by email, PDF or phone. At some distributors, it’s 60%.

Sources: reported at ShopTalk 2026 (B2B day) · Dwayne Dozier, Shopify, HAA webinar (Oct 19, 2026)

Every rekeyed order is a promise, delayed.

5–6% carry an error

Up to 10% at some merchants

Every error is rework

Credits, re-ships, phone calls

66% expect B2C speed

And get a four-hour wait

Sources: reported at ShopTalk 2026 (B2B day) · Dwayne Dozier, Shopify, HAA webinar (Oct 19, 2026)

Fastenal's CEO visited his branches and saw quoting done the way he did it 30 years ago. So they rebuilt it.

From five or six days to about 15 minutes.

Jeff Watts, CEO, Fastenal

On AI in branch sourcing and quoting · Q3 2026 earnings call

Source: Distribution Strategy Group, "Fastenal Uses AI to Speed Quotes and Expand Large Accounts" (Oct 2026)

SHIFT 01 · WHO'S ALREADY MOVING

Distributors are teaching AI to read the order

US FOODS

Photos, PDFs, handwritten notes become orders

Built into its MOXē platform, for customers and reps alike.

WHITE CAP · JOHNSTONE SUPPLY

AI drafts the quote, a rep approves it

Using Augment. One user, Ewing, reports quoting time down about 80%.

INVESTORS

$120M+ into distributor order AI

Augment, Didero and Anchr, raised in the past year.

Sources: Distribution Strategy Group (Feb and Oct 2026). Ewing figure is a vendor-published customer claim.

SHIFT 02

AI starts choosing.

AI-driven traffic to Shopify stores tripled in a year. Your next customer will meet your product page before they meet your rep.

Source: Shopify, The Entrepreneur Effect (Oct 2026)

SHIFT 02 · AI STARTS CHOOSING

The buyer journey just collapsed

BEFORE

Search → Homepage → Category → Product → Call the rep

NOW

Ask the AI → **Your product page**

Half of AI shoppers land directly on a product page. From organic search, one in five.

Source: reported at ShopTalk 2026 (B2B day)

AI won’t guess.

If your data can’t answer the spec, it moves on to the next supplier.

Only 5–10% of a typical catalog gets surfaced by AI tools.

67% of large companies say poor content quality already hurts their AI visibility.

When AI does find you, those visits convert 80% better than search.

Sources: reported at ShopTalk 2026 · FT Longitude for Storyblok, “The Architecture Problem” (2026) · Shopify, The Entrepreneur Effect (Oct 2026)

THE GOOD NEWS FOR THIS ROOM

Nobody types “red drain plug” into an LLM.

They type the length, the anti-slip spec, the ASTM number. The whole project.

75% of AI-referred sales on Shopify went to stores selling specialized products, outside the top 100 categories. That’s B2B’s home turf.

Source: Shopify, The Entrepreneur Effect (Oct 2026), AI data Apr–Jun 2026

MY VIEW

Product data is now a team, not a project

Buyers describe projects

The LLM captures the whole job, not a keyword.

AI won’t guess

If your data can’t answer, it moves on to the next supplier.

The signal is in your building

Tickets, warranty claims and installer reviews belong on the product page.

Companies spending the most on content cleanup lose the most revenue to it. Effort isn’t the fix; structure is.

Rudy’s view, with input from Dwayne Dozier, Shopify (Oct 19, 2026) · FT Longitude for Storyblok, “The Architecture Problem” (2026)

SHIFT 03

Agents start buying.

Your next buyer may not be a person. But a person will still set the rules.

SHIFT 03 · AGENTIC IS A CHANNEL

We’ve seen this movie before



Shopify now treats agentic as its own sales channel. Plan for it the way you planned for mobile: its own owner, its own data, its own numbers.

Rudy’s view

WAKE-UP CALL · FALL 2026

The first fork in agentic commerce

WALMART · OCT 26

Opened the door

An Agent Gateway with agent profiles, spending limits and purchase approvals.

AMAZON · SEPTEMBER

Locked it

Blocked Meta's Muse shopping agent from its site.

Your customers' agents will knock too. Decide which door you are, on purpose.

Sources: Distribution Strategy Group (Oct 26, 2026) · Retail Gazette, "Amazon blocks Meta's new AI shopping agent" (Sept 2026)

SHIFT 03 · AGENTS START BUYING

Real now. Not yet.

REAL NOW

- Agentic checkout (UCP) live on 8,000+ stores
- AI brings nearly 2× more first-time customers
- Shopify’s agentic catalog, open to any merchant

NOT YET

- Only 2.2% of agent shopping sessions end in a purchase
- No contract pricing or buyer catalogs in the protocol
- Few teams let AI write back to the ERP

Sources: reported at ShopTalk 2026 · Shopify, The Entrepreneur Effect (Oct 2026) · Dwayne Dozier, Shopify, HAA webinar (Oct 19, 2026)

THE HARD WAY

Two ways this goes wrong

THE PLUMBING BREAKS · LAMB WESTON

$135M in sales lost in one quarter

A new ERP blinded inventory visibility. Orders went unfilled, and some customers turned to other suppliers.

THE PEOPLE DON'T COME

Everyone nods in training, then goes back to the spreadsheet

Only 23% of distributors are successfully scaling AI.

Pilot first. Bring your veterans in early. Then scale.

Sources: Supply Chain Dive (Apr 2024) · Distribution Strategy Group, State of Distributor Technology 2026 and "The 25-Year Veteran Who Won't Use AI Isn't Wrong" (Jan 2026)

SHIFT 03 · WHERE IT PAYS FIRST

The agent behind the rep, not instead of the rep



Sysco: more than 95% of its sales associates use its AI360 platform every week, part of a $100M productivity push for fiscal 2027.

Source: Distribution Strategy Group, “Sysco Bets on AI to Drive $100 Million in Productivity Gains” (Aug 2026)

GO SEE IT THIS WEEK

Every shift is on this agenda

Shift	Session	When
01 · Stop typing	Rapid-Fire AI Proofs of Concept	Tue 2:40 PM
01 · Stop typing	Surviving the E-Commerce and ERP Integration Nightmare	Tue 2:50 PM
02 · AI chooses	What’s the Point of Your Website in the AI Era?	Tue 3:20 PM
02 · AI chooses	Garbage In, Garbage Out: Your AI Data Reality Check	Tue 4:30 PM
03 · Agents buy	Oxford Debate: AI Agents vs Human Account Managers	Today 3:50 PM
03 · Agents buy	Your Next Buyer Is an Agent	Wed 9:40 AM

BACK TO MONDAY, 7:42 AM

Every piece of that morning already exists.

Just not in one place. And not at your company. Yet.

ONE LAST THING

Whoever makes buying effortless wins the next decade.

Your buyers already moved. Now it's your turn.

ADD ME ON LINKEDIN

DM me and I'll send you this deck.

DON'T MISS · WED NOV 11 · 11:00 AM

The Customer Already Told You. Were You Listening?