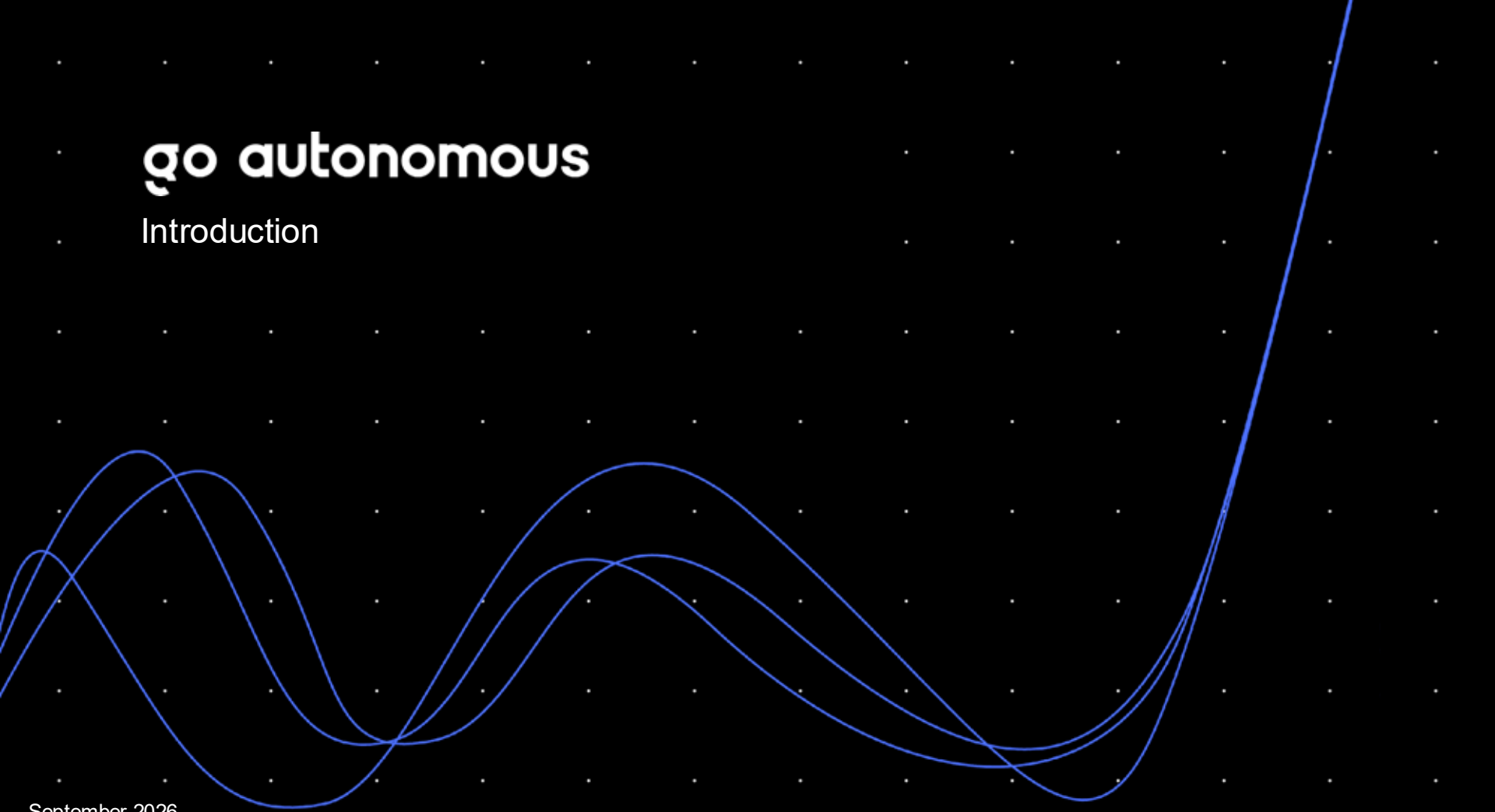
go autonomous

Introduction



September 2026

The company and category

Who we are and what we do

We created **Autonomous Commerce**

44M
customer requests per year

$ 7B
GMV transacted

5X
YOY growth in B2B transactions handled

2B
autonomous decisions made

Trusted by **leading global manufacturers**

Danfoss · NILFISK · VELUX · NEFAB SAVING RESOURCES · FREUDENBERG INNOVATING TOGETHER · MEDIQ · CWS · GRUNDFOS · MOMENTUM TEXTILES & WALLCOVERING · HEMPEL

Common Connectors & Integrations

- Email Client
- Messaging
- CRM / Ticketing system
- ERP
- BI
- Other

Autonomous Commerce

A system powered by artificial intelligence that independently manages and executes the buying and selling of goods and services, enabling business operations and transactions to be completed in real time and fully autonomously.

ICP

Who are our customers?

ICP: Large manufacturers (USD 1B+) and B2B distributors (USD 100M+) with 100K+ SKU-based transactions

Manufacturers (USD 1B+)

Significant share of stable, recurring straight orders. Primary pain is cost-to-serve and working capital optimization. Large order volumes make automation ROI compelling within months.

Wholesale / Distribution (USD 100M+)

Primary pain: top-line — manual order processing slows responses and leaves revenue on the table. Secondary pain: cost-to-serve — reselling cost is the whole cost, so reducing it directly distributor / manufacturer margin.

Not first priority verticals

Automotive: Strong power of the seller — dictates transacting approach (often e-commerce), less pain.
Consumer Retail: Strong power of the buyer — dictates approach (often EDI), less pain.
B2B-to-one-man-van: Resembles B2C purchasing behavior (e-commerce skewed), less pain.

Source: Go Autonomous ICP framework

The problem

The state of B2B organization

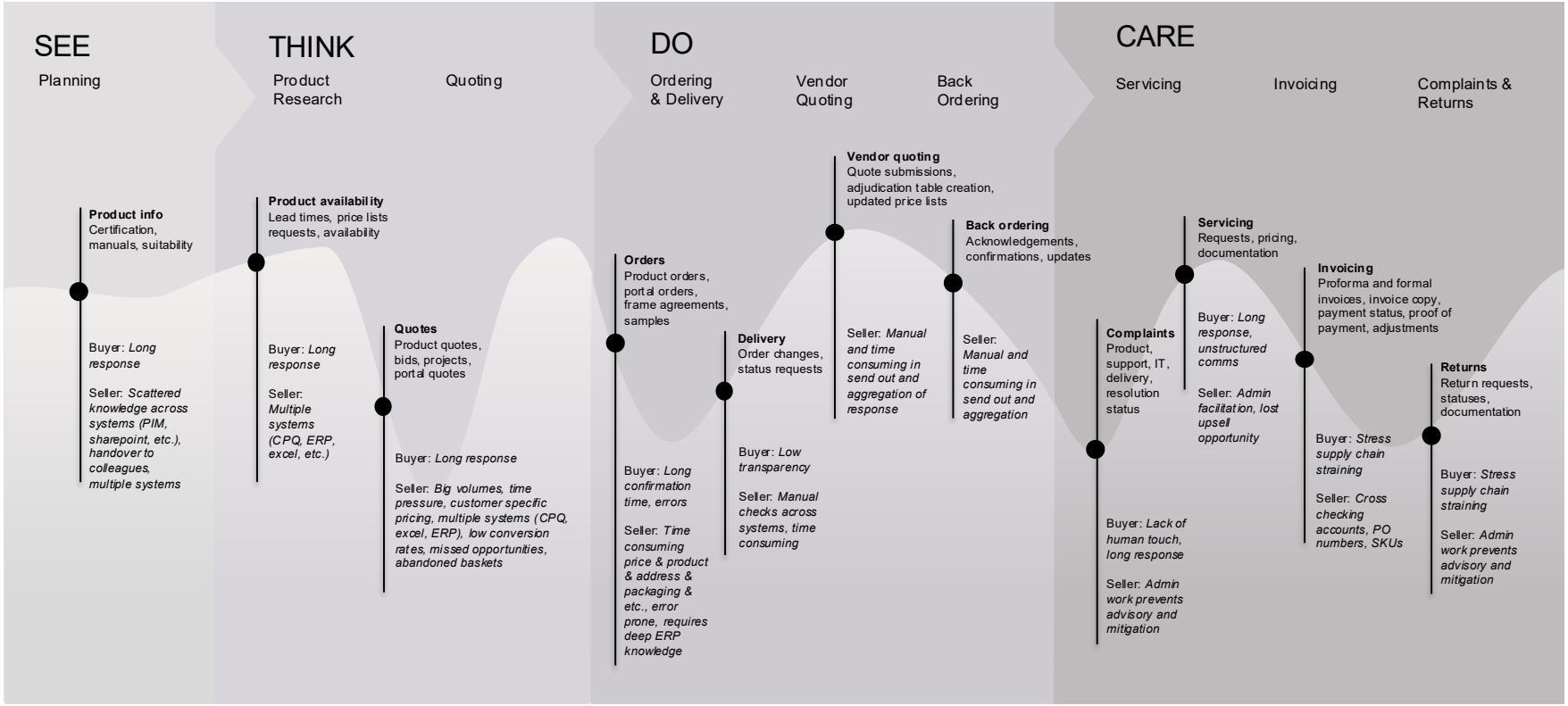


The hidden challenges of B2B transaction execution

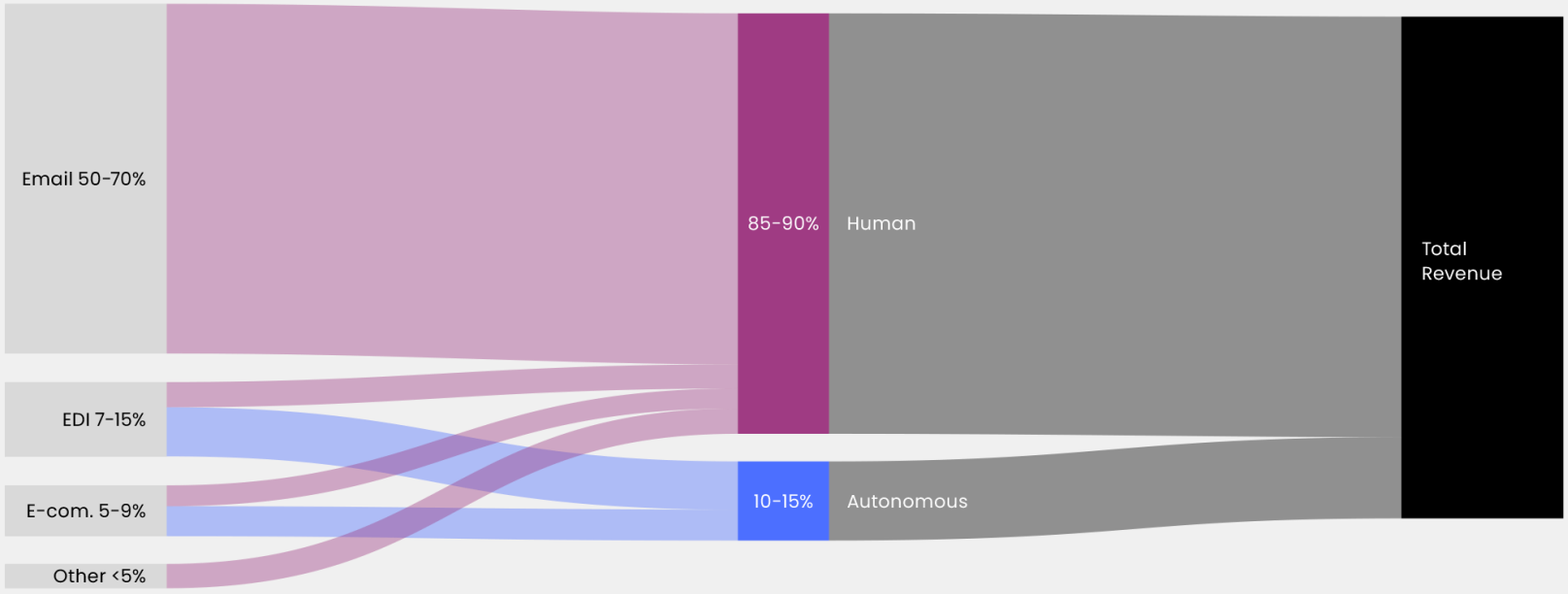
Credit block
Sub-account selection
Delivery date confirmation
MOQ flag
Address check
Product substitutes
Crappy format
Price mismatch
Port of delivery

Idling in inbox
Warehouse selection
Order number duplicate
Risk check
Customer specific
Other issues
Sick employee
Errors Approvals

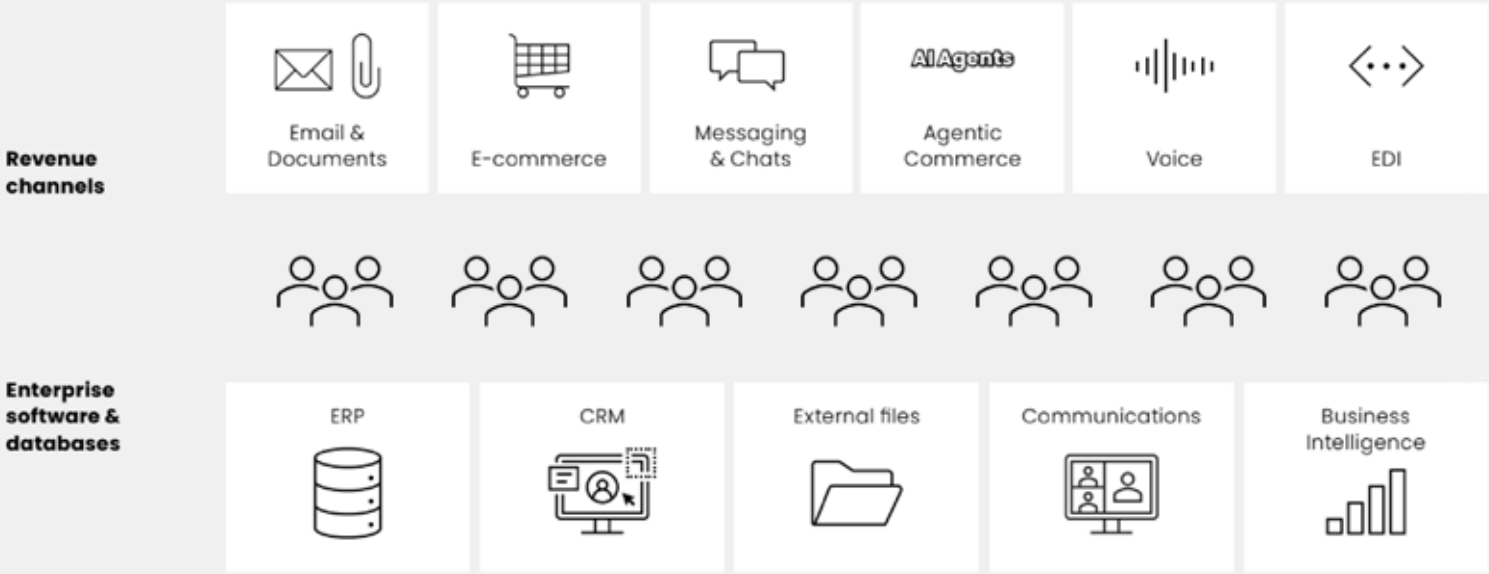
Autonomous Commerce taps into critical customer touchpoints



B2B revenue remains 90% human-facilitated



Today, humans are the execution layer



Pains that we solve

01. Topline stagnation

Human-facilitated revenue opens gaps in every step, including revenue generation – requests tenders and requests for quotes.

Customer service and inside sales **swamped above 100% capacity** with admin work work.

As a result, it is not uncommon to have a quote response of up to 5 days in extreme cases**, leaving the room for competition.**

Moreover, some companies physically **do not have capacity to handle all requests**.

KPIs:
* Win rate
* Response time
* Share of quotes handled

02. Slow cash conversion cycle

The true complexity lies in the decision-making process that precedes input.

With **90%** of revenue intake relying on human facilitation, the process is rarely a seamless flow—it is a series of inefficiencies. **The blind spot: human decisions before order is entered in ERP**. E.g., CSR often makes **20-50 decisions** for every order – sub-accounts, addresses, packaging, and pricing –before placing an order in ERP.

Result – idling requests, manual errors, blocked orders, high process variance

KPIs:
* Throughput time
* Process variance
* Error rate

03. Excessive cost-to-serve

Your most knowledgeable experts are trapped in the weeds.

Whether you employ dozens or hundreds of staff, the data is consistent: manufacturing **customer care teams spend up to 75% of their time on administrative heavy-lifting like quote-to-order processing.**

When your team is swamped with execution, they cannot function as trusted advisors and **missing out on critical upsell and cross-sell revenue.**

KPIs:
* Revenue per employee
* FTEs in customer service
* Share of autonomous decisions

Source: Go Autonomous & IMPACT sales methodology

The solution

Creating efficiencies

The Autonomous Execution Fabric takes over



Key success metrics of our customers

2-3%

Top Line
Growth

40%

Capacity
Released

1-7 days

Shorter Cash
Conversion Cycle

From eCommerce to Autonomous Commerce

The opportunity for our partners

A new e-commerce portal investment offers the perfect segway into AI-based autonomous commerce

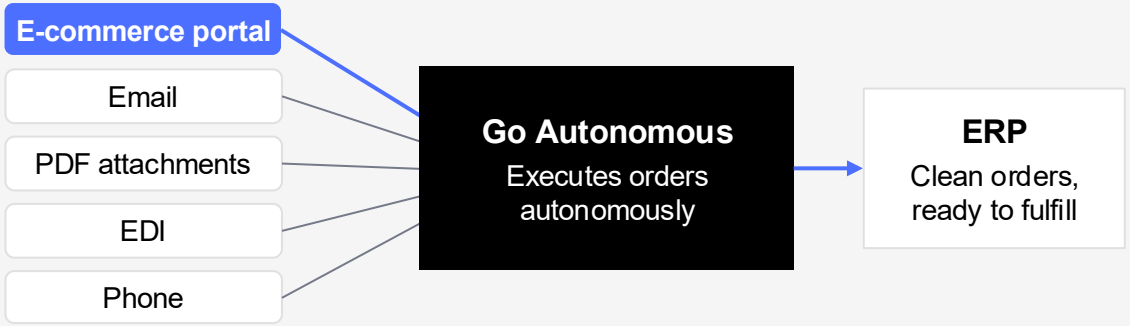
Step 1 · eCommerce project

Build the e-commerce portal

- Customers order online, self-service
- Most B2B orders still arrive by **email, EDI and phone**
- Portal orders still need manual checks

Step 2 · Autonomous commerce project

Maximize the portal's value by adding autonomous commerce



Customer value

Full value
from the portal

Faster response
to quotes and orders

Fewer errors
in order entry

Lower cost-to-serve
per order line

Customer stories

What our customers say

Nilfisk reduces throughput time by 50%, process variance by 20% and errors by 28% within 12 months

Challenge

- The company runs 9 manufacturing sites with 4700 employees worldwide, incl. 240 FTEs in customer care.
- **Throughput time 54 days**, **50% of orders disputed**, **13 NPS score**, 2/10 master data quality
- 80% of revenue coming via email, **first-time-right rate** in EDI and E-commerce **60-70%**

Solution

- Autonomous Commerce connected to **SAP, Salesforce, and Microsoft Azure**
- The solution has been rolled-out to markets **covering 72% of the revenue in sub-12 months**
- 40% of revenue within each market has been covered consistently within 4 weeks
- Go Autonomous data has been added as a source of data to Celonis

Outcome

- Order **throughput** has been reduced from **54 to 23 days** (21 day reduction)
- AI-lead order intake **reduced variance by 20%**
- **28% error reduction** in errors is observed, reducing invoice disputes and rework
- Autonomous Commerce **first-time-right rate** surpassed EDI and E-commerce reaching **97%** in autonomous mode

NILFISK × go autonomous

2x
faster throughput time

20%
Reduction in O2C variance

28%
less errors

<1 year
payback period

Industry:	Manufacturing
Revenue:	$1B
Process:	O2C
Source System:	SAP, Salesforce, Outlook

Autonomous quoting delivers a $234k monthly revenue uplift at Aerospheres, from +7.7% net orders per quarter

Background

- Aerospheres, a UK distributor of aerospace parts, on Go Autonomous since Feb 2025
- Approx. 102,000 inbound quotes a year — a high-volume quoting operation
- 40% of inbound quotes arrive outside office hours
- Quote reply rate was below 80% resulting in poor quote conversion performance

The solution

- Quote-to-order conversion live across flows covering 80% of revenue
- Advanced reasoning enables a large share of quoting to be handled autonomously
- Coverage continues after hours and in regions with no physical location
- Portal Quotes
- Autonomous Freight Email processing

Outcome

- Response speed and coverage, not price: quotes that previously waited for an available agent are answered immediately, including overnight from other time zones

AEROSPHERES × go autonomous

+7.7%
net orders per quarter

$234k
monthly revenue uplift

+900
orders per quarter outside business hours

80%
of revenue covered by quote-to-order

Industry:	Aerospace Distribution
Revenue:	$100M
Process:	O2C
Source System:	Outlook

Danfoss achieves 80% share of digital revenue with a payback within a year

Challenge

- €10B revenue, 72 sales organizations across more than 50 countries, 40 000 employees
- 1.000.000 orders, 800 FTEs in order intake, more than 1.5M items in the product catalogue
- Danfoss attempted to solve revenue intake of orders per year with RPA (Kofax), however, unsuccessful after 1.5 years of global program

Solution

- Autonomous Commerce connected to SAP, Salesforce, and Microsoft Azure
- Initial pilot ran in France and Spain, with subsequent rapid global roll-out
- Autonomous Commerce center of excellence has been established

Outcome

- Saving 70-90% of time spent on order entry
- Expanding in adjacent use cases of tenders, order status requests, etc.

Danfoss × go autonomous

26
countries went live in one day

€3M
bottom line impact in the first year

90%
time saved per order

<1 year
payback period

Industry:	Manufacturing
Revenue:	$10B
Process:	O2C
Source System:	SAP, Salesforce, Outlook

VELUX®

x

go autonomous

up to 88%

decision autonomy, 62% global average

up to 44%

orders fully autonomous, 20% global average

Founded	**1941 in Denmark**
Employees	**~11,000**
Revenue	**EUR 2.96 billion (2024)**
Focus	**Roof windows and skylights**
Presence	**~37 countries**



94%

reduction in work per order

55%

orders handled with Go Autonomous

80%

target autonomy this year, globally

Founded	**1940 by Asmund S. Laerdal**
HQ	**Stavanger, Norway**
Presence	**~5,000 employees, 30 locations globally**
Focus	**Medical simulation and resuscitation training**

ifm electronic - USA

x

go autonomous

60%

higher revenue throughput per person

30 min

email to pick and pack for quick ship orders

47%

fewer errors

Founded	**1969 in Essen, Germany**
Employees	**9,055 worldwide**
Sales	**EUR 1.45 billion**
Customers	**160,000 worldwide**
Patents	**1,210**

The services opportunity

Business opportunity for our partners

Services opportunity

01. Integration

Connect Go Autonomous to backend systems like ERP, CRM, PIM, file systems…

02. Solution setup

Set up the guidelines and policies in Go Autonomous to reflect the specific B2B Commerce process of your customer.

03. Optimization & Expansion

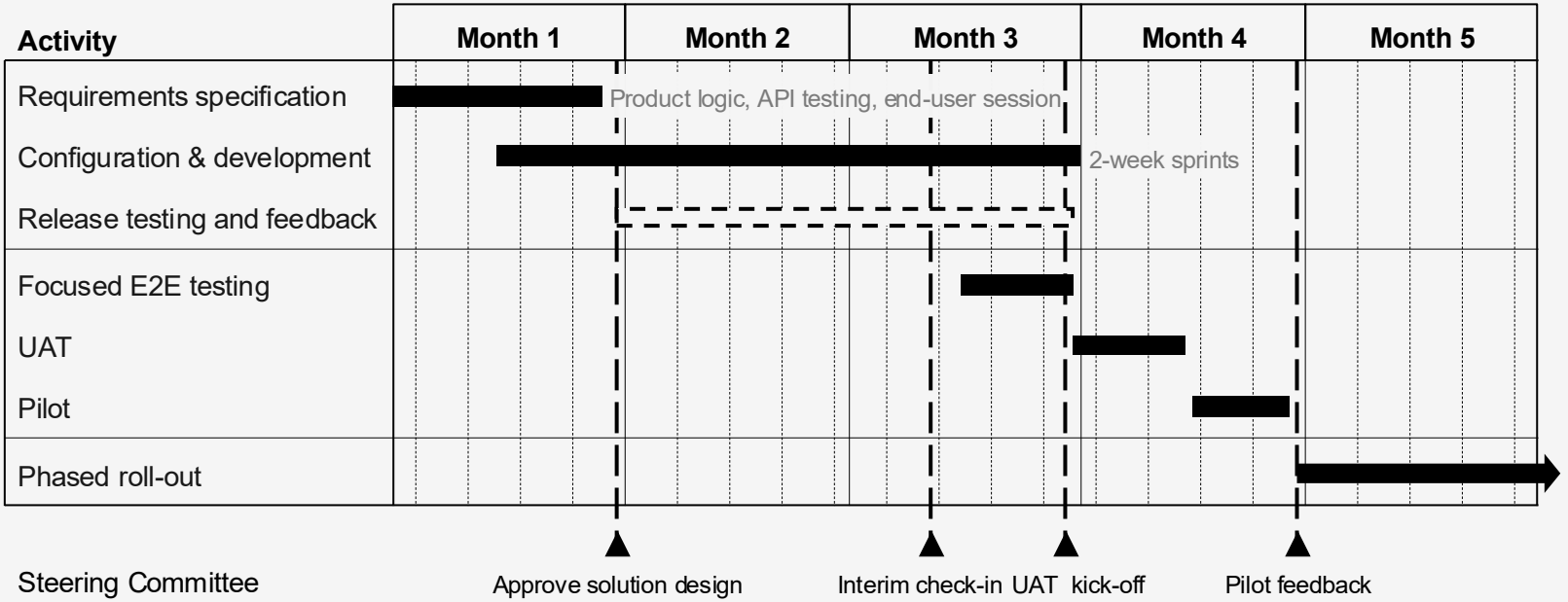
Use Go Autonomous Analytics to identify gaps on the path to fully autonomous execution. Work with your customer to define guidelines and policies to overcome manual work.

04. Change Management

Work with customer service team and other internal stakeholders at your customer to adopt the new way of working in a new interface to achieve full autonomy. There will be a learning process where the AI needs to be trained. Investment into that process will be needed in order to reach full autonomy.

Implementation timeline

Assuming APIs, QA environment, and master data availability beforehand



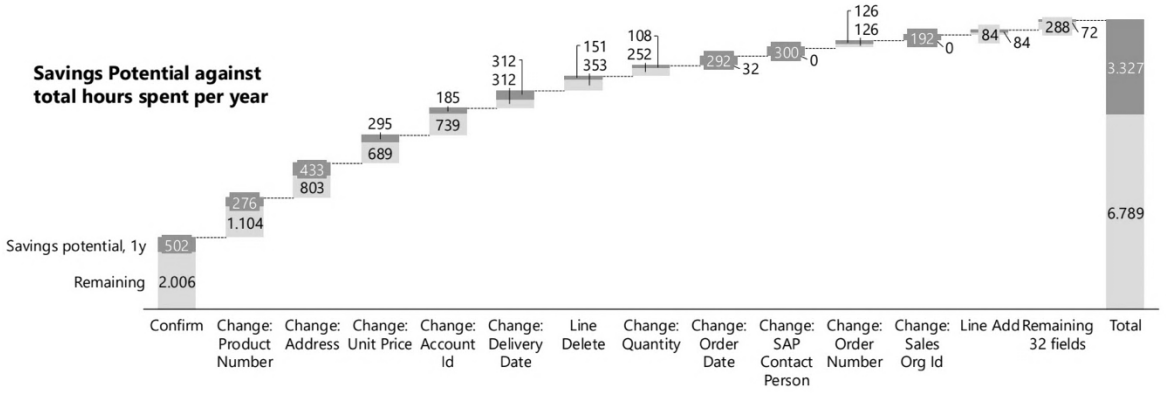
Optimization: Autonomy comes from understanding the cost of manual decisions and addressing them as a program

Step 1.
Introduce AI-human interface to capture decisions

Step 2.
Digitize decisions as is

Step 3.
Understand cost-risk-benefit of AI vs human decision making

Step 4.
Introduce data driven changes



Four levers to reduce friction debt and improve autonomy rates

1

Master data fixes

Use the decision analytics to find where the AI meets missing or wrong master data. Correct those records so the same decisions run autonomously the next time they appear.

2

Policies

Decisions logic for pricing, delivery dates, packaging, logistics and account are often left to customer service individuals. See how they decide today, write the official policy, and the AI applies it autonomously.

3

Technical adjustments

Some decisions still run outside GOA, directly in the ERP. Bring the full use case into GOA, then use levers 1 and 2 to lift those decisions to full autonomy too.

4

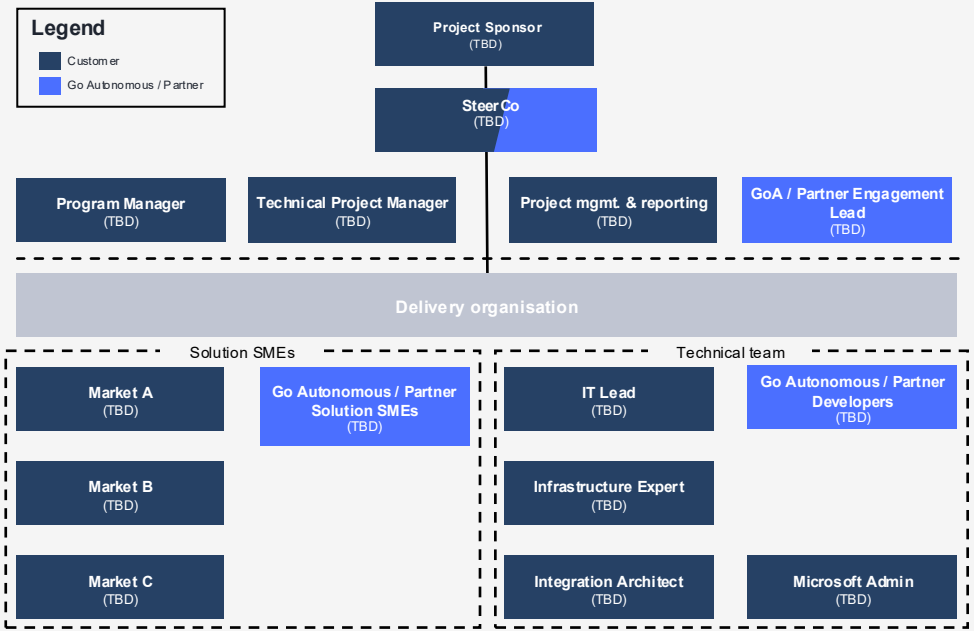
Process simplification

Legacy processes were built around people, so some steps are now redundant. Redesign the process itself to remove blockers that keep decisions from running autonomously.

Sequence: lever 3 brings the work into GOA, levers 1 and 2 raise its autonomy rate, lever 4 removes what is no longer needed

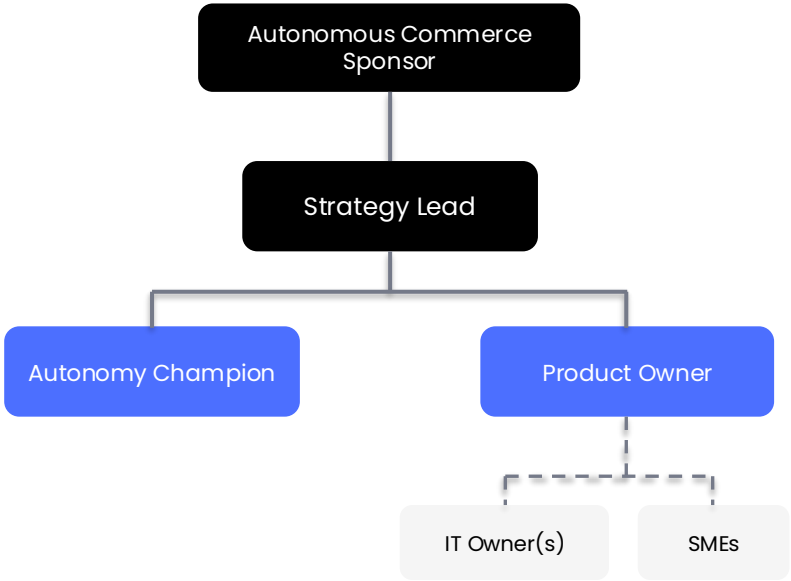
Example project team

The organization illustrated below together with the described roles, details the capabilities needed across voestalpine and Go Autonomous to support the implementation.



Core roles	Activities
Project sponsor	Commercial owner of the solution
SteerCo	Responsible for ensuring project objectives and results as well as managing project risks
Project mgmt. & reporting	Responsible for project planning and scrum mgmt. for FHCS IT and business resources
Go Autonomous Engagement Lead	Responsible for project planning and Go Autonomous resources
Solution SMEs	Responsible for providing necessary input, feasibility and quality validation, E2E testing
Development team	Overall responsible for solution configuration and extensive testing in agile setup

Five roles run autonomous commerce, split between operating today's solution and driving the autonomy rate up



— — — dotted line = input and resource providers, not direct reports

Autonomous Commerce Sponsor
Oversees business-case realisation and confirms the key strategic decisions.

Strategy Lead
Operates across divisions and use cases. Prioritises use cases, opens doors, and owns resource and budget allocation.

Autonomy Champion
Drives the autonomy rate up. Aggregates feedback from users and the Product Owner, spots patterns and revenue blockers, judges one-off vs systemic, and proposes policy and guideline changes that lift autonomy across use cases.

Product Owner
Owns the current solution in production. Runs global rollout, UAT, pre-launch testing, training and hypercare; first line for support tickets and bugs; coordinates IT and SMEs market by market.

IT Owner(s) & SMEs
Provide the input and resources to set the solution up correctly: APIs, systems, master data and users.

Source: From Manual to Autonomous, Go Autonomous operating model

Example project of Go Autonomous implementation

Conservative assessment of the capacity allocation

	One-off hours	**Annual** hours
Implementation Scoping, configuration, and integration	400-600	
Continuous improvement in the level of autonomy Leverage Decision Analytics of Go Autonomous to drive data-driven optimization of autonomous commerce platform and customer setup		400-1000
Customer enablement and change management Customer employee training in Go Autonomous platform: transaction handling products, configuration, analytics suite		200-1000
Technical roll-out and adoption Configuration across countries and / or business units		200-400
Adjacent consulting and development Consulting, implementation or development of adjacent systems – pricing engines, product recommendation, API layers, etc.		200-1000

Project value: €500K in first year

Build vs. buy: Point AI solutions/Agents vs. scalable Autonomous Commerce

	Build it yourself	Buy Go Autonomous and build with it
Time to value	Long build cycles for one use case before go-live and ROI result	Live in 3 to 5 months on a proven platform, deep domain expertise, value realization < 12 months
Scope and scalability	A project with an end date, built for one use case, cost-intensive expansions	Quote to cash end-to-end, multi-channel, multi-market, extensible via APIs and MCP, product with a roadmap
Autonomy and trust	Steps are automated; exception decisions still sit with a human	AI decides on exceptions; you grant autonomy as success rates prove out
Process visibility	Exceptions surface in production and are patched by hand	Process deviation discovery, analytics and an adaptive UI built in
Tacit knowledge	Undocumented expertise leaves when the people who hold it leave	Tacit knowledge becomes a documented asset and a competitive advantage
Enterprise readiness	No out-of-the-box connectors; work sits outside existing tools	SAML and native connectors to Exchange, Salesforce, Infor M3, SAP and Zendesk
Security	Generic US-hosted models with no security certifications	GDPR and SOC 2 compliant, EU-hosted only
Proof	Unproven until it is live, then iterated in production	Live today at large manufacturers and distributors like Nilfisk, Danfoss, VELUX and Aerospheres

Next steps

Partner journey

Nine steps, three phases — from first meeting to strategic partnership

Get started

1. Introduction to Go Autonomous
2. Sign mutual NDA
3. Sales enablement

First win together

4. Account mapping
5. Identify first opportunity / co-selling
6. Partner agreement

Scale the partnership

7. Technical enablement / co-delivery
8. Joint GTM plan
9. Strategic partnership

Thank you!



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