The Practical Guide to AI for B2B Manufacturers-Part 1 of 3

Where to Start and What to Expect

Presented by Lisa A. Kilrea, AI & Digital Marketing Consultant

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Celebrating Over
30
YEARS
EST. 1995

WSI | Embrace Digital.
Stay Human.

AGENDA

1. Who is WSI
2. Introduction to & History of AI
3. Why this is important for your business
4. Introducing the AI Readiness assessment
5. A taste of AI Use Cases
6. Next Steps

3 Part Webinar Series Overview

Each 30-minute session will share **practical**, **non-technical insights** on how AI can drive lead generation, operational efficiency, and growth—plus time for live Q&A.

📅 **Webinar Schedule | 12:00–12:45 PM CST**

Sept 24: *AI for B2B Manufacturers – How to Start Smart and See Results Fast*

Oct 8: *Driving Sales & Efficiency with AI – What's Working in B2B Manufacturing*

Oct 22: *Building an AI Roadmap for B2B Manufacturing Growth in 2026*

SHARE WITH YOUR COLLEAGUES

https://zoom.us/webinar/register/WN_KtuaDnSnRyCbWtDLHI3ydA

SESSIONS WILL BE RECORDED AND LINKS SENT TO REGISTRANTS

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Who is WSI?

1500 digital marketing consultants in over 80 countries

- Specialize in Digital Marketing & AI Strategy and Implementation

- WSI founded in 1995 – HQ in Toronto. 30 years in business

- We work with domestic and international clients around the world

- 30 years experience in helping businesses succeed online

- We turn complex digital data into actionable marketing insights

- Invested heavily in AI to help companies get better ROI from their marketing spend

- Experts in our field – leveraging global knowledge to deliver local results

We're Proud of Our Accomplishments

We don't mean to brag, but we believe awards should be celebrated – and respected. We are incredibly proud of all the awards the WSI network has won, and we believe our collective trophy case is tangible proof that we'd make a fantastic marketing partner for any business.

WMA®
WEB MARKETING ASSOCIATION

TOP RATED BLOG

Celebrating **30** YEARS EST.1995

" This recognition is a testament to the talent of our network, the strength of our partnerships, and the strategic mindset that drives everything we deliver."

— Valerie Brown-Dufour, President of WSI

2025 WEB MARKETING ASSOCIATION AGENCY OF THE YEAR AWARD WINNER! THIRD TIME IN SIX YEARS PLUS 200+ WMA AWARDS AND COUNTING!!!!

Our Team

Robert Mitchell
Director of Strategy and AI

Robert brings over two decades of experience in business expansion and development, offering a unique perspective on leveraging AI to enhance business processes and drive transformative solutions.

Kundan Mohapatra
Director of Strategy and AI

With a background spanning digital marketing, analytics leadership, and strategic consulting, Kundan guides clients through the evolving AI landscape, transforming technologies into potent business assets.

Seamus Smyth
Director of Strategy and AI

Seamus blends profound AI technologies and strategic business insights to guide clients through their AI transformation, turning complex advancements into practical value-driven strategies.

Lisa Kilrea
Principal, AI Strategy & Digital Marketing

Lisa is an AI and Digital Marketing consultant with 25+ years of experience working with Fortune 50 companies such as Pepsico and BP North America as well as start ups and SMBs.

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Time Machine Ride...Back to 1990's

The Internet? Bah!

Hype Alert: Why cyberspace isn't, and will never be, nirvana

BY CLIFFORD STOLL

AFTER TWO DECADES ONLINE, I'M PERPLEXED. It's not that I haven't had a gas of a good time on the Internet. I've met great people and even caught a hacker or two. But today I'm uneasy about this most trendy and oversold community. Visionaries see a future of telecommuting workers, interactive libraries and multimedia classrooms. They speak of electronic town meetings and virtual communities. Commerce and business will shift from offices and malls to networks and modems.

pretense of completeness. Lacking editors, reviewers or critics, the Internet has become a wasteland of unfiltered data. You don't know what to ignore and what's worth reading. Logged onto the World Wide Web, I hunt for the date of the Battle of Trafalgar. Hundreds of files show up, and it takes 15 minutes to unravel them—one's a biography written by an eighth grader, the second is a computer game that doesn't work and the third is an image of a London monument. None answers my question, and my search is periodically interrupted by messages like, "Too many connections, try again later."

Won't the Internet be useful in governing? Internet addicts clamor for government reports. But when Andy Spano ran for county executive in Westchester County, N.Y., he put every press release and position paper onto a bulletin board. In that affluent county, with plenty of computer companies, how many voters logged in? Fewer than 30. Not a good omen.
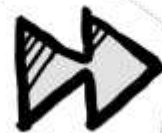
Clifford Stoll- Newsweek…

The Year
"2 BG"
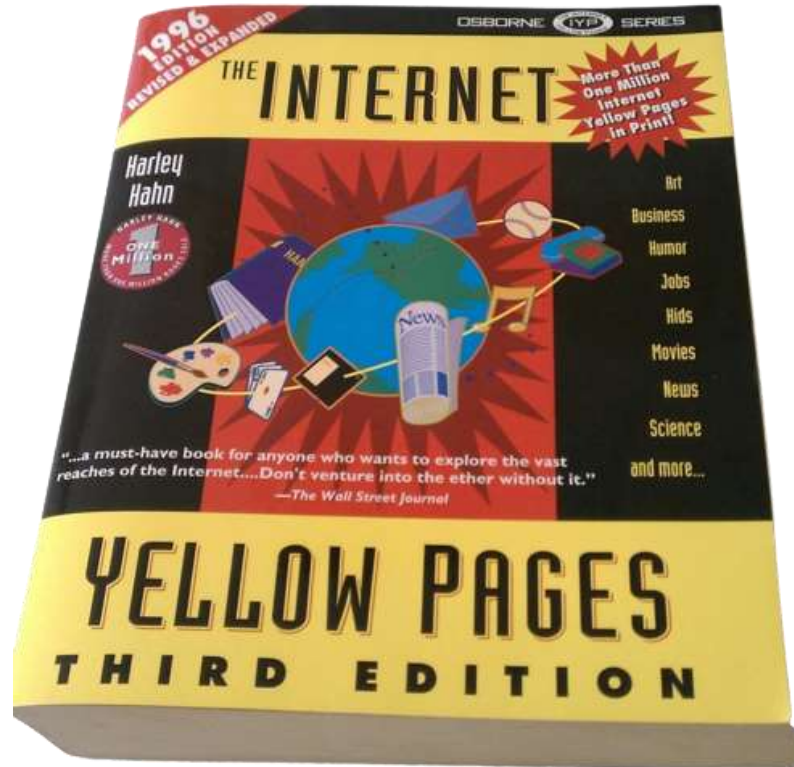
November 30th, 2022: **The World Changed**

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users

	Launched	
Netflix	1999	3.5 years
Kickstarter*	2009	2.5 years
Airbnb**	2008	2.5 years
Twitter	2006	2 years
Foursquare***	2009	13 months
Facebook	2004	10 months
Dropbox	2008	7 months
Spotify	2008	5 months
Instagram***	2010	2.5 months
ChatGPT	2022	5 days

* one million backers   ** one million nights booked   *** one million downloads
Source: Company announcements via Business Insider/Linkedin

statista

NOVEMBER 30, 2022
Launch of ChatGPT

Dawn of New Era
The "Democratization of AI"

What Thought Leaders Are Saying

*"AI is one of the most important things humanity is working on. It could be more profound than **electricity or fire**."*
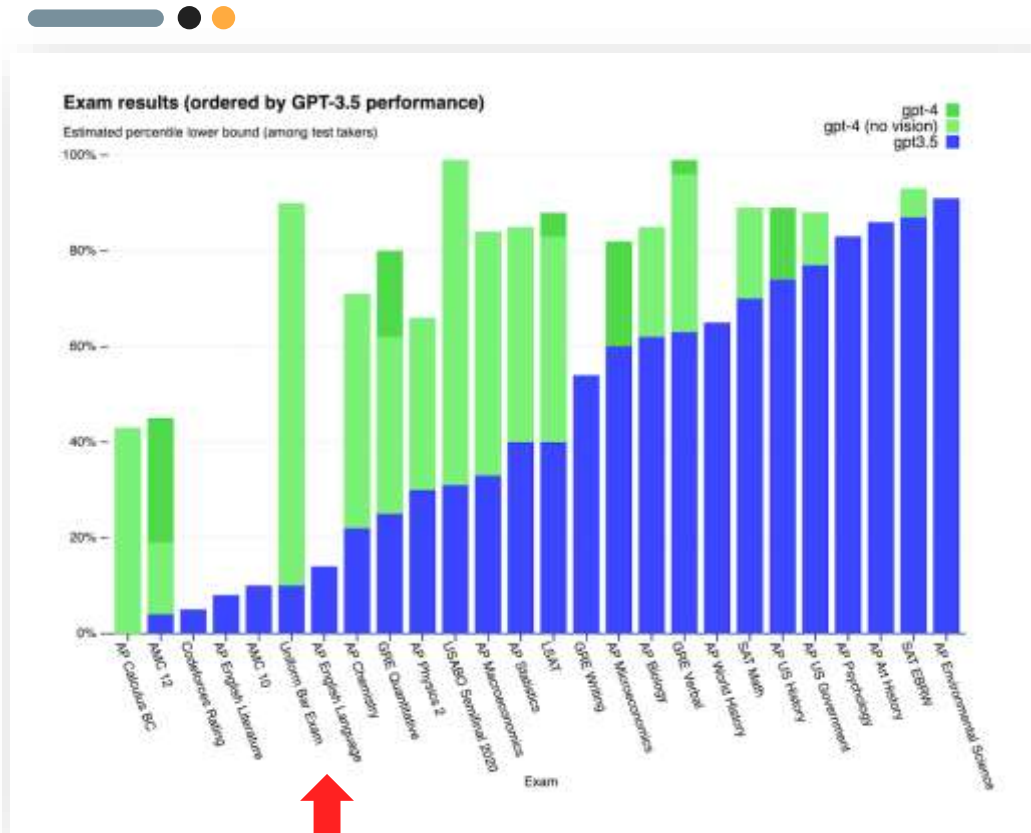Sundar Pichai *(Source: Fortune)*

*"AI is the most revolutionary technology in decades—as fundamental as the invention of the **microchip and the internet**."*
Bill Gates *(Source: WSJ)*

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Speed of Development: GPT-4

- GPT-4 released on March 13th 2023
    - (10X more powerful in 3½ months!)
- 10% to 90% on Bar Exam

Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)

Legend:
- gpt-4
- gpt-4 (no vision)
- gpt3.5

Exam categories (x-axis): AP Calculus BC, AMC 12, Codeforces Rating, AP English Literature, AMC 10, Uniform Bar Exam, AP English Language, AP Chemistry, GRE Quantitative, AP Physics 2, USABO Semifinal 2020, AP Macroeconomics, AP Statistics, LSAT, GRE Writing, AP Microeconomics, AP Biology, GRE Verbal, AP World History, SAT Math, AP US History, AP US Government, AP Psychology, AP Art History, SAT EBRW, AP Environmental Science
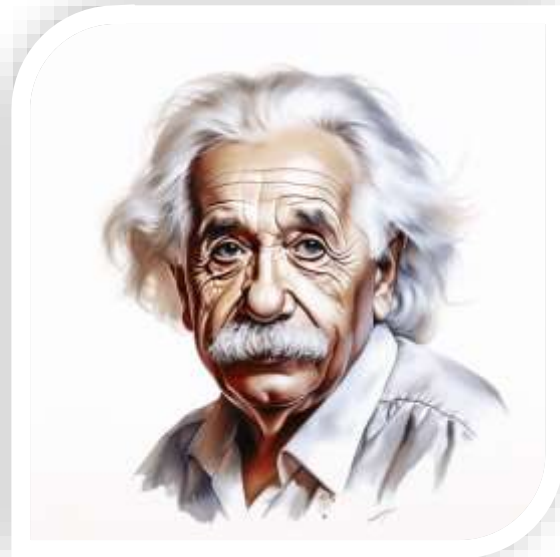
Current IG of AI

Today's ChatGPT has IQ of 155 (10 X smarter than GPT 3.5)

Close to Einstein
160 IQ

"ChatGPT could have an IQ of 1600 within the next year"
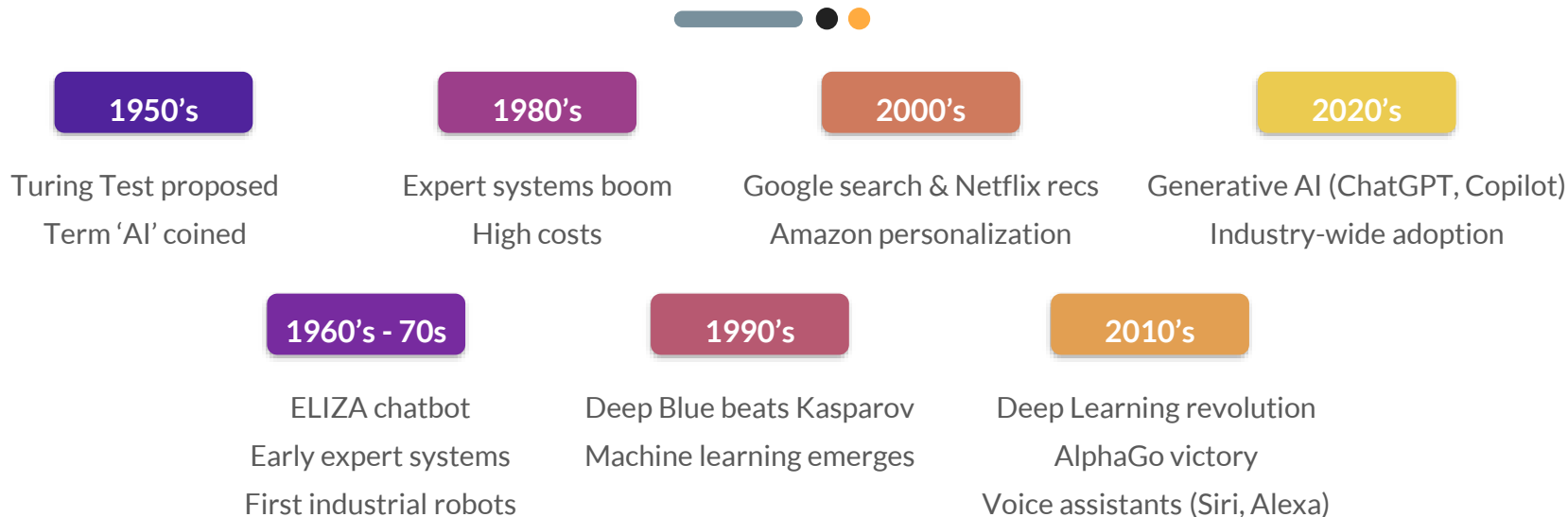
- Mo Gawdat: Google X

What Does This Mean For YOUR Business?

- First time ever we can scale knowledge work!
- What would you do with a team of free college grads?
  - Engineering graduate
  - Data Scientist
  - Content Writers
  - Designers
  - MBA graduate
  - Medical student

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AI History Highlights: 1950's to Today

1950's
Turing Test proposed

Term 'AI' coined

1980's
Expert systems boom

High costs

2000's
Google search & Netflix recs

Amazon personalization

2020's
Generative AI (ChatGPT, Copilot)

Industry-wide adoption

1960's - 70s
ELIZA chatbot

Early expert systems

First industrial robots

1990's
Deep Blue beats Kasparov

Machine learning emerges

2010's
Deep Learning revolution

AlphaGo victory

Voice assistants (Siri, Alexa)

AI History: Key Takeaways

- **70+ years of evolution**: from theory to practical applications
- **Breakthroughs unlocked by date + computing power**
- **Now at a tipping point**: AI is scalable, accessible, and driving business results

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Spectrum of AI Use
for Manufacturers

1. Existing AI in Platforms

- Live Chat
- Spam Filters
- CRM/ERM suggestions
- Auto-complete

2. Semi-Custom AI Solutions

- Invoice automation
- Data entry bots
- Inventory alerts
- Doc scanning

3. AI-Enhanced Analytics

- Predictive dashboards
- Anomaly detection
- Sales forecasts
- Smart reports

4. Custom AI Automation

- Predictive accounting
- HR Analytics
- Demand forecasting
- Scheduling

5. AI Agents / Co-Pilots

- Cross-system AI assistants
- Sales co-pilot
- Ops co-pilot
- Finance co-pilot

What is an Advanced Copilot?

More than just a chatbot or assistant.
- It's an intelligent system that works alongside employees, helping them make decisions, automate tasks, and connect information across multiple platforms.

Think of it as a digital partner that:
- Understands context (not just commands — it knows your role, data, and priorities).
- Integrates across systems (ERP, CRM, HR, finance, supply chain).
- Takes proactive action, not just answering questions (e.g., drafting reports, creating schedules, flagging risks).
- Learns continuously from your workflows and adapts.

Examples of Advanced Copilots
- **Finance Copilot**: Runs cash flow projections, spots anomalies, and drafts compliance reports.
- **Operations Copilot**: Optimizes production schedules and suggests logistics adjustments.
- **Sales Copilot**: Analyzes customer data, suggests outreach, drafts proposals.
- **HR Copilot**: Screens resumes, predicts turnover risk, and suggests retention actions

AI in Manufacturing:
Maturity Curve (Reactive → Proactive → Autonomous)

Reactive
(Basic AI Assistant)

- Answers FAQs about machine status
- Provides KPIs on request
- Looks up inventory levels
- Reactive support only

Proactive
(Advanced AI Copilot)

- Predicts machine maintenance needs
- Optimized production schedules
- Alerts supply chain issues proactively
- Automates ERP & MES reporting

Autonomous
(Future Copilot)

- Self-Adjusts production without input
- Autonomous supply chain rerouting
- Dynamic workforce allocation
- Strategic decision simulations

Where to start with AI?

Strategy First!	Identify Opportunities	Start Small	Measure & Celebrate	Scale Progressively	AI Readiness Assessment
					start here →
Don't fall into 'random acts' of AI - like random acts of marketing, they rarely produce lasting value.	Assess where the biggest opportunities exist and prioritize based on cost vs. benefit.	Begin with quick wins that can demonstrate efficiency gains and ROI.	Track results, showcase wins, and build momentum across the organization.	Move down the list of opportunities in a structured, step-by-step way.	45-60 minutes of discovery in one business area, across 5 topic categories. Output: tailored recommendations, ROI calculations, and a clear roadmap.

Introducing AI Readiness Assessment

What better way to introduce this assessment than through our AI Generated video....

synthesia

WSI AI Assessment for Marketing and Sales Function

A Little about You

AI Adoption & Familiarity
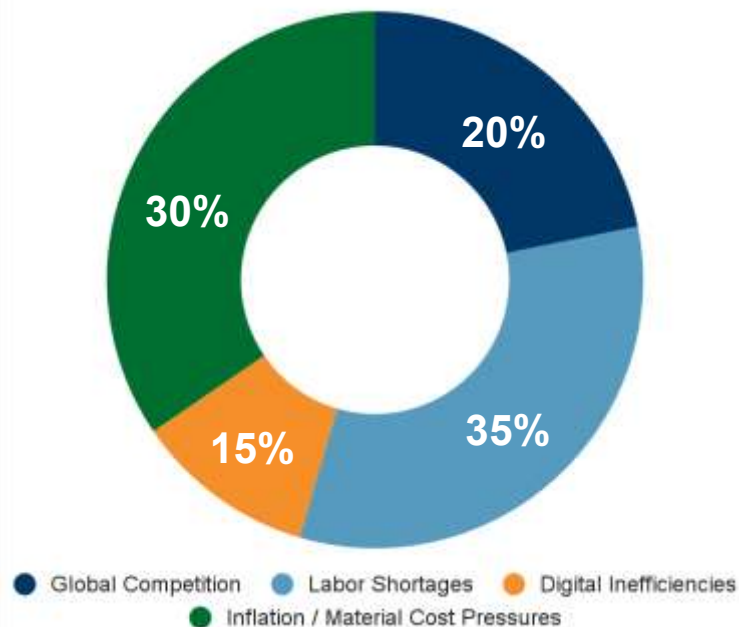
Customer Engagement & Personalisation

Lead Generation and Sales

Marketing Strategy & Operations

Why AI is Relevant Right Now

- ➔ AI is driving 5–10x ROI for SMB manufacturers
- ➔ Affordable, scalable, and doesn't require a big tech team
- ➔ Helps tackle labor shortages, inflation, and global competition

20%

35%

15%

30%

- ● Global Competition
- ● Labor Shortages
- ● Digital Inefficiencies
- ● Inflation / Material Cost Pressures

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How AI helps Manufacturers Offset Rising Costs

Automate repetitive quoting & admin tasks
Free up staff time and reduce labor costs.

Predict customer churn & service needs
Retain more revenue and lower the cost of lost accounts.

Optimize inventory & material planning
Cut carrying costs and minimize waste.

Streamline recruitment & training
Reduce hiring costs and speed up productivity.

Identify efficiency gains to offset tariffs
Find hidden cost savings that protect margins.

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Your AI Readiness

Is your company ready for AI?

Data Access

Openness to
Automation

Willingness to
pilot / test

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Key Takeaways

AI is affordable and relevant to SMBs

Start with small wins that prove ROI

You don't need a big IT team

There's a clear path to adoption

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AI Use Case Examples

Jani-King (Invoice Automation)

2 Weeks to just 2 Hours - Dramatically Cutting Billing Cycle

1 Challenge

Excessive manual data transfer from legacy systems caused prolonged billing cycles and reduced cash-flow.

2 Solution

Implemented a semi-automated export/import workflow for rapid invoicing data transfer.

3 Key Results

200 hrs
Per Month
saved in manual work

84%
Reduction in Billing Cycle

Eliminated Manual data-entry workload

*Client identity confidential

I know the project started off as an overwhelming feat for all of us, but we are very pleased with how your team went above and beyond to create a functional solution for our accounting application.

My accounting department is already working in the new system and I'm looking forward to the cost savings we will have as a result of being able to perform what used to be a two-week process in just a few hours.

Chief Financial Officer
Jani-King

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Waste Management Company (Content Creation)

Localized SEO Content at Scale

1 Challenge

Limited capacity and manual content creation processes delayed launching 1,000 local SEO optimized pages across 125 locations.

2 Solution

Deployed AI-powered content generation for fast, SEO-optimized, brand-compliant pages.

3 Key Results

600
hrs Saved In Marketing Resources

3,900%
Achieved ROI versus traditional copywriting

Faster Completion

The AI-powered content solution allowed us to complete a website refresh for 125 locations in record time. What would have taken months was finished in just 16 business days, saving our team over 600 hours and ensuring consistent, high-quality content across all locations.

Marketing Director
Prominent Waste Management Company

*Client identity confidential

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Midwest Community Bank (AI Training)

Practical AI Tool Training Drives Productivity

1 Challenge

Staff had access to powerful AI tools (e.g., ChatGPT, CoPilot) but lacked expertise for effective application.

2 Solution

Delivered structured AI training, equipping teams with practical skills to confidently leverage AI tools in their daily tasks.

3 Key Results

25%

Reduction in Time on SQL & Python Scripting

1 day

Per Week

Improved accuracy and speed in reporting

> We've seen a significant improvement in how quickly we can generate and refine SQL queries. The training helped us streamline data retrieval, making reporting much more efficient."

Data Intelligence
Midwest Community Bank

We've accomplished tasks that without AI would never have been possible (or even attempted).

Marketing Director
Midwest Community Bank

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Strategic Next Steps

Your best first step:

- ✅ FREE AI Readiness Assessment. FIRST 10 TO DM ME IN CHAT

- ✅ 35-page report with recommendations

- ✅ Start proving ROI in 30-60 days

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