Orium

Data and AI Maturity Model for B2B Composable Commerce

	Data Integration and Accessibility	Event-Driven Architecture & Real-Time Data	Customer Insights and Analytics	AI-Driven Personalization	AI-Powered Search and Discovery	Operational Efficiency through AI	Data Governance and Compliance	Innovation and Experimentation
0 **Ad Hoc**	Data is fragmented across various systems (ERP, CRM, inventory) with little integration. The lack of consolidated insights causes inefficiencies in order processing, inventory management, and customer service.	Processes are mostly manual, with limited automation or real-time visibility into inventory, order status, or customer engagement.	Customer data is collected but underutilized. Sales teams and account managers lack actionable insights to optimize customer relationships.	No AI-driven personalization. All customer interactions (e.g., pricing, offers, inventory availability) are managed manually and are often inconsistent.	Basic keyword search functionality is in place, but it doesn't allow customers to quickly find the right products or services, leading to lost opportunities.	Operations are manual and reactive, leading to high operational costs and missed efficiency gains in warehousing, fulfillment, and supply chain management.	The business lacks formal data governance practices, leading to compliance risks and inefficiencies in managing customer and supplier data.	No formal innovation strategy or AI experimentation, limiting the company's ability to adapt to new technology or customer demands.
1 **Basic**	Key systems (e.g., ERP, CRM) are integrated, but data remains siloed in some areas. Information about customer orders, inventory levels, and fulfillment is often delayed, impacting decision-making.	Basic event triggers like order confirmations and shipment notifications exist, but updates are batch-processed and lag behind real-time needs.	Basic reporting is in place to track sales and order volumes, but insights are reactive and primarily used for historical analysis.	Limited personalization, with some basic AI-driven product recommendations based on past purchase history. Offers are static and not adjusted for customer needs.	Search is driven by static algorithms and basic filtering options. Customers experience difficulty finding the exact SKUs or specifications needed.	Basic rule-based automation is implemented for repetitive tasks like invoicing and order processing, but core operations remain largely manual.	Basic governance policies exist to comply with key regulations, but they are inconsistently applied across departments and systems.	Isolated experiments with AI for basic use cases like dynamic pricing or supply chain optimization, but without clear alignment to business goals.
2 **Managed**	Data integration covers most operational systems, including supply chain management and logistics. This ensures a more consistent flow of information, though not all data is real-time.	Real-time event triggers are deployed for critical functions like order updates, inventory replenishment, and pricing adjustments. However, these are limited to core systems.	Structured customer segmentation and sales analytics are used to drive strategic decisions. Data is shared across departments, but real-time analytics are limited.	AI begins to personalize the customer experience, with tailored product recommendations, pricing, and offers based on past purchases and contract terms. However, the approach lacks sophistication and cross-channel consistency.	AI-powered search provides more accurate results by understanding customer intent, including specifications, part numbers, or compatibility needs. Search is enhanced but not yet optimized across platforms.	AI begins to streamline operations like inventory management, warehouse picking, and order processing, leading to improved efficiency but still siloed within specific departments.	Standardized data governance ensures compliance with key regulations like CCPA and GDPR. Automated processes are introduced, but governance is still largely manual.	Structured AI-driven innovation initiatives focused on improving operational efficiency or enhancing customer interactions. These efforts are siloed but promising.
3 **Standardized**	A fully integrated data environment enables real-time insights across all business functions—inventory, logistics, order processing, and customer data. This improves operational efficiency and customer responsiveness	A fully event-driven architecture ensures real-time updates across the entire value chain—orders, inventory, pricing, and customer service. This enables just-in-time inventory management and more responsive customer interactions.	AI-powered customer insights help sales and account teams anticipate customer needs, manage long-term contracts, and enhance retention strategies through predictive analytics.	AI-driven personalization is applied consistently across key touchpoints—self-service portals, sales teams, and customer accounts. Offers, discounts, and terms are dynamically adjusted based on real-time customer data, improving sales efficiency and customer loyalty.	Search is fully AI-driven, integrated across ERP and inventory systems, providing real-time results for availability, pricing, and delivery options. This improves order accuracy and customer satisfaction.	AI is embedded in core operational areas like inventory forecasting, fulfillment, and procurement, driving significant cost savings and efficiency gains across the supply chain.	A robust governance framework with automated compliance monitoring across all systems—ensuring that data privacy and security are handled consistently across channels.	Innovation is driven by AI experimentation across multiple areas, including supply chain optimization, dynamic pricing, and customer relationship management. Successful pilots are scaled rapidly.
4 **Optimized**	A composable architecture allows for real-time data sync across all platforms, from procurement to distribution. This enables agile decision-making, optimizes supply chain performance, and allows for dynamic adjustments to customer demand.	Real-time data and event orchestration allow for dynamic adjustments to supply chain operations, pricing, and customer contracts. AI models predict stock shortages or demand spikes, enabling proactive adjustments in inventory, pricing, and fulfillment.	Real-time AI-driven insights empower sales teams to proactively engage customers with tailored offers and solutions. Predictive models optimize contract renewals, upsell opportunities, and long-term account planning, leading to increased revenue and customer loyalty.	Personalized customer engagement is fully AI-powered and real-time. AI models predict customer needs and adjust offers dynamically across all touchpoints, driving larger order sizes and increasing customer satisfaction, even in long-term contractual relationships.	AI-driven search is highly intuitive, offering contextual suggestions based on past orders, project needs, and current stock levels. It also supports complex B2B ordering processes (e.g., bulk orders, customized products) with ease, improving conversion rates and reducing friction in ordering.	AI-driven automation is fully integrated across procurement, inventory, and distribution. Predictive analytics optimize inventory levels, dynamically adjust orders based on customer demand, and reduce lead times, enhancing both profitability and service levels.	AI-driven data governance continuously monitors compliance and data integrity in real time. This reduces risk and ensures that all customer, supplier, and operational data is handled securely across global operations.	AI-driven innovation is a core part of the organization's strategy, continuously testing new solutions to improve operations, reduce costs, and enhance customer satisfaction. These innovations lead the business in outperforming competitors.