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SITES WEB INTELLIGENTS

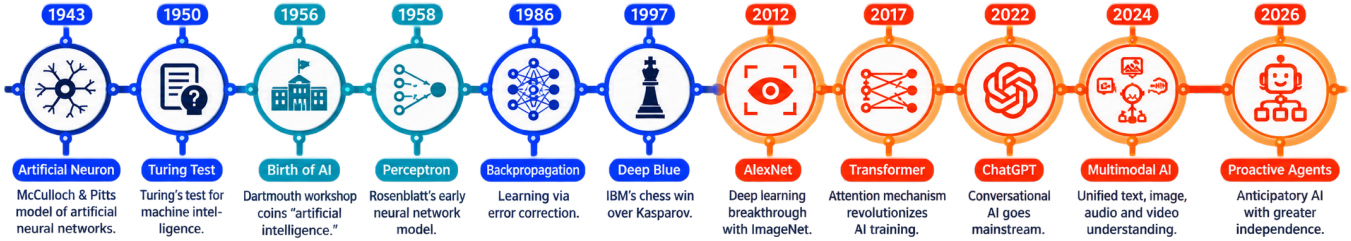
Artificial intelligence at the service of Luxury Brands and Packaging Suppliers

From experimental to fully agentic
explained by Alex Pommier
LUXE PACK Monaco Sept. 29 10:30am

Pre-AI | AI Assistance | Operational AI
Systemic AI Agentic Enterprise

Sell more, Sell better, Sell again!

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AI IS NOW 70 YEARS OLD.

We've been building **custom websites and business process systems since the late 1990s**, always using the latest technologies and always tailoring each platform to the client — never forcing companies into a generic SaaS mold.

Every solution is built around the client's **real workflows, capabilities, and requirements**, which keeps the learning curve minimal and the cost surprisingly accessible.

As a **family-owned company**, customers are never just an account number. Support is direct and personal: instead of opening a ticket and waiting days, clients speak immediately with someone who knows their business and understands their system.
Over the past five years, we've added **AI** into these applications and now develop **AI agents** that execute tasks, coordinate steps, and support entire business processes.

Nathalie Pommier

CEO
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TABLE OF CONTENTS

Artificial intelligence has evolved from a tool we ask questions to a system capable of using our data, software, and processes.

For luxury brands and their suppliers, the question is therefore no longer simply: Should we use AI?

The real questions are:
Where can it create value? How will it remain under control? And will our company still be visible when future customers search directly within AI-generated answers.

Who we are.....IFC

01 | Summary, Table of Contents.....Page 1

02 | UNDERSTAND Artificial intelligence today: beyond ChatGPT?.....Page 2

03 | ASSESS Where do luxury brands & suppliers really stand?.....Page 3

04 | TAKE ACTION The agentic enterprise: when AI executes.....Page 4

05 | BE VISIBLE AEO, GEO & the new search landscape .....Page 5

06 | COMPLY Maintaining control over data, permissions & decisions.....Page 6

07 | FIND SOLUTIONS How Intellweb supports this transformation.....Page 7

08 | Practical applications for luxury brands & suppliers .....Page 8

09 | How AI is transforming product discovery & B2B purchasing.....Page 9

10 | The risk of becoming invisible to conversational engines .....Page 10

11 | Compliance by design; Regulatory and technical sources.....Page 11

12 | Glossary – lexicon.....Page 12

AI | The state of the industry.....IBC

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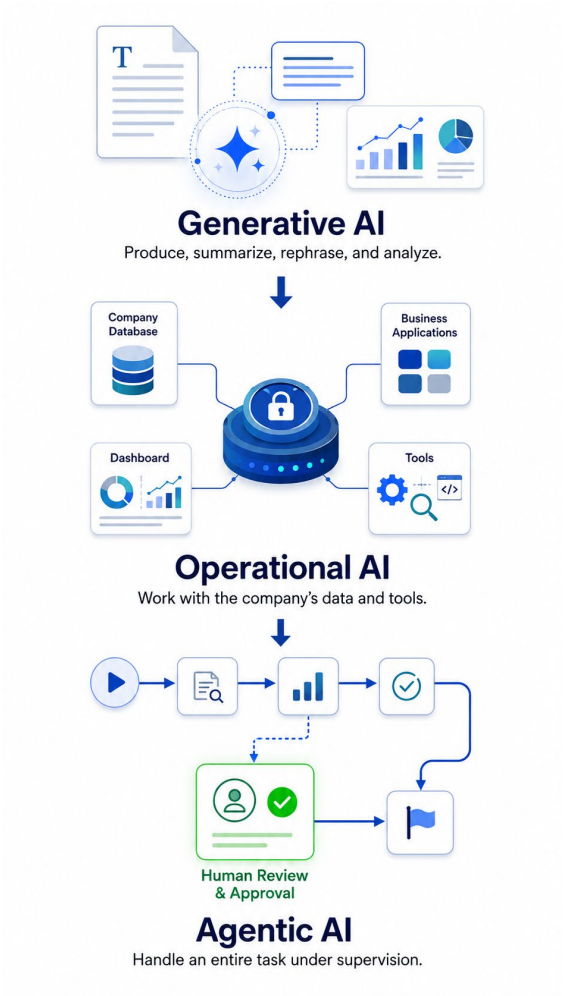
02 | ARTIFICIAL INTELLIGENCE TODAY: BEYOND CHATGPT.

We have moved from tools that analyze, to models that generate, and then to agents capable of using tools and completing supervised work steps.

For many companies, AI is still associated with tools like ChatGPT, Copilot, or Gemini that take a question and produce text. That view is already outdated.
Today's models can analyze documents, compare information, extract data, generate structured responses, and operate other software.

Then is agentic AI. An AI agent does more than make suggestions, it can receive an objective, follow a process, call tools, verify certain conditions, and complete an action within the limits it has been granted.

The next stage will be world models.



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03 | WHERE DO LUXURY BRANDS & SUPPLIERS REALLY STAND?

AI adoption is real. Integration is still limited.

Many are experimenting
Copilots, content generation, summaries, research, chatbots.

Some are industrializing
Forecasting, quality, pricing, supply chain, customer service.

Very few are orchestrating
AI agents connected to company data and systems, executing end-to-end processes.

The gap is not access to AI, it's integration
In luxury, confidentiality, brand control, quality, IP, data protection and accountability make governed adoption essential.

The competitive advantage
Not adopting AI faster, but embedding it intelligently into core operations.

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04 | THE AGENTIC ENTERPRISE: WHEN AI EXECUTES

AI agents connect across the business to execute complete workflows, use company data and tools, coordinate actions, and operate continuously within defined limits, while escalating critical decisions to humans.

THE BUSINESS IMPACT
Less manual execution, routine coordination, follow-up, research, and processing happen automatically.

Faster operations: Processes move continuously instead of waiting for human handoffs.

Greater scalability: More work can be handled without proportionally increasing headcount.

Better consistency: Rules, specifications, approvals, and procedures are applied systematically.

More strategic people: Teams focus on strategy, relationships, creativity, exceptions, and critical approvals.



AGENTIC ≠ UNCONTROLLED : Humans define the objectives. AI executes within the boundaries.
Risk • Permissions • Approval thresholds • Accountability • Reversibility

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05 | SEO, AEO, GEO & THE NEW SEARCH LANDSCAPE

A company can be well established in its industry yet remain difficult for AI to understand if its expertise is not clearly expressed and verifiable online.

SEO: Search Engine Optimization

SEO aims to make a website accessible, relevant, and visible in traditional search results. It relies on technical performance, site structure, content, links, and brand authority.

AEO: Answer Engine Optimization

AEO structures information so that an engine can extract a clear and direct answer. Questions and answers, definitions, comparisons, structured data, and well-organized content become especially useful.

GEO: Generative Engine Optimization

GEO aims to make a company understandable, credible, and citable in answers produced by AI assistants. This requires clearly defined entities, demonstrated expertise, consistent information, and verifiable evidence.

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06 | MAINTAINING CONTROL OVER DATA, PERMISSIONS & DECISIONS

The mechanisms that make it possible to grant useful autonomy without creating unlimited autonomy.

SEE: Assign an identity to each agent, log actions, tools used, sources consulted, and approvals. Maintain a usable history for understanding and correcting issues.

LIMIT: Apply the principle of least privilege, limit the data, purposes, tools, and actions that are accessible. Define autonomy thresholds proportionate to the risk and reversibility of the action.

INTERVENE: Require human approval for critical actions, enable correction, revocation of permissions, and immediate suspension.

Provide an emergency shutdown and a clear recovery procedure.

The more sensitive, costly, or irreversible an action is, the more explicit human supervision must be.



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07 | HOW INTELLWEB SUPPORTS THIS TRANSFORMATION



What Intellweb builds: Custom AI and .NET applications built around real business workflows for luxury brands, marketing teams and packaging suppliers.

Where we create value
Sourcing • RFQs • Product Development • Technical Documentation • Sales • Customer Service • Market Intelligence

HOW WE WORK

1. Identify: Find the processes that are slow, repetitive, or unreliable.
2. Map: Define outcomes, data, systems, permissions, approvals, and exceptions.
3. Build & Integrate: Create the application and connect it to existing business systems or create a new one.
4. Control & Improve: Test, measure results, refine performance, and increase autonomy safely.

OUR POSITIONING : We do not sell generic AI. We build AI that understands your business, connects to your systems, and works inside your processes.
Useful • Specialized • Controllable.

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08 | PRACTICAL APPLICATIONS
AI AGENTS ACROSS THE LUXURY VALUE CHAIN

1 | SOURCING & PROCUREMENT
Supplier discovery and qualification
RFQ preparation and follow-up
Quote comparison and discrepancy detection
Supplier performance monitoring
Cost, MOQ and lead-time analysis

2 | PRODUCT & PACKAGING DEVELOPMENT
Brief and specification management
Version and approval tracking
Artwork and packaging coordination
Cross-team project follow-up
Prototype and sample management
Launch readiness checks

3 | TECHNICAL, QUALITY & COMPLIANCE
Technical document search and extraction
Specification verification
Certificate and compliance tracking
Claims and artwork consistency checks
Quality incident classification
Corrective-action follow-up

4 | OPERATIONS & SUPPLY CHAIN
Demand and supply monitoring
Inventory and shortage alerts
Delivery and lead-time tracking
Exception management Production
Coordination Automated workflow
escalation



9 | SUSTAINABILITY & TRACEABILITY
Supplier sustainability data collection, Certification tracking, Material and origin traceability Recycled-content verification, ESG documentation preparation, Missing-data and inconsistency detection, Strong closing line for the slide

5| SALES & CUSTOMER SERVICE
Lead and inquiry qualification
Customer and product information retrieval
Quote and proposal preparation
Automated follow-up
Brand-consistent customer responses
Escalation of sensitive requests

6 | MARKETING & BRAND
Content preparation and adaptation
Brand tone and terminology control
Product information enrichment
Campaign coordination
Review and sentiment analysis
AEO / GEO visibility monitoring

7 | MARKET & INNOVATION INTELLIGENCE
Competitor and launch monitoring
Trend and innovation detection
Packaging and material intelligence
Pricing intelligence
Consumer and market signal analysis
Automated executive briefings

8 | FINANCE & MANAGEMENT
Margin and cost analysis
Pricing consistency checks
Spend monitoring
KPI reporting, Exception detection
Management summaries and decision support

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09 | HOW AI IS TRANSFORMING PRODUCT DISCOVERY & B2B PURCHASING

B2C | From Search to Recommendation
Consumers increasingly ask AI complete questions about **products, ingredients, packaging, values and preferences**.
AI does more than return links. It **interprets, compares, summarizes and recommends**.
Result: AI can influence which brands enter the consideration set before a consumer reaches a website, store or marketplace.

B2B | From Search to Supplier Shortlisting
Brands can ask AI to **compare materials, evaluate processes, identify qualified suppliers and prepare shortlists** based on technical, geographic or sustainability criteria.

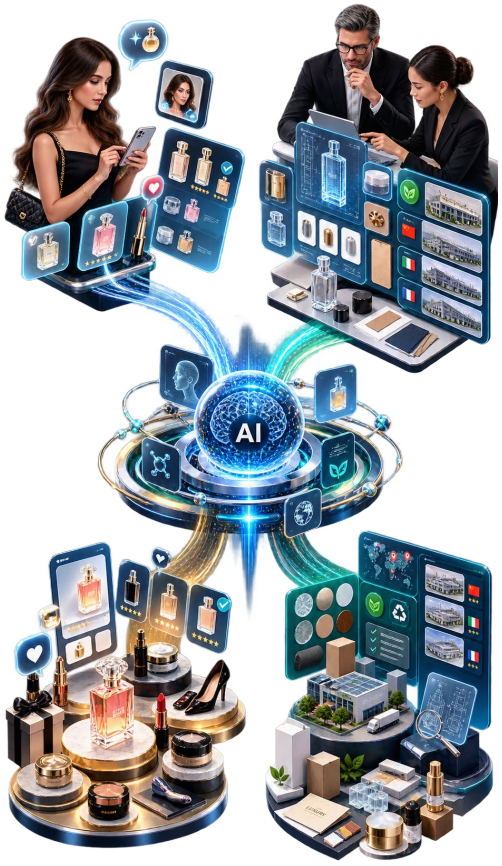
What This Means for Suppliers
Being online is no longer enough. AI must clearly understand:
Capabilities • Materials • Markets • Certifications • Expertise • Evidence

Content must answer the **real questions buyers ask**, not simply describe the company.



AI is becoming an intermediary in two connected journeys: between consumers and the products they choose, and between brands and the suppliers they select.

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10 | THE RISK OF BECOMING INVISIBLE TO CONVERSATIONAL ENGINES

AI cannot recommend what it does not clearly understand.
What makes a company invisible:

- Unclear positioning or specialties
- Important information trapped in PDFs or brochures
- Promotional content with few concrete answers
- Inconsistent data across platforms
- Limited proof, references, use cases or expertise

What must be built:
A clear, consistent, and verifiable digital presence:
Identity • Expertise • Structured data • Evidence • Reputation • Fresh content

The shift:
Ranking on Google is no longer enough.
Your company must also be **understood, trusted, and relevant to AI systems.**
You cannot guarantee citation. You can make your company far easier for AI to understand and recommend.

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11 | COMPLIANCE BY DESIGN

REGULATORY AND TECHNICAL SOURCES

More autonomy requires more embedded control.
Agentic AI creates too many continuous actions and decisions for compliance to rely on manual reviews. Governance must become executable.

BUILD CONTROL INTO THE SYSTEM: Permissions & purpose limits • Logging & traceability • Human approval for critical actions • Data protection & transparency • Pause, revoke, recover and shut down. The EU AI Act follows a risk-based approach. Obligations depend on the **role, intended use, and risk of each AI application**, with most provisions now applicable from 2 August 2026 and some high-risk requirements subject to later deadlines.

ONE CONTROL FILE PER APPLICATION: Purpose & risk • Models & providers • Data & location • Agent permissions • Approval thresholds • Testing • Logs & retention • Incident and shutdown plan • Responsibility matrix

LIABILITY MUST BE DESIGNED TOO: The revised EU Product Liability Directive expressly includes software and AI systems and applies to products placed on the market or put into service after 9 December 2026.
Contracts, responsibilities, and insurance should evolve with the level of autonomy.

KEY PRINCIPLE: The greater the autonomy, risk, or irreversibility, the stronger the control and human oversight.

EU AI Act | Regulation (EU) 2024/1689 Risk-based framework governing the development and use of AI systems in the EU.
GDPR | Regulation **(EU) 2016/679** Governs personal-data processing, including when personal data is used by AI systems and agents. The CNIL explicitly confirms that AI processing involving personal data remains subject to the **GDPR**. Product Liability Directive | Directive **(EU) 2024/2853** Modernizes EU product-liability rules and expressly includes software and AI systems. It applies to products placed on the market or put into service after 9 December 2026.REGULATORY GUIDANCE
CNIL + CIANum | Agentic AI & Personal Data, it addresses autonomous agents, persistent memory, connected services, data flows, cybersecurity and responsibility. It is an exploratory regulatory note, not legislation.

USEFUL INTERNATIONAL STANDARDS
ISO/IEC 42001:2023AI Management SystemsGovernance framework for managing AI risks, responsibilities and processes across an organization
ISO/IEC 27001:2022 Information Security Management Systems Framework for managing information-security and cybersecurity risks.
ISO/IEC 23894:2023 AI Risk ManagementGuidance for identifying, assessing and managing AI-specific risks.

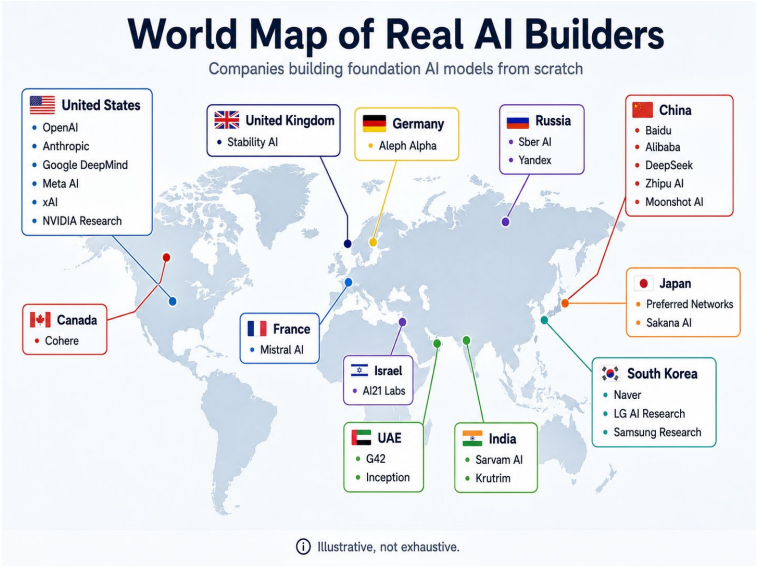
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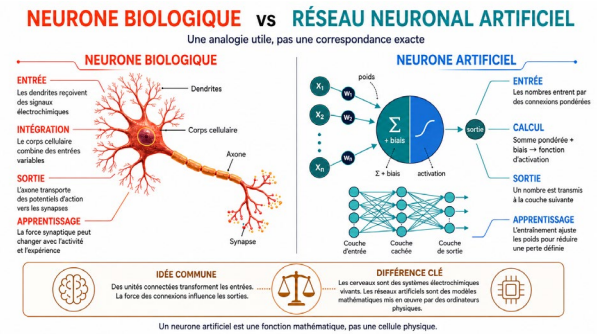
12 | GLOSSARY - LEXICON

Abbreviation	Meaning	Simple définition
AEO	Answer Engine Optimization	Structuring content so answer engines can understand and extract clear answers.
AI	Artificial Intelligence	Systems capable of analyzing, generating, reasoning or executing tasks.
AI Agent	AI application/software	AI capable of using tools and executing authorized actions
API	Application Programming Interface	Allows AI agents and applications to communicate with other software and business systems.
B2B	Business-to-Business	Transactions or relationships between companies.
B2C	Business-to-Consumer	Transactions or relationships between a company and consumers.
CRM	Customer Relationship Management	System used to manage customers, prospects and commercial interactions.
CTO	Chief Technology Officer	Executive responsible for technology strategy and development.
DPIA	Data Protection Impact Assessment	GDPR assessment used when processing may create significant privacy risks.
DPO	Data Protection Officer	Person responsible for overseeing data-protection compliance where the role is required.
ERP	Enterprise Resource Planning	Core system integrating business functions such as purchasing, inventory, finance and operations.
ESG	Environmental, Social & Governance	Framework for evaluating sustainability and corporate responsibility.
GDPR	General Data Protection Regulation	EU regulation governing the processing and protection of personal data.
GenAI	Generative AI	AI that creates text, images, code, audio or other content.
GEO	Generative Engine Optimization	Improving how clearly and credibly a company or product can be understood and referenced by Gen AI
HITL	Human-in-the-Loop	Requires human intervention or approval at defined stages of an AI workflow.
IAM	Identity and Access Management	Controls who or what can access systems and data. Important for identifying individual AI agents.
IP	Intellectual Property	Patents, trademarks, designs, copyrights, know-how and other protected creations.
KPI	Key Performance Indicator	Metric used to measure performance or progress toward an objective.
LLM	Large Language Model	AI model trained on large amounts of language data, underlying systems such as ChatGPT and many AI .
MCP	Model Context Protocol	Protocol designed to let AI systems connect to tools, data and external services through standard API's
MFA	Multi-Factor Authentication	Additional security mechanism for protecting access to systems and sensitive actions.
ML	Machine Learning	Algorithms that learn patterns from data.
MOQ	Minimum Order Quantity	Smallest quantity a supplier will normally accept for an order.
NLP	Natural Language Processing	Technology enabling computers to understand and process human language.
OCR	Optical Character Recognition	Converts text in scans, labels, specifications or documents into machine-readable data.
PDF	Portable Document Format	Standard document file format.
PII	Personally Identifiable Information	Information capable of identifying an individual.
PIM	Product Information Management	System used to centralize and distribute structured product information.
R&D	Research and Development	Activities related to innovation, research and creation of new products or technologies.
RAG	Retrieval-Augmented Generation	AI retrieve approved company information before generating an answer.
RBAC	Role-Based Access Control	Grants permissions according to predefined roles. Useful for limiting agent autonomy.
RFQ	Request for Quotation	Formal request asking suppliers to provide pricing and commercial conditions.
ROI	Return on Investment	Measurement comparing the benefit of an investment with its cost.
RPA	Robotic Process Automation	Automation of repetitive software-based tasks, often combined with AI.
SaaS	Software as a Service	Software accessed as a hosted service rather than built specifically for one company.
SEO	Search Engine Optimization	Improving website visibility and relevance in traditional search engines.
SLM	Small Language Model	Smaller language model optimized for efficiency, specialization or local deployment.
VLM	Vision-Language Model	AI capable of understanding both images and language, highly relevant to packaging, artwork and product inspection.
WM	World Model AI	Refers to generative AI models designed to simulate and understand the dynamics of real-world environments.

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This map highlights a select group of companies developing their own foundation models, rather than simply building applications on another provider's API. Today, frontier AI remains concentrated in a limited number of countries and organizations with access to exceptional talent, data and computing power. AI is rapidly evolving from content generation toward advanced reasoning, multimodal understanding and autonomous agents. The next wave is already emerging, with more efficient models, longer-running agents, world models and physical AI capable of controlling robots and interacting with the real world. Stanford AI Index 2026, Google DeepMind research, NVIDIA Cosmos 3





AI innovation is global, but highly concentrated

Only a limited number of companies have the expertise, data and computing power required to develop advanced foundation models. Most businesses will not build these models themselves. Their opportunity is to apply them securely to their own data, tools and workflows. The next wave is already emerging through more capable multimodal AI, autonomous agents, specialized models and physical AI. For luxury and packaging companies, the challenge is to turn these advances into controlled, reliable and valuable business solutions.

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Thank you



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