Genow

AI THAT WORKS FOR YOU

The AI Workspace for Industrial Sales

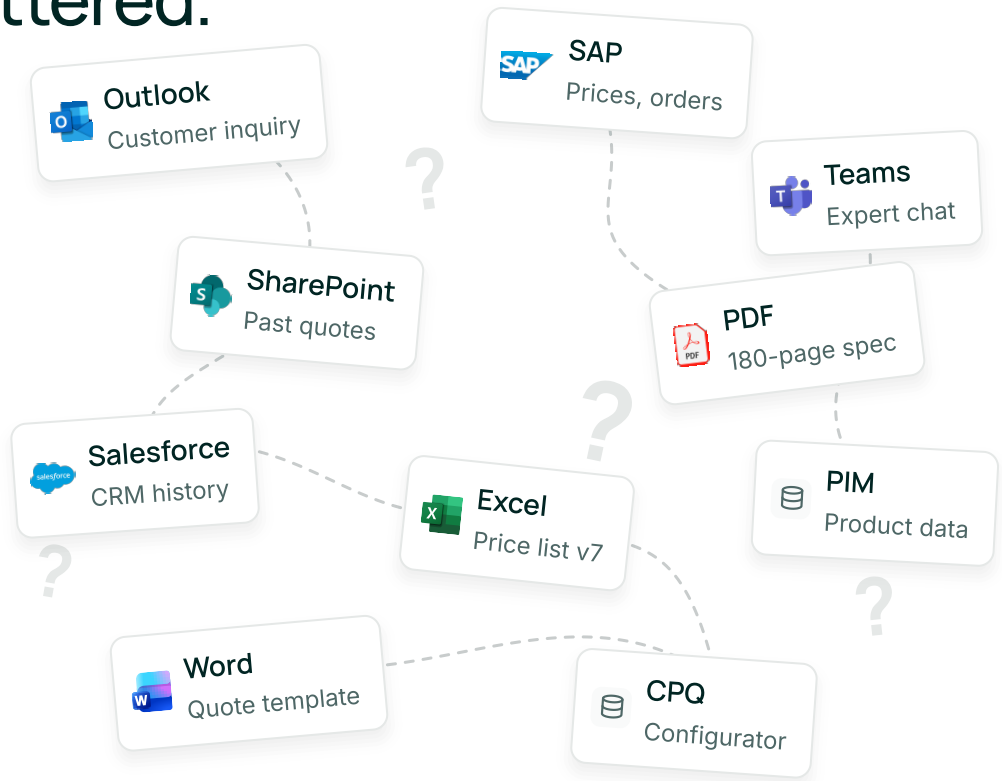
Your sales team hands routine work to AI agents and keeps control of every result.

THE PROBLEM

Sales knowledge is scattered.

89%

of employees search across six sources for information.

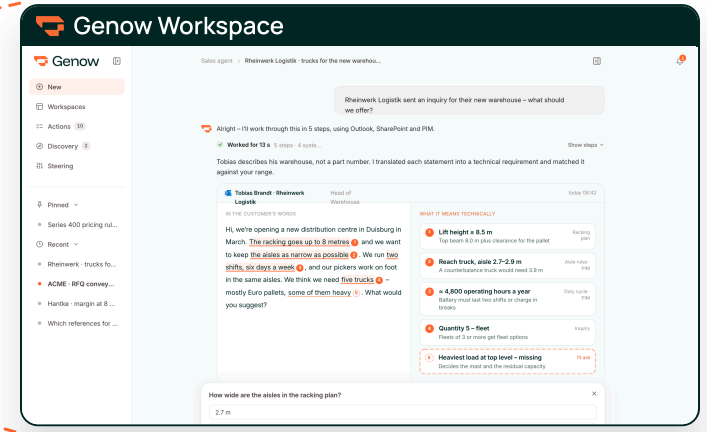


Survey of Knowledge Worker Communication Needs, Google Inc. (2024)

THE GENOW WORKSPACE

With one AI workspace, your sales team steers all systems and agents.





All company knowledge at one table. Agents do the groundwork, your team decides.

Understands your systems and knowledge

Connects all sources **Precise, traceable insights**

Specialised sales agents

EXAMPLE FLOW

From inquiry to a fast, tailored first assessment.

1. Inquiry arrives by email
2. Similar projects found
3. Requirements extracted
4. Products matched in the PIM
5. First pre-configuration
6. Questions to the customer

Rheinwerk Logistik · trucks for the new warehouse

OUTLOOK · NEW INQUIRY

Tobias Brandt · Rheinwerk Logistik today 08:42

Trucks for our new distribution centre

Hi, we are opening a new distribution centre in Duisburg in March. The racking goes up to 8 metres and we want to keep the aisles as narrow as possible. We run two shifts, six days a week, and think we need five trucks – mostly Euro pallets, some of them heavy. What would you suggest?

EXAMPLE FLOW

From inquiry to a fast, tailored first assessment.

1. Inquiry arrives by email
2. Similar projects found
3. Requirements extracted
4. Products matched in the PIM
5. First pre-configuration
6. Questions to the customer

Rheinwerk Logistik · trucks for the new warehouse

SHAREPOINT · SIMILAR PAST PROJECTS

Quote 2024-118 · Hafen Logistik Bremen — 92% match
5 reach trucks, 9 m racking, two shifts

Project 2023-044 · Narrow-aisle warehouse Kassel — 87% match
Aisle 2.8 m, Li-ion fleet

Racking plan checklist — Rule
Sales wiki · lift height and clearance rules

EXAMPLE FLOW

From inquiry to a fast, tailored first assessment.

1. Inquiry arrives by email
2. Similar projects found
3. Requirements extracted
4. Products matched in the PIM
5. First pre-configuration
6. Questions to the customer

Rheinwerk Logistik · trucks for the new warehouse

REQUIREMENTS EXTRACTED

1	**Lift height ≥ 8.5 m**	Racking 8 m + clearance
2	**Reach truck, aisle 2.7–2.9 m**	Narrow aisles
3	**≈ 4,800 operating hours a year**	Two shifts, six days
4	**Quantity 5 – fleet options apply**	Five trucks
5	**Heaviest load at top level – missing**	Ask customer

EXAMPLE FLOW

From inquiry to a fast, tailored first assessment.

1. Inquiry arrives by email
2. Similar projects found
3. Requirements extracted
4. Products matched in the PIM
5. First pre-configuration
6. Questions to the customer

Rheinwerk Logistik · trucks for the new warehouse

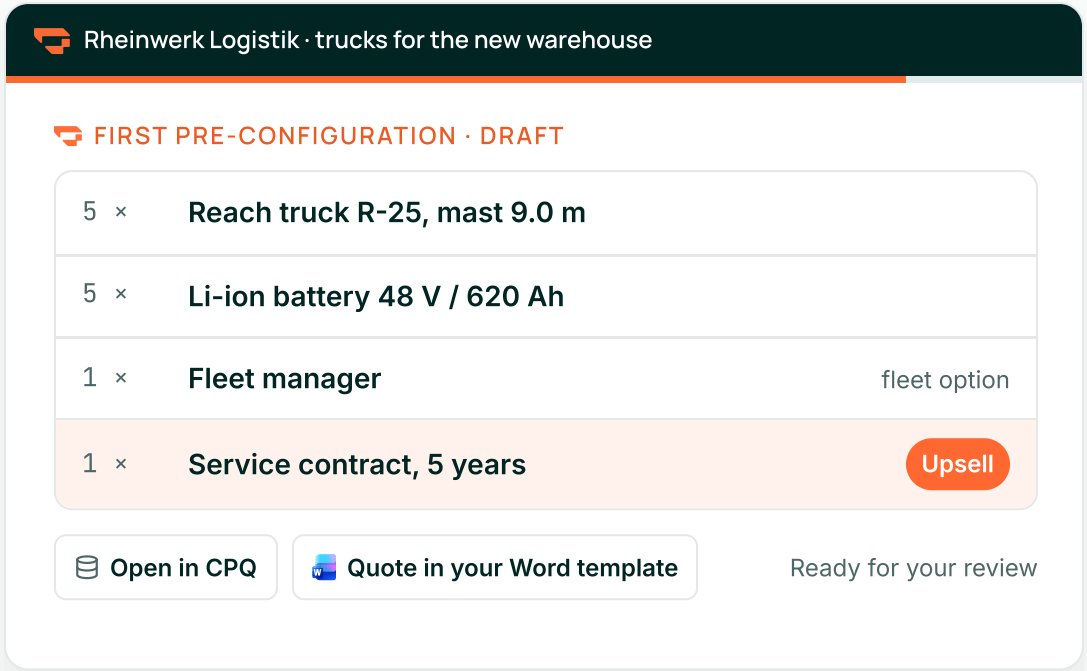
PIM · PRODUCT MATCH

✓	**Reach truck R-25** Lift height 9.0 m · aisle 2.75 m	fits
✓	**Li-ion battery 48 V** Two shifts without recharging	fits
✓	**Fleet manager** Telematics for fleets of 3+ trucks	fits
✗	~~**Counterbalance truck C-30**~~ Needs a 3.9 m aisle	excluded

EXAMPLE FLOW

From inquiry to a fast, tailored first assessment.

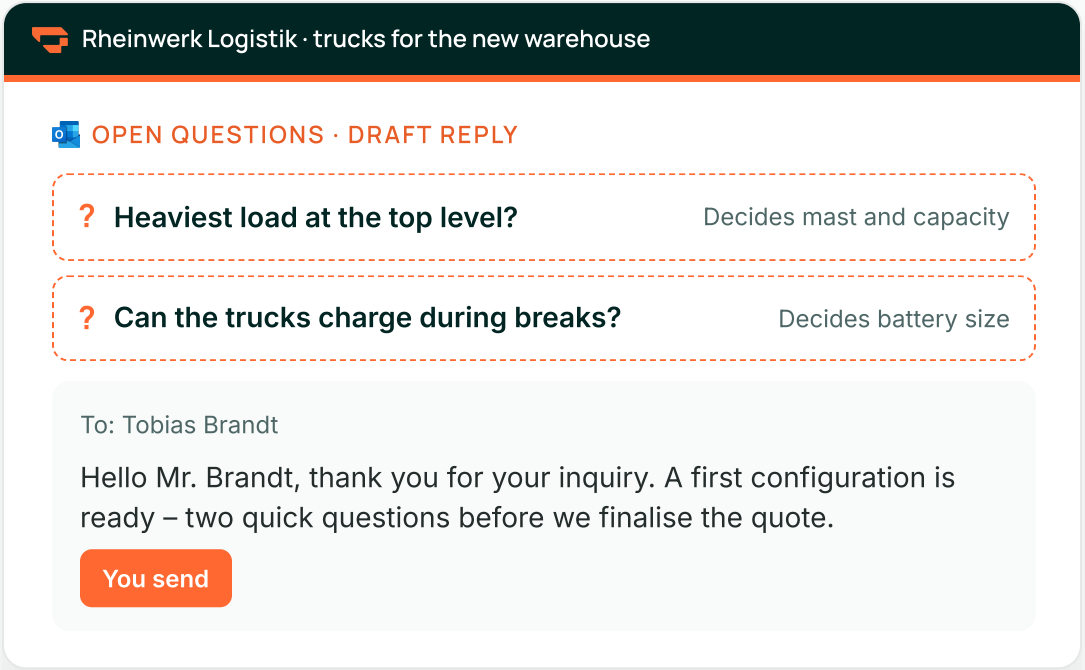
1. Inquiry arrives by email
2. Similar projects found
3. Requirements extracted
4. Products matched in the PIM
5. First pre-configuration
6. Questions to the customer



EXAMPLE FLOW

From inquiry to a fast, tailored first assessment.

1. Inquiry arrives by email
2. Similar projects found
3. Requirements extracted
4. Products matched in the PIM
5. First pre-configuration
6. Questions to the customer



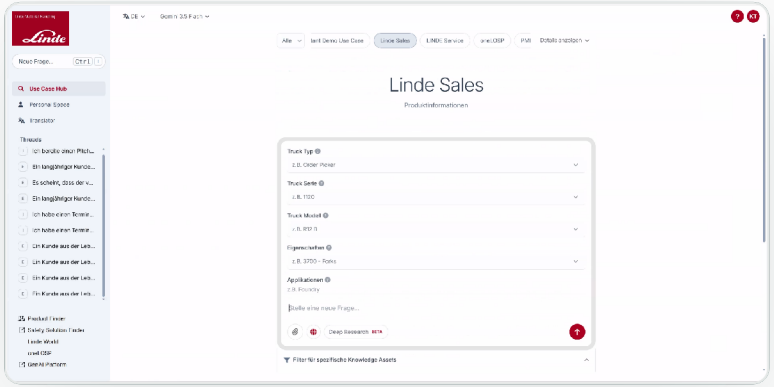
Genow transforms sales for 2,000 reps at STILL and Linde.

THE CHALLENGE

6+	source systems
40,000+	configurations + custom options
0	tolerance for hallucinations

WHAT EVERY REP GETS

- Inquiry analysis
- Pre-configurations
- Custom options
- Upsell identified
- Sales arguments, prepared for each customer



In production KION's own branded workspace

>2× faster configuration and proposals

10% upsell

2,000 sales reps in 7 countries

THE GENOW CONTEXT ENGINE

Genow understands your individual product and business logic.

Dedicated skills

built for each company

- Inquiry analysis
- Product configuration
- Quote in your template
- Costing in your Excel
- CRM and ERP update
- your next skill

Context Engine

Product and process logic

ADVANCED FEATURES

- Semantic indexing
- Metadata generation
- Keyword extraction
- Contextual filters

LEARNT FROM YOUR EXPERTS

- Use-case context
- Glossaries
- Tonality
- Feedback analysis

Your data

stays where it is

- SharePoint
- Outlook
- Teams
- Salesforce
- SAP
- PIM
- CPQ
- PDF
- HubSpot
- Confluence
- ServiceNow

ABOUT GENOW

Trusted across Mittelstand and DAX.



20 Genies @ Genow

Spin-off of TU Darmstadt

KION · Linde Material Handling · STILL · MinebeaMitsumi · STADLER · BÜRKLE Process Technologies · Eckelmann Group · DR. WEIGERT Systematic Hygiene · Sika Building Trust · STIFEL · auric Hörgeräte · TCI · HESSENMETALL · pwc · and many more

Backed by HTGF bmh and angels | Origin TECHNISCHE UNIVERSITÄT DARMSTADT | GDPR-compliant | EU AI Act ready | ISO 27001 certified

Genow

THANK YOU

Let’s connect.



Dr. Sara Jourdan

CEO and Co-Founder, Genow

sara.jourdan@genow.ai

+49 6151 3942692

www.genow.ai

Connect on LinkedIn

Genow GmbH · Grafenstraße 19 · 64283 Darmstadt