



Customer reference

Cubotoo

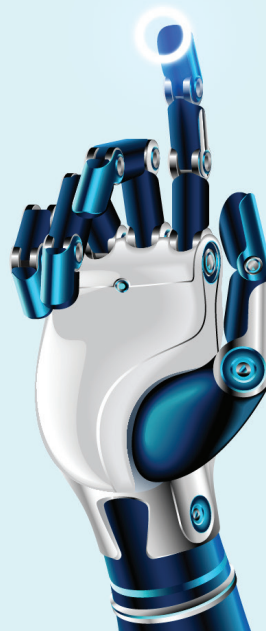
Company

Industry: Construction/eCommerce
Location: Zurich
Founded: 2022
Employees: 5

Cubotoo AG is a start-up founded by HG Commerciale (HGC), a Swiss cooperative that has been active in the wholesale of building materials for 125 years. cubotoo focuses on an innovative B2B marketplace that enables direct trade between manufacturers and construction companies and offers digital solutions to increase efficiency. Construction companies can post their requirements on this marketplace, which are then answered by suppliers with offers.

Cubotoo envisions that the marketplace is only the beginning of their development. They want to offer their customers real added value by setting up AI interfaces in places where manpower is lacking and creating automated, highly scalable relief on redundant processes.

Shortly after the launch of the marketplace, cubotoo and copebit launched the AI innovation project that this case study now describes.



Case

«We didn't just want to digitize for the sake of digitizing - we want innovation to add value for our customers!» says Gregor Jann, CEO at cubotoo.

Gregor Jann's team began by looking at their users' cases and considering which factors could increase efficiency in their processes.

The knowledge base from Amazon Bedrock was used and provides the power so that foundation models (FMs) and agents can work with information from cubotoo's data sources to deliver precise and relevant answers.



How Does It Work? – Part 1

This method is now being used to process order emails from customers, which can be received, read and interpreted 24/7. The result will be cubotoo's innovative tool, which allows customers to simply formulate their orders by e-mail and receive an automated order for approval within a few minutes. As a result, deliveries are triggered more quickly and customers no longer have to spend a lot of time searching for products in the webshop.

The underlying managed RAG (Retrieval Augmented Generation) workflow starts with data ingestion from requests such as mail, retrieves pre-designed prompts (and optimizes them over time) without requiring user interaction.

The Retrieve API retrieves relevant results from the knowledge base, and the Retrieve-AndGenerate API uses these results directly to optimize the FM prompt and return the response. The knowledge base can also be added to agents for Amazon Bedrock to provide agents with contextual information.

«We have also seen that our customers like to rely on simple communication channels and that we need to start where construction companies go about their daily business.» Gregor Jann, CEO at cubotoo.

How Does It Work? – Part 2

In the cubotoo office, the organization is preparing to no longer have to do many things manually. The basis for processing standard office documents will soon be in the hands of Bedrock and other document recognition softwares. For document recognition, an AI is trained to recognize documents and content and process the data according to cubotoo's document structure.

Claude 3.5 Sonnet is used as the Large Language Model (LLM), a model that has been specially trained for performance, but also for the interpretation of human thinking and analysis skills. The LLM can therefore be used particularly well in automated interaction with people.

"When using LLMs, we pay particular attention to ensuring that they are based on well-tested algorithms. Anthropic's LLM is tested by several external bodies for security, privacy and potential abuse. These are all factors that are important for both customers and users and ultimately contribute to the customer experience," says Marco Kuendig, CTO of copebit.

Tech Stack

- **RDS Aurora PostgreSQL**
- **Bedrock - AI RAG with Bedrock knowledge base**
- **LLM Claude 3.5 Sonnet**
- **OpenSearch for the Vector databank**
- **AWS Lambda - Step Functions for coordination**
- **Foundation model Cohere**

Insights

Cubotoo's innovative solution has created a fully digitalized marketplace that inspires both retailers and buyers. Since going online in October 2023, cubotoo has

- **over 70 registered construction companies,**
- **who can choose from more than 13.000 products**
- **from 30 suppliers – and the trend is rising.**

The scalable platform is continuously being expanded and new functions added. A particular highlight was winning the bronze prize in the Digital Commerce category at the Best of Swiss Web Awards. This award recognizes the best Swiss web solutions. The award-winning collaboration fills the entire project team with pride.

Outlook

The possibilities of LLM, AI and AWS are far from exhausted.

The user experience remains the focus, and cubotoo will continue to work with copebit to break new ground. In the coming months,

cubotoo and copebit will continue to test the interpretability of their platform with the aim of ensuring that customers have less and less precise information to hand to receive an individually optimized order.



"Thanks to the cooperation with copebit AG, we came across ideas and opportunities during the course of the project that we had not previously focused on. Productivity has already been massively increased in the classic tendering and procurement process, and now we want to improve the experience even further." Gregor Jann, CEO



Gregor Jann
Cubotoo
CEO



About copebit

Copebit AG is an innovative and dynamic Swiss IT company with focus on cloud consulting, development, engineering and operations. Besides the standard to always master the latest cloud portfolio, copebit AG also offers project management from «classic» over HERMES 5 to the diverse world of «agile methods» like SCRUM and SAFe. Results and a successful cooperation with the customer are always in the foreground.

Copebit consciously focuses on sustainable values such as transparency, partnership and a long-term approach - for a meaningful everyday working life.

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