



AI-Powered Sales Assistant for Offer Creation on AWS



Executive Summary

Patiris S.A. — a premium distributor of building materials, tiles, and bathroom fittings based in Athens — operates a 7-person sales team that creates approximately **80 offers per month** by manually cross-referencing ~100 supplier catalogues (FANTINI, KRONOS, NIC, NICDESIGN, LIVING, MADE, and others), Excel price lists, web-based catalogues, and 18,000 SoftOne ERP help documents.

LCM Go Cloud designed and deployed a **GenAI-powered Sales Assistant** on AWS — built on Amazon Bedrock (Claude Sonnet 4.6 + Qwen 3 VL for vision), AgentCore Runtime with the Strands SDK, and a Bedrock Knowledge Base backed by OpenSearch. The platform enables salespeople to search products across all suppliers by natural language, retrieve automated pricing with customer-specific discounts, and generate **ready-to-send offer slips** — all through a single conversational interface.

The architecture is **fully serverless** — no EC2 instances, no VPC — with CloudFront, API Gateway, Lambda, Cognito, DynamoDB, and S3 forming the compute and data layers. A successful proof of concept validated all six core capabilities (smart search, automatic pricing, offer building, customer history, kit completion, bilingual support), and the production platform was delivered with 23 reusable Terraform modules and a zero-secrets GitLab CI/CD pipeline.

About Patiris

Premium distributor of building materials, tiles, bathroom fittings, and design products in Athens



Industry

Building Materials, Tiles & Bathroom Fittings
Distribution



Location

Paleo Faliro & central Athens showrooms



Suppliers

FANTINI, KRONOS, LIVING, NIC, NICDESIGN,
MADE, and 90+ more



Sales Team

7 salespeople creating ~80 offers per month



Data Sources

~100 PDF catalogues, Excel price lists, 18,000 ERP
help docs



Languages

Greek & English natively, Italian catalogue support

The Business Challenges

Manual offer creation across 100+ catalogues consumes hours every day

Catalogue Search Overload



Sales staff manually cross-reference ~100 supplier catalogues, price lists, and ERP help files for every offer — spending up to 20 minutes finding a single product or procedure.

Fragmented Data Sources



Product data is scattered across PDFs, Excels, websites, scanned proposals, and handwritten notes. No unified search across formats or suppliers.

No Shared Intelligence



Seven salespeople repeat the same lookup work independently — no shared product knowledge, pricing memory, or customer history across the team.

Growing Complexity



Increasing trend of web-only supplier catalogues adds yet another source to check. Each new supplier multiplies the manual effort without adding capacity.

The Solution

From supplier catalogues to customer offers in four steps — powered by Amazon Bedrock

Document Ingestion

- PDF catalogues processed by Qwen 3 VL 235B (vision AI) via Bedrock Batch
- Excel price lists and web catalogues extracted and normalised
- 18,000 SoftOne ERP help documents indexed
- Antivirus scanning (ClamAV) on every upload
- Annual re-ingestion of updated supplier catalogues

AI Sales Assistant

- AgentCore Runtime + Strands SDK + Claude Sonnet 4.6
- Bedrock Knowledge Base with OpenSearch vector store
- Hybrid search: semantic + exact SKU matching
- Automated pricing: list price → discount → final price
- Offer slip generation with VAT, shipping, XLSX export
- Customer history and kit completion intelligence

Serverless AWS Foundation

- No EC2, no VPC — API Gateway + WAF + Cognito + Lambda
- CloudFront SPA with Cognito Hosted UI authentication
- DynamoDB: products, customers, offers, jobs, measurements
- S3: uploads, KB source, ingest results, offer exports
- Cross-region: ingestion eu-west-1, chat eu-central-1
- 23 reusable Terraform modules, GitLab CI/CD with OIDC

Key Capabilities Deployed



Smart Product Search

Find products across all suppliers by SKU, description, or natural language query



Automatic Pricing

List price → customer discount → final Patiris price, confirmed from DynamoDB



One-Click Offer Building

Multi-line offer slips with VAT, shipping, and XLSX export ready to send



Customer History Aware

Past purchases, preferred suppliers, and relevant cross-sell suggestions per customer



Kit Completion

Matching components reminder — nothing missed from the order

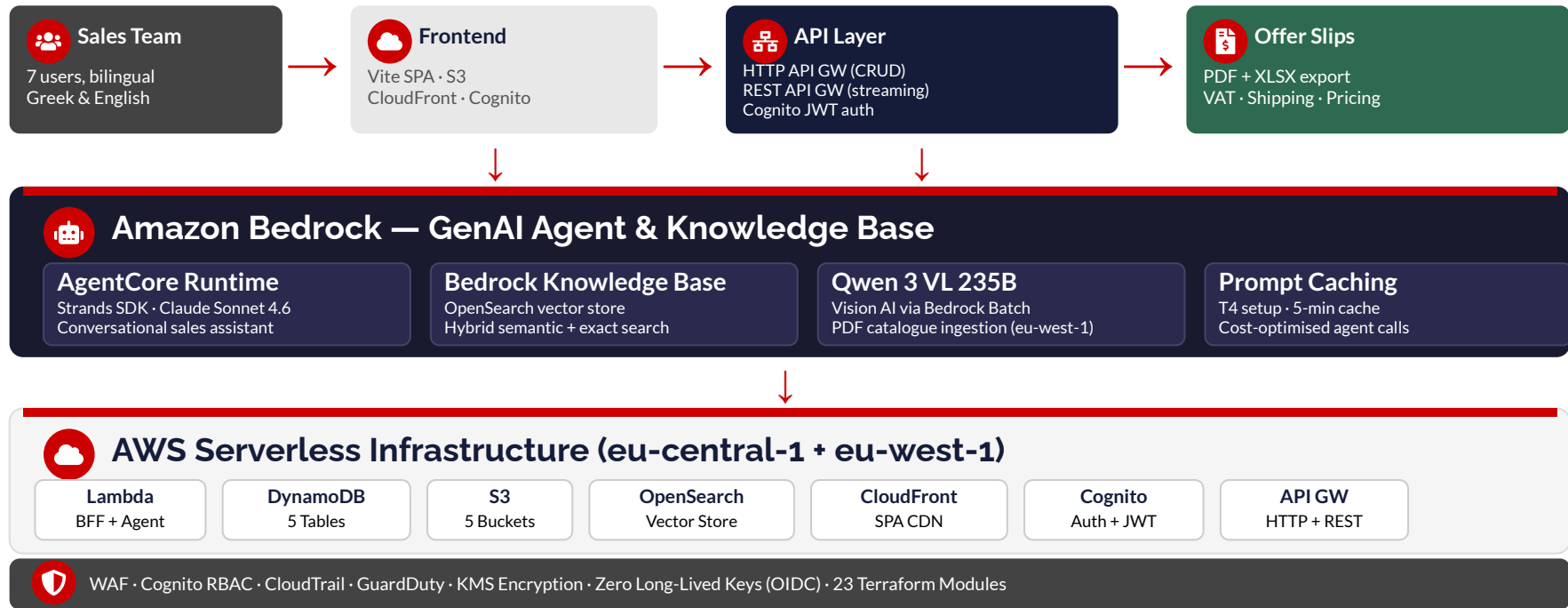


Bilingual EL / EN

Full interface and AI responses in Greek or English, Italian catalogue support

Solution Architecture

Fully serverless — no EC2, no VPC



Data Sources Handled

The full document ecosystem – from PDFs to web catalogues to ERP help files

~100 Supplier PDF Catalogues



30–40% image pages processed by Qwen 3 VL vision AI. Annual re-ingestion included in the platform. Suppliers include FANTINI, KRONOS, NIC, NICDESIGN, LIVING, MADE, and many more.

~10 Web-Based Price Lists



Growing trend of suppliers publishing online-only catalogues. Custom connectors extract and sync product data on schedule, keeping pricing current without manual downloads.

18,000 ERP Help Documents



SoftOne ERP 'Βοηθήματα' indexed and searchable via the Knowledge Base. Staff get instant answers to ERP procedures without opening the manual.

Ongoing Excel & Format Updates



Product removals, price changes, and supplier proposals in Excel and other formats are ingested as they arrive, keeping the knowledge base continuously current.

Outcomes & Results

10 sec

Answer Time
vs. 20 Minutes

Instant cited responses

100+

Supplier Catalogues
Searchable

Single conversational interface

0

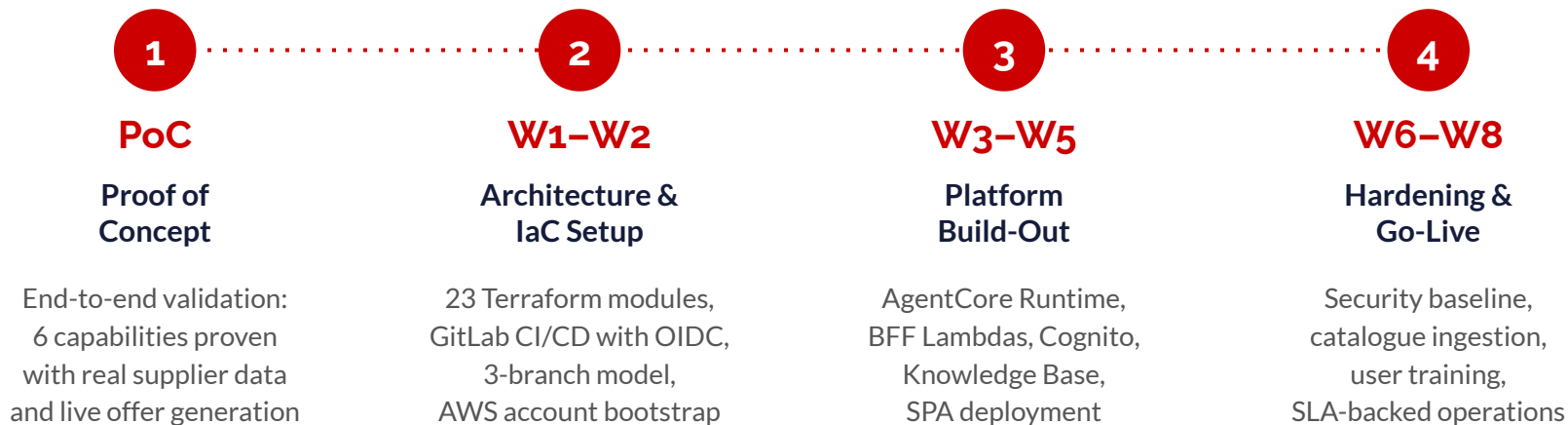
EC2 Instances
Needed

Fully serverless architecture

- ✓ Six AI capabilities proven and deployed: smart search, automatic pricing, offer building, customer history, kit completion, bilingual
- ✓ Fully serverless architecture — no EC2, no VPC — near-zero idle cost with enterprise-grade security
- ✓ 23 reusable Terraform modules with GitLab CI/CD and zero long-lived AWS credentials (OIDC)
- ✓ Cross-region design: document ingestion in eu-west-1, chat and API in eu-central-1 for low latency
- ✓ Bedrock Knowledge Base with OpenSearch hybrid search — semantic understanding + exact SKU matching
- ✓ Ready-to-send offer slips with automated pricing, VAT, shipping, and XLSX export

Delivery Timeline

From proof of concept to production platform



Security & Compliance

Enterprise-grade security without the overhead of managing servers or network infrastructure



AWS WAF & CloudTrail

Web Application Firewall with rate limiting, plus CloudTrail for complete API audit logging across all AWS services



Cognito Authentication & RBAC

Hosted UI with OAuth code flow, JWT-based authorisation at API Gateway, MFA-ready, role-based access control



Encryption & Zero Secrets

KMS encryption at rest, TLS in transit, GitLab OIDC for deployments — zero long-lived AWS keys anywhere



GuardDuty & Security Hub

Continuous threat detection, security findings aggregation, and automated compliance posture assessment



OpenSearch FGAC

Fine-Grained Access Control on the vector store — only authorised IAM roles can read or write knowledge base data



GDPR & EU Data Residency

All data processed and stored in AWS Frankfurt (eu-central-1). No customer data used for AI model training.

About LCM Go Cloud

Advanced AWS Consulting Partner

Based in Athens, Greece with offices in Cyprus. LCM Go Cloud specialises in Cloud Resilience and GenAI solutions for enterprise clients, with deep expertise in AWS infrastructure, disaster recovery, and AI/ML workloads.

- ✓ Multiple active AWS certifications at Professional and Specialty levels, and multiple AWS Competencies
- ✓ GenAI solutions delivered across distribution, retail, manufacturing, legal, education, financial services
- ✓ LCM DocIntel is part of the Applied GenAI portfolio – production-grade AI on Amazon Bedrock
- ✓ Production-grade AI on AWS solving measurable business problems for mid-market enterprises
- ✓ Full-stack ownership: infrastructure, AI agents, user interface – one partner, one SLA

Let's Talk!

See how GenAI DocIntel can turn your documents into instant, cited answers.

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