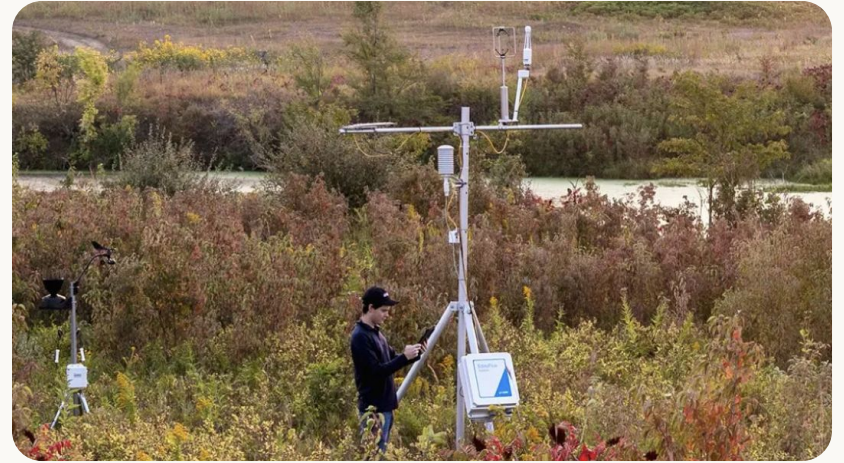


HOBO®

AI Workshop

Advancing the journey of AI



AI in Your Industry

Two conversations shaping LI-COR + Onset right now: how AI is reshaping environmental monitoring — and how AI is reshaping the way technical buyers buy.

THE BUYER HAS CHANGED

B2B buying has fundamentally shifted

Three independent data points point to the same conclusion: your website can no longer be a catalog. It has to behave like a digital technical advisor.

GARTNER, 2026

67%

of B2B buyers prefer an overall rep-free buying experience — while still wanting expert input on contextual fit.

MCKINSEY B2B PULSE

Rule of 3rds

At any buying stage, ~1/3 prefer in-person, ~1/3 remote human, ~1/3 digital self-service. All three matter.

FORRESTER

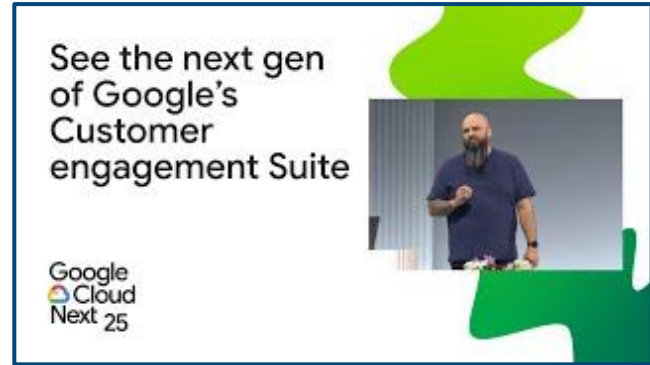
50%+

of large B2B purchases of \$1M or greater were predicted to be processed through digital self-serve in 2025.

Agents can be powerful, personal, and proactive

Google's next-generation Customer Engagement Suite is an AI-powered, omnichannel platform that enables businesses to build agents that proactively assist customers across voice, text, and visual input while personalizing interactions and automating service workflows.

- Human-like Conversations
- Hyper-Personalization
- No-code Agent Building
- Proactive Human Support
- Task Execution
- Continuity and Insight



<https://www.youtube.com/watch?v=Z0GwPJncNgg>

Technical commerce is uniquely AI-shaped

LI-COR and Onset don't sell to shoppers. You sell to researchers, facilities managers, environmental consultants, agronomists, water-resource teams, and procurement engineers – buyers who start with a problem, not a part number.

- Buyers search by problem, application, environment, or measurement – not by SKU.
- Catalogs are huge and attribute-heavy: loggers, sensors, comms, software, services, accessories.
- Role context changes the right answer: a researcher and a facilities manager need different paths
- The journey runs problem → application → measurement → configuration → quote → support.

Five AI insertion points in technical commerce

01

Discovery & Search

Natural-language search that interprets intent – application, environment, measurement – not just keywords.

02

Guided Configuration

AI configurators that turn buyer needs into quote-ready bills of materials and recommended kits.

03

Content & SEO

AI-generated descriptions, taxonomy enrichment, comparison tables, and machine-readable specs.

04

Sales & Support Copilot

Internal RAG assistant for reps and support: compatibility, replacements, accessories, objections.

05

Lifecycle Personalization

Account- and application-aware nurture: calibration reminders, accessory attach, software upsell.

What this looks like at LI-COR + Onset

Five examples that map the framework directly onto your catalog, applications, and customers.

01 Discovery & Search

“Monitor water level + rainfall in a remote watershed with cellular” → surfaces HOBO loggers, water-level sensors, comms, mounting kits, LI-COR Cloud guides.

02 Guided Configuration

Weather-station builder, water-monitoring builder, GHG flux starter kit – non-expert buyers configure complete systems without an SE call.

03 Content & SEO

AI-enriched application tags, compatibility matrices, FAQs and comparisons extracted from manuals – better filters, better SEO, better LLM visibility.

04 Sales & Support Copilot

Internal RAG over manuals, app notes, compatibility tables, and discontinued-product paths – answers “what replaces this logger?” in seconds.

05 Lifecycle Personalization

Trigger calibration, replacement-battery, and software-renewal nurture by deployed asset; recommend related sensors based on application and tenure.

Turning spec sheets into commerce

Moglix runs an industrial B2B marketplace where buyers shop by spec, application, and problem statement — much like an Onset or LI-COR buyer. Built on Google Cloud Vertex AI, they layered conversational search, an OCR pipeline that turns PDF spec sheets into structured product data, and a Vertex-powered chatbot.

WHY IT MATTERS

The same OCR + RAG pattern can convert your manuals, app notes, and compatibility tables into a structured commerce experience — without rebuilding the catalog from scratch.

Source: Google Cloud customer story, Moglix.

Copilot Innovations | LI-COR + Onset Workshop

4×

improvement in sourcing-team efficiency

+15%

conversion lift from natural-language query interpretation

~60%

of customer queries answered by the AI chatbot

When the same word means different things

Two technical-distribution leaders proving that intent- and persona-aware search reshapes both the buyer experience and the P&L.

WOLSELEY | BLOOMREACH AI SEARCH

Persona-aware search

- +25% lift in average order value
- +£24.17 revenue per visitor
- +9.6 pp conversion-rate increase
- +18 pp lift in add-to-cart actions

A plumbing/HVAC pro and a facilities buyer get different rankings for the same query.

GRAINGER | DATABRICKS RAG

Context-aware discovery

- 2.5M MRO products in catalog
- 1M+ customers across personas
- 400K daily product updates
- RAG over docs + customer context

“Clamps” means different things to electricians and machinists. RAG knows the difference.

Why product architecture comes before AI

Thermo Fisher Scientific is the closest analog to LI-COR + Onset – scientific instruments, complex applications, technical commerce. The lesson from their digital transformation isn't a flashy AI feature. It's the foundation underneath one.

- Invested in MDM, PIM, DAM, CMS, taxonomy, and search architecture as the digital backbone.
- Built a standalone taxonomy management system as the authoritative source of metadata.
- Eliminated manual content processes that previously caused errors across print, web, and e-commerce.
- Result: one consistent product story across every channel – and a base AI can actually run on.

THE TAKEAWAY

AI commerce is only as good as the product data supply chain feeding it.

MEANWHILE, IN YOUR INDUSTRY

AI is reshaping environmental monitoring

Your customers increasingly run AI-native monitoring systems — a tailwind for instrument demand and a signal that LI-COR + Onset must be ready to plug into that world.

AIR QUALITY

AirQo

ML calibration cuts PM2.5 RMSE on low-cost sensors from 18.6 → 7.2 $\mu\text{g}/\text{m}^3$ across a 400+ sensor network in 14 countries.

FLOOD FORECASTING

Google Flood Hub

5–7 day AI flood forecasts in ungauged watersheds — covering 100+ countries and serving ~700M people.

METHANE / GHG

Carbon Mapper + Tanager-1

Hyperspectral plume detection at 90–180 kg/h, with 72-hour delivery to operators. EPA-recognized advanced method.

WILDFIRE DETECTION

Pano AI

AI smoke detection delivered 4+ hours of additional planning time on the Camp Creek Fire vs. traditional reporting.

Implication for LI-COR + Onset: hardware + cloud + AI-ready data is becoming the unit of competition — not the instrument alone.

COMPETITIVE SCAN

Your competitors are already shipping AI

Five publicly documented examples — direct and adjacent competitors that have made AI part of the commercial proposition.

WEATHER + ENV. INTELLIGENCE

Vaisala + Quanterra

+50%

local-forecast accuracy claim

Xweather Xcast ML + Quanterra (CO₂ flux) +
Vionice (computer vision).

METHANE + LDAR

Picarro

Largest

industry leak database (ML-trained)

ML Advanced Leak Detection via P-Cubed.
Italgas rollout framed as AI transformation.

EMISSIONS + OPERATIONS

Project Canary / Aeris

16x ROI

claimed; +66% faster response, +20% accuracy
methaneML fuses monitors, satellites,
aerial, and SCADA.

GAS SENSING + INSPECTION

HealthyPhoton

240/min

AeroNose AI inspection rate

Deep neural network gas sensing for
methane and gas ID.

AI AS ORG CAPABILITY

Gasmot

Director of AI

CTO appointed; public AI pilot

Treating AI as future product capability — a
competitive signal.

Two patterns: AI moving into the product (instrument + ML), and AI moving into the operating model (org-wide capability).

Value is moving from the instrument to the AI layer above it

Every competitor on the previous slide positions AI as part of their commercial proposition. The value capture is shifting from hardware sales to software, services, and decision support – exactly the layer LI-COR + Onset are best-positioned to own.

- “Box-only” is no longer the durable position – AI is being layered on measurement to predict, attribute, and act.
- The competitive moat is shifting to the data + AI pipeline above the sensor, not the sensor alone.
- LI-COR's instrument footprint, 73K research citations, and LI-COR Cloud are well-suited to occupy this layer.
- For commerce, the site, configurator, and content must express AI-enabled value – not simply list devices.

THE STRATEGIC QUESTION

Where on the hardware-to-AI-services spectrum does LI-COR + Onset want to be in 24 months?

OVER TO YOU

Five strategic questions for this room

These are the questions we'd like LI-COR + Onset commerce leadership to wrestle with – first individually for two minutes, then as a group.

- **Q1** Is your product data AI-ready? Taxonomy, attributes, compatibility rules, manuals as structured content.
- **Q2** What would your buyer's first 60 seconds feel like with conversational, intent-aware search?
- **Q3** Where should AI guide buyers – and where must a human still steer? (Wrong sensor ≠ wrong shirt.)
- **Q4** Is being findable inside ChatGPT, Gemini, and Perplexity already your new SEO frontier?
- **Q5** What does “AI-native LI-COR + Onset commerce” look like in 24 months – and what has to be true today?