

DESIGNING A TRUSTWORTHY AI-ENABLED KNOWLEDGE MANAGEMENT
ARCHITECTURE TO IMPROVE SALES READINESS IN B2B TECHNOLOGY
SERVICES

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~~Gerry Gusman Wibowo~~

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ABSTRACT

DESIGNING A TRUSTWORTHY AI-ENABLED KNOWLEDGE MANAGEMENT ARCHITECTURE TO IMPROVE SALES READINESS IN B2B TECHNOLOGY SERVICES

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In B2B technology services, early-stage sales readiness is often limited by fragmented knowledge repositories, inconsistent preparation practices, and weak governance mechanisms. The use of artificial intelligence in enterprise knowledge systems also raises concerns about reliability, transparency, and accountability. This project seeks to develop a reliable trustworthy AI-enabled knowledge management framework to enhance structured sales preparedness in B2B technology services. This research uses the Design Science Research (DSR) framework to create a multi-tiered enterprise architecture that incorporates the SECI knowledge model, lifecycle governance strategies, Retrieval-Augmented Generation (RAG)-driven AI retrieval, and principles of Trustworthy AI. We used document analysis, semi-structured interviews, and expert Focus Group Discussions (FGD) to get the design requirements and check the suggested artifact. The result shows that the flow makes governance more consistent, the retrieval more transparent, and it is easier for presales workflows to leverage the institutionalized knowledge. These findings are intended to integrate the governance lifecycle and reliable mechanisms into AI-driven knowledge system that can facilitates the scalability alongside accountability for sales within the organization.

Keywords: Knowledge Management, Design Science Research, Trustworthy AI, Retrieval-Augmented Generation, Sales Readiness



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DEDICATION

I dedicate this work for my lovely wife and my children.



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