



# Revolutionizing Supply Chain Management: Harness the Power of AI and ML in Cloud-Based ERP Systems for Technical Leaders

*Dileep Rai*



ATION FOR  
PLY CHAIN  
IAGEMENT

# AI Use Cases in Supply Chain Planning

# Real World Problems and the Business Impact- KPI influenced by AI



**Maximize Marketing ROI**

Target prospect and acquire customer

**1**  
**Marketing**  
(Campaign Efficiency, LTV)



**Increase Customer Value & Revenue**

Win customer for life

**2**  
**Sales**  
(Revenue, Customer Churn)



**Business Automation**

Serve customer flawlessly

**3**  
**Supply Chain/Operations**  
(Productivity, Cost)

# Some of the operational problems solved using AI and ML



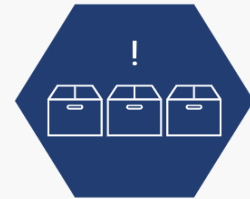
Inaccurate demand forecasts



Shortage of supply at scale



Delayed shipments



Oversupply, at scale



People cost, at scale



Lost customer engagement

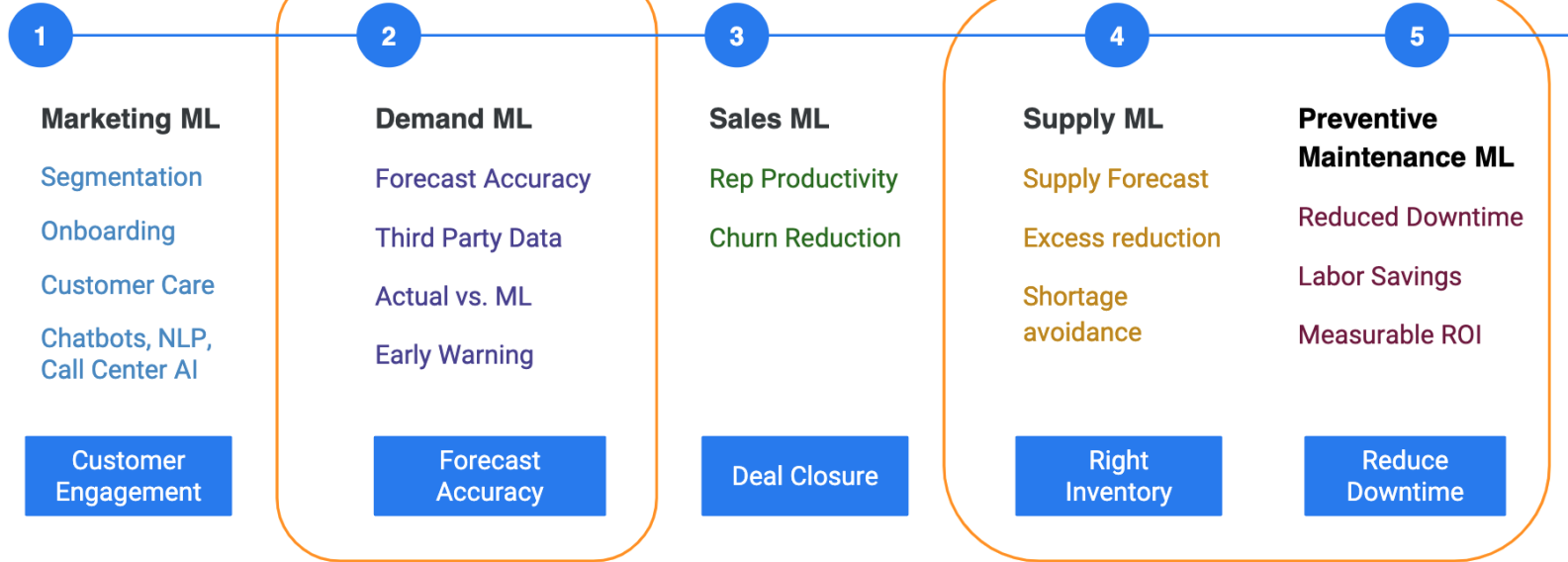


Poor demand sensing



Missed opportunities

# AI/ML Solutions to improve customer experience in Value Chain



# What Is AI in the Supply Chain?

- ▶ Businesses use AI to manage and optimize supply chain activities such as
  - Monitoring product quality.
  - Balancing inventory levels.
  - Identifying fuel-efficient delivery routes—more efficiently than traditional software.

# Benefits and Challenges of AI in Supply Chain Planning

## *Benefits*

- ▶ **Increased Efficiency**
- ▶ **Improved Forecasting Accuracy**
- ▶ **Enhanced Decision-making**

# Benefits and Challenges of AI in Supply Chain Planning

## *Challenges*

- ▶ **Data Privacy**
- ▶ **Integration Issues**
- ▶ **Need for Skilled Personnel**



## Case Study: AI-Driven Demand Forecasting

- ▶ An American multinational technology corporation successfully implemented AI technology for demand forecasting within their next generation cloud-based ERP's supply chain planning module. The company sought to optimize inventory management, streamline production, and meet customer demands more effectively for their customers

# Challenges

The global software and technology company faced several challenges in demand forecasting, including:

- ▶ **Inaccurate forecasts**
- ▶ **Manual processes**
- ▶ **Market volatility**

# Strategy Objectives

To address these challenges, AI algorithms were integrated into the supply chain planning module of the company's proprietary ERP application.

# Key Benefits

The implementation of AI-driven demand forecasting brought several significant advantages:

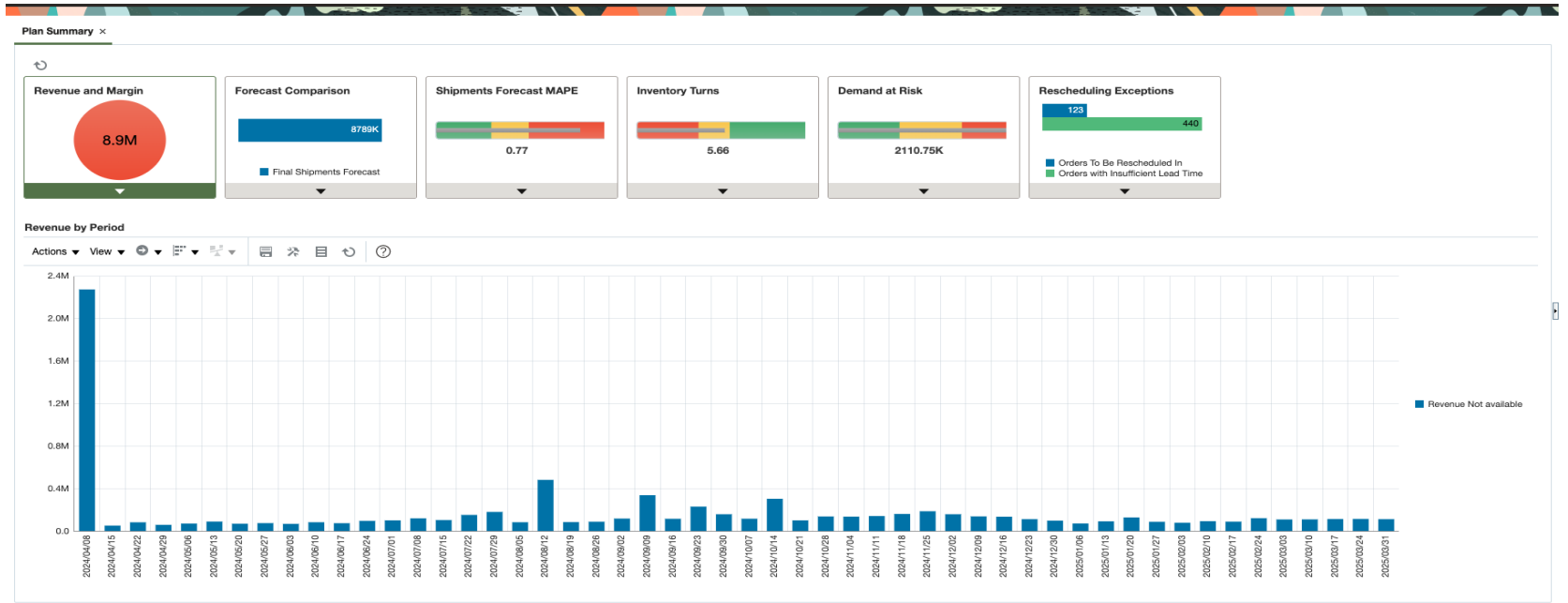
- ▶ **Enhanced accuracy**
- ▶ **Time efficiency**
- ▶ **Real-time adaptation**
- ▶ **Demand insights**

# Result

The successful implementation of AI in demand forecasting led to remarkable outcomes for planners:

- ▶ **Inventory optimization**
- ▶ **Improved production planning**
- ▶ **Higher customer satisfaction**
- ▶ **Competitive advantage**

# Planner's Dashboard



# Organization's Supply Chain future



Thank You

Q/A