
Session Title: Powering Business Outcomes: AI+ Supply Chain

Session Description

This dynamic session highlights how companies are achieving measurable results by applying AI across critical supply chain functions. In a fast-paced showcase, leaders will present AI use cases covering multiple areas within Supply Chain, such as trade compliance, demand forecasting, planning, and transportation. Each case study offers insights into the real business impacts of AI, with actionable recommendations for implementing these technologies effectively. Attendees will also have the opportunity to engage directly with the panel, asking questions and exploring how AI solutions can address their own supply chain challenges.

To drive a resilient, transparent, and smarter Supply Chain, companies have committed to revolutionize, and dramatically change the way supply Chain works, by having data and insights available to all.

- Gen AI can preempt supply chain disruption and unleash growth opportunities
- Gen AI is completely transforming workflows
- AI assistants will handle most traditional and transactional processes by 2025

Employees paired with AI assistants will deliver more business value than either could alone.

With new generative AI technologies, the goal is to enable AI assistant with AI fundamentals at the fingertips for every professional to augment their decisions while automatically performing routine tasks. With that, Supply Chain professionals can maximize operations and meet the constantly changing industry.

The session will focus on introducing the new technologies in action to the audience such as:

- AI orchestration of data with Natural Language questions to Structured Query language (NLQ-to-SQL)
- Retrieval-Augmented Generation (RAG) to enable generation of information on unstructured data
- Automation of complex tasks with Agentic AI- sitting on top of Robotic Process Automation (RPA)

The AI+ Supply Chain is revolutionary as it democratizes the data across all levels and areas, eliminating operational complexity, simplifying our end-to-end workflows, automating manual tasks, and finally embedding AI everywhere.

Key Takeaways:

- Proven AI Applications: Explore specific AI use cases driving efficiency in compliance, forecasting, planning, and logistics.
- Tangible Business Impacts: Insights into measurable outcomes achieved, from cost reductions to improved forecast accuracy.
- Implementation Best Practices: Practical tips on integrating AI tools and overcoming common barriers.
- Interactive Learning: Direct Q&A with experts to deepen understanding and explore tailored AI strategies.

Moderator:

Fotini Petroula, VP Systems Technology Lifecycle Services Supply Chain, **IBM**

Panelists:

Ben Massie, VP Global Supply Chain – ISG, **Lenovo**

Amy Rardin, Sr. Director - SC Digitization & Strategic Partner, **P&G**

Mark Heinrich, RADM US Navy (*ret*) CEO, **Oakleaf Software**

Matthias Gräfe, Global Transformation Executive, **IBM**

Mike Bassani, GM & Partner in Charge of Supply Chain, **Microsoft**