ONE MINUTE PERSPECTIVE

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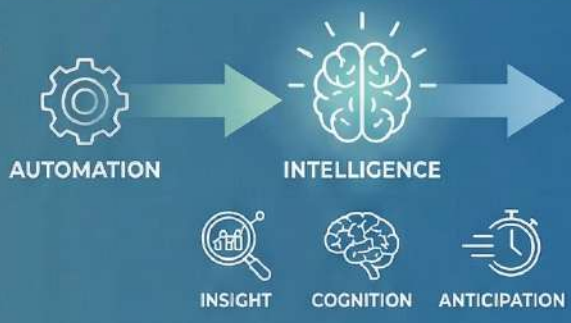
Beyond Automation: How Gen AI Is Reshaping Supply Chains

For years, supply chains have focused on automation to improve efficiency and reduce manual work. While this helped streamline processes, most systems still depend on fixed rules and struggle when conditions change.

Today's supply chains face frequent disruptions, volatile demand, and growing complexity—calling for a different approach.

This is where Generative AI (Gen AI) changes the equation.

Gen AI does not just automate tasks; it supports thinking and decision-making. It can read large volumes of data, understand context, and suggest actions in real time. This allows supply chain teams to move faster—from reacting to problems to anticipating them.



Decision Support

One key shift is in decision support. Instead of manually analyzing reports from multiple systems, teams can rely on Gen AI to **summarize insights, flag risks**, and propose options. This **improves speed, clarity, and confidence** in daily decisions.

Planning & Forecasting

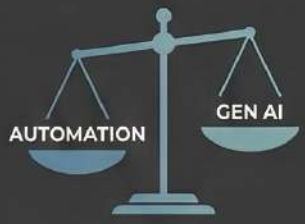
Gen AI also strengthens planning and forecasting. By identifying patterns that traditional models often miss, it helps **improve demand sensing, manage supply risks**, and evaluate **"what-if" scenarios**.

Logistics & Operations

In logistics and operations, it assists with routing, exception handling, and cost optimization—often delivering **measurable impact**.

Applied selectively. Used responsibly.

However, Gen AI works best when applied selectively and responsibly. Not every problem needs Gen AI. Traditional automation and analytics still matter. The real value comes from combining these tools—using Gen AI where judgment, interpretation, and adaptability are required.



Organizations that succeed treat Gen AI not as an experiment, but as a capability embedded into everyday workflows, supported by good data and skilled teams.

In short: supply chains are evolving from automated systems to intelligent, adaptive networks—and Gen AI is a key catalyst in that journey.