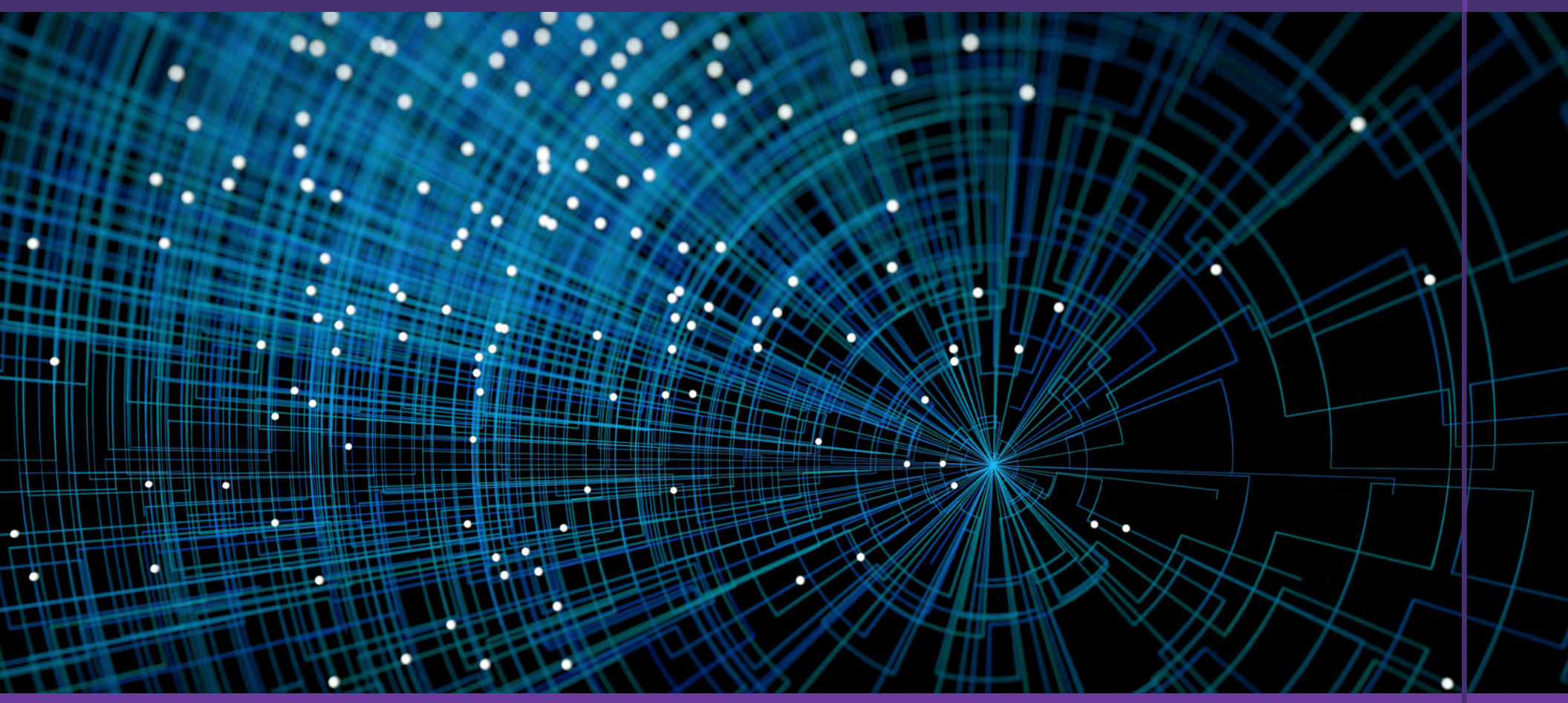


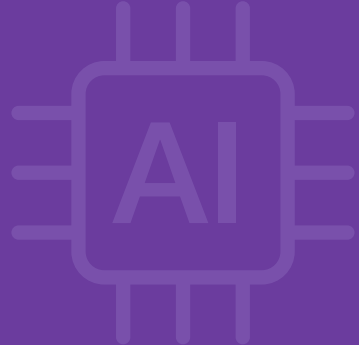
The Role of Artificial Intelligence (AI) in Solving New Business Complexities

Supply chains have always been complex, but the complexities are now growing exponentially. AI plays a crucial role, but not all AI is created equal.



Business leaders recognize that every company, regardless of industry, is now in the business of data. With far-flung sourcing, manufacturing and logistics combined with increasingly tight timelines and higher stakes, the quality of business decisions comes down to the data they're based on.

Data can be analyzed in various ways...



and vendors often use the term "AI" to mean very different things.



Automation

Executes manually intensive tasks – such as identifying data inconsistencies – without human intervention. Automation is process-driven.



Operations Research

Utilizes fixed algorithms to perform defined calculations, such as determining optimal inventory levels. Operations research is math-driven.



True Artificial Intelligence

Operates through self-tuning algorithms that seek to understand patterns and test specific actions, learning from the data to continuously improve results. True AI is data-driven.

Each of these analytics methods is important, and no organizational toolbox is complete without them all.



That's why it's vital to understand what vendors are truly offering and what they can really deliver.



WHITE PAPER

Download the AI Buyer's Guide to cut through the marketing hype and understand what AI really means – and can accomplish – in your supply chain.

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