

A Blueprint for Managing Supply Chain Disruptions

This study serves as a blueprint to prepare for global supply chain disruptions and examines how artificial intelligence (AI) can better position businesses to reduce risks.

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All supply chains are designed to handle changing conditions, but not every supply chain is resilient and agile enough to respond to major disruptions.



Customs Delays



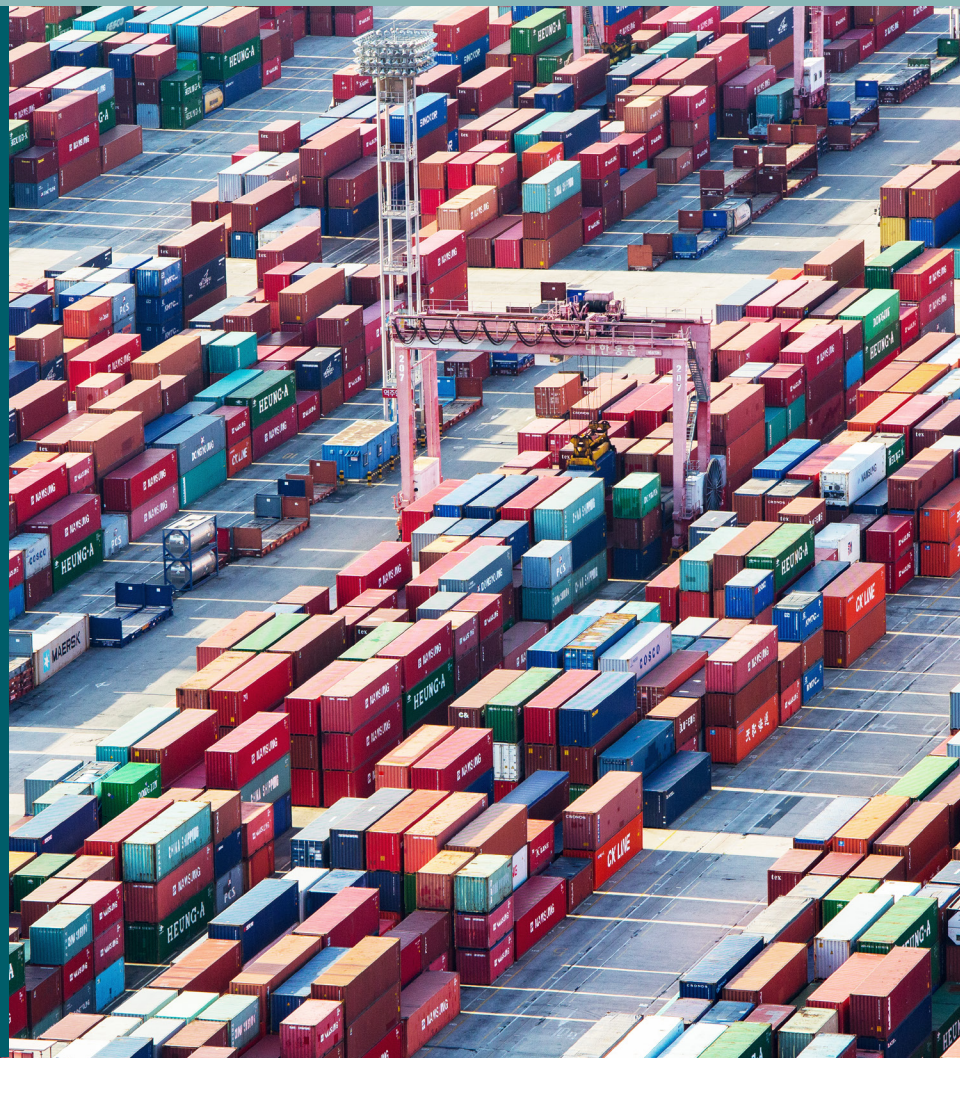
Supplier Delays



Pandemics

That's why COVID-19 had a devastating impact on global supply chains.

Panic buying resulted in demand shock across the world.



Retail stockouts

at most grocery stores.



Hoarding of essentials

such as hygiene products and canned goods.

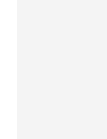


Significant demand upside

for staple goods and lower demand for non-essentials.



The rapid, unprecedented change in buying behavior made demand planning difficult.



Volatility increased

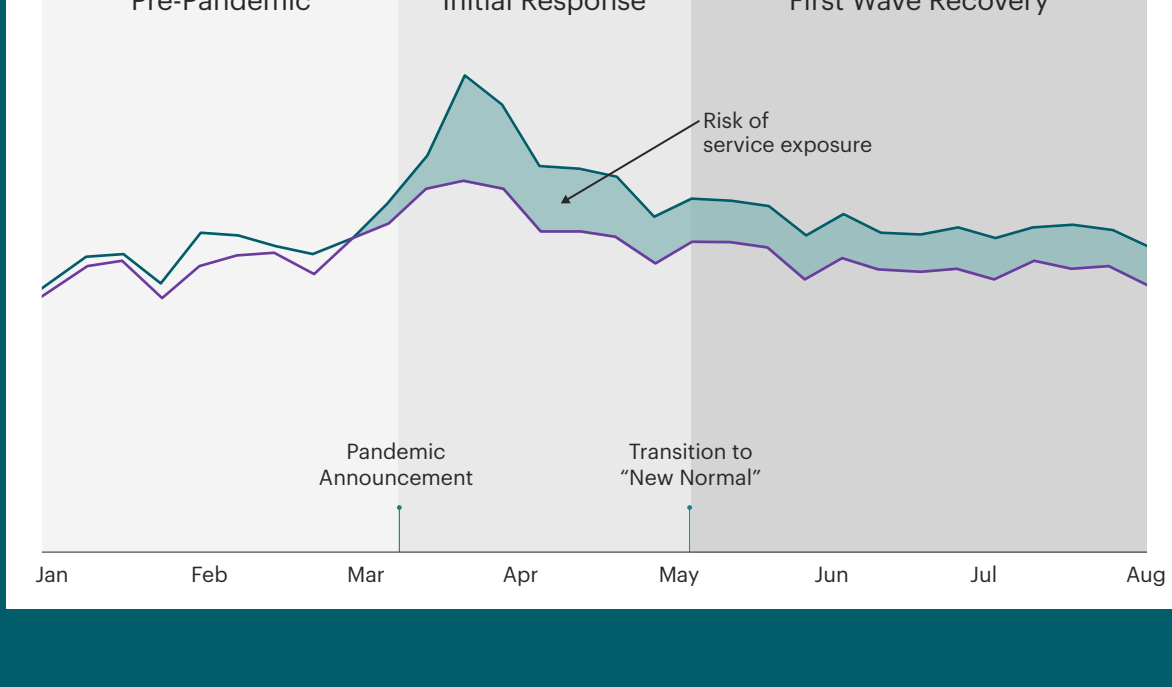


Weekly forecast error sharply increased



Manufacturers couldn't keep up, resulting in unmet demand and loss of sales.

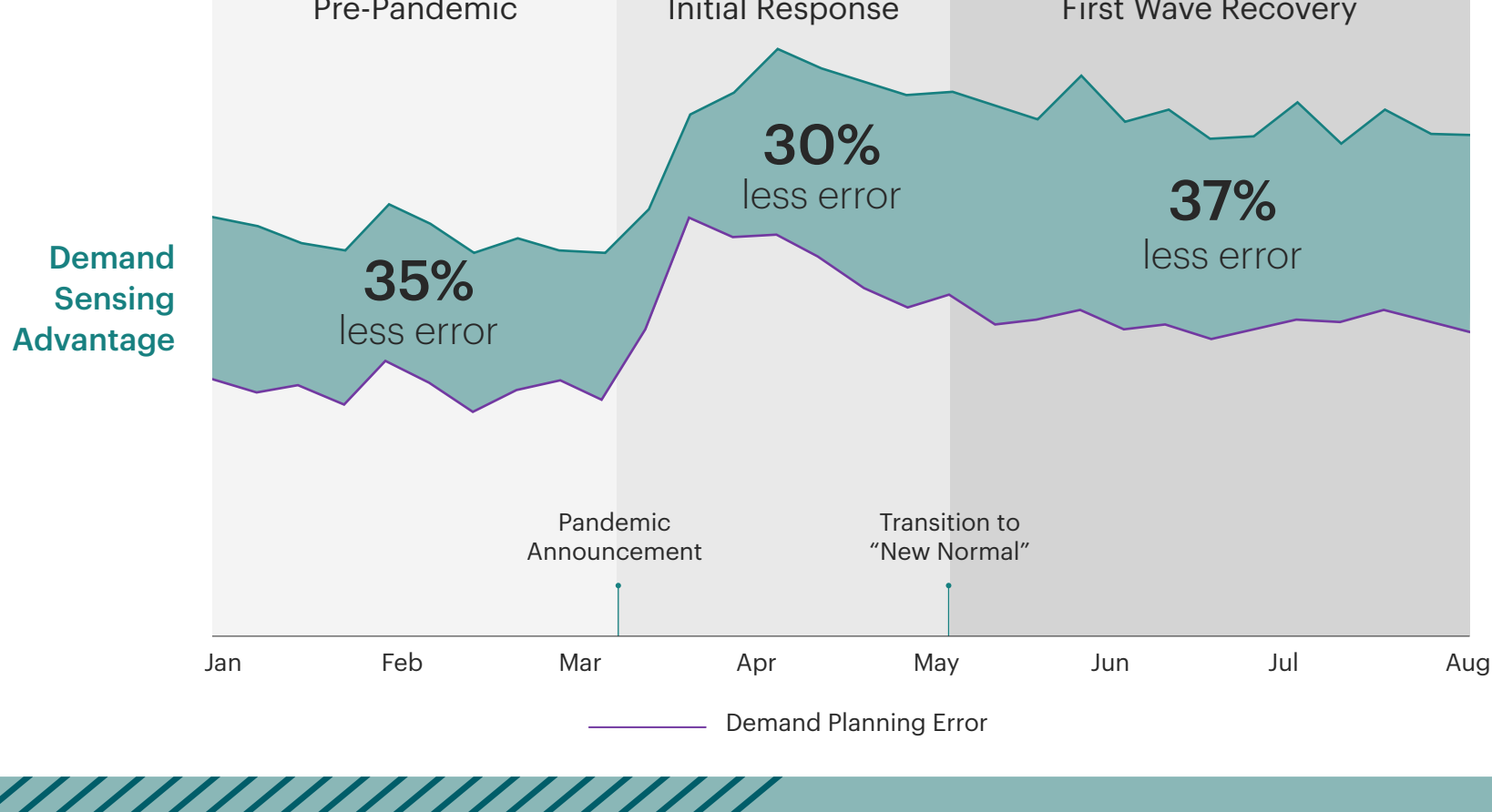
The stockouts resulted in losses, which made it more difficult and costly to acquire and serve customers. Bottom lines eroded, and return on capital and shareholder value dropped.



Some business leaders turned off AI and chose to rely on human instinct during the disruption. They assumed AI can only interpret and respond to events it has seen in the past and were concerned it couldn't handle the unprecedented events caused by COVID-19.

Those who utilized proven, at-scale AI reaped **huge rewards**.

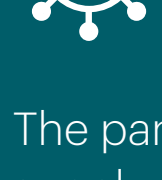
They experienced more than 30% less error in their forecasts and were more easily able to meet demand.



Takeaways



The challenges of managing disruptions of any size in supply chains cannot be solved by people alone.



The pandemic made supply chains harder to run and old methods of predicting demand were no longer sufficient.



The combination of AI, technology, automation and real-time data are critical for enabling agility, efficiency and resiliency.

The advantage of utilizing proven AI is clear:

- AI embedded in industry-leading demand sensing software reduced forecasting error by
- 30-37%, even during the peak of the pandemic.



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Blueprint for Managing Supply Chain Disruptions of Any Size

This new normal of increased disruptions is not temporary — it's here to stay.

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