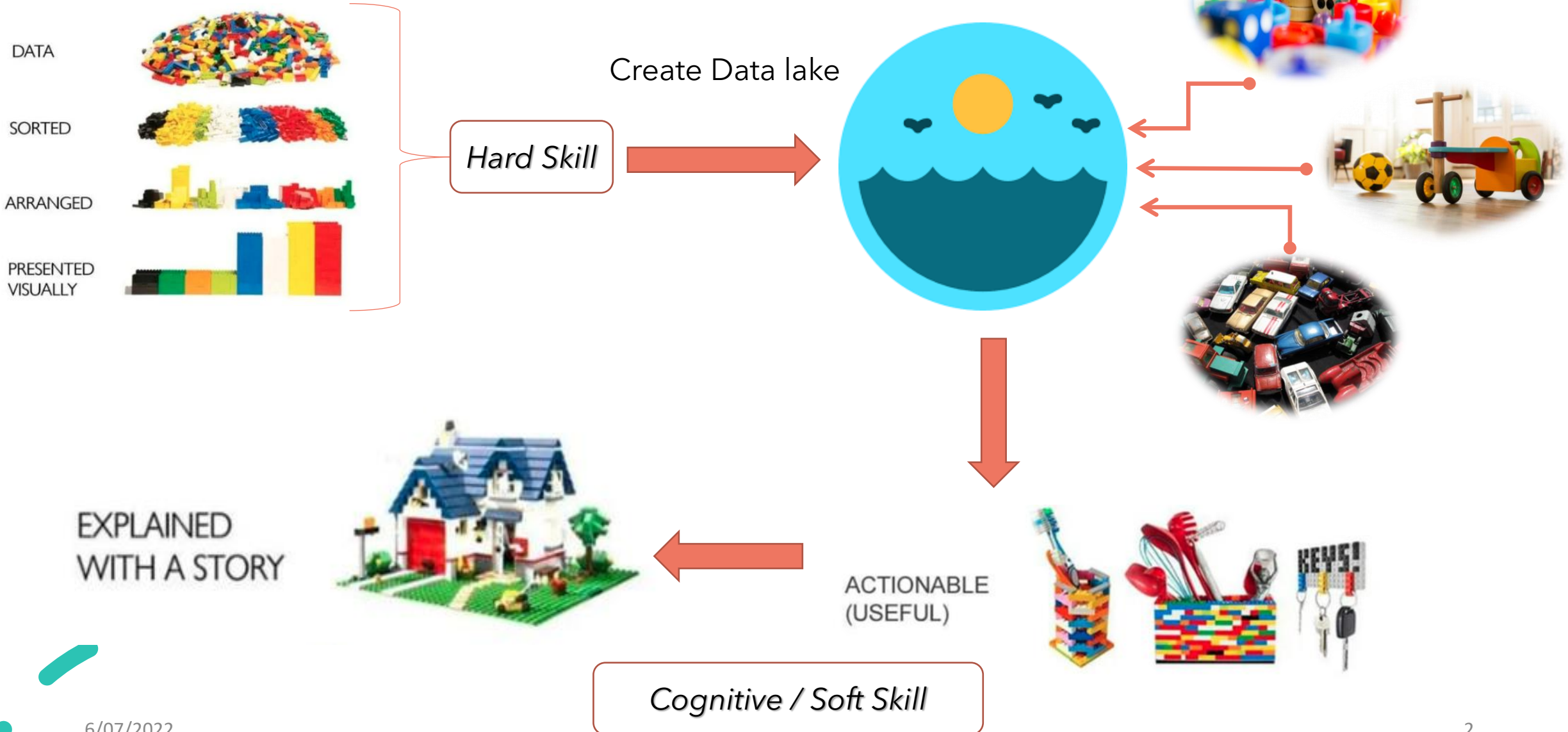




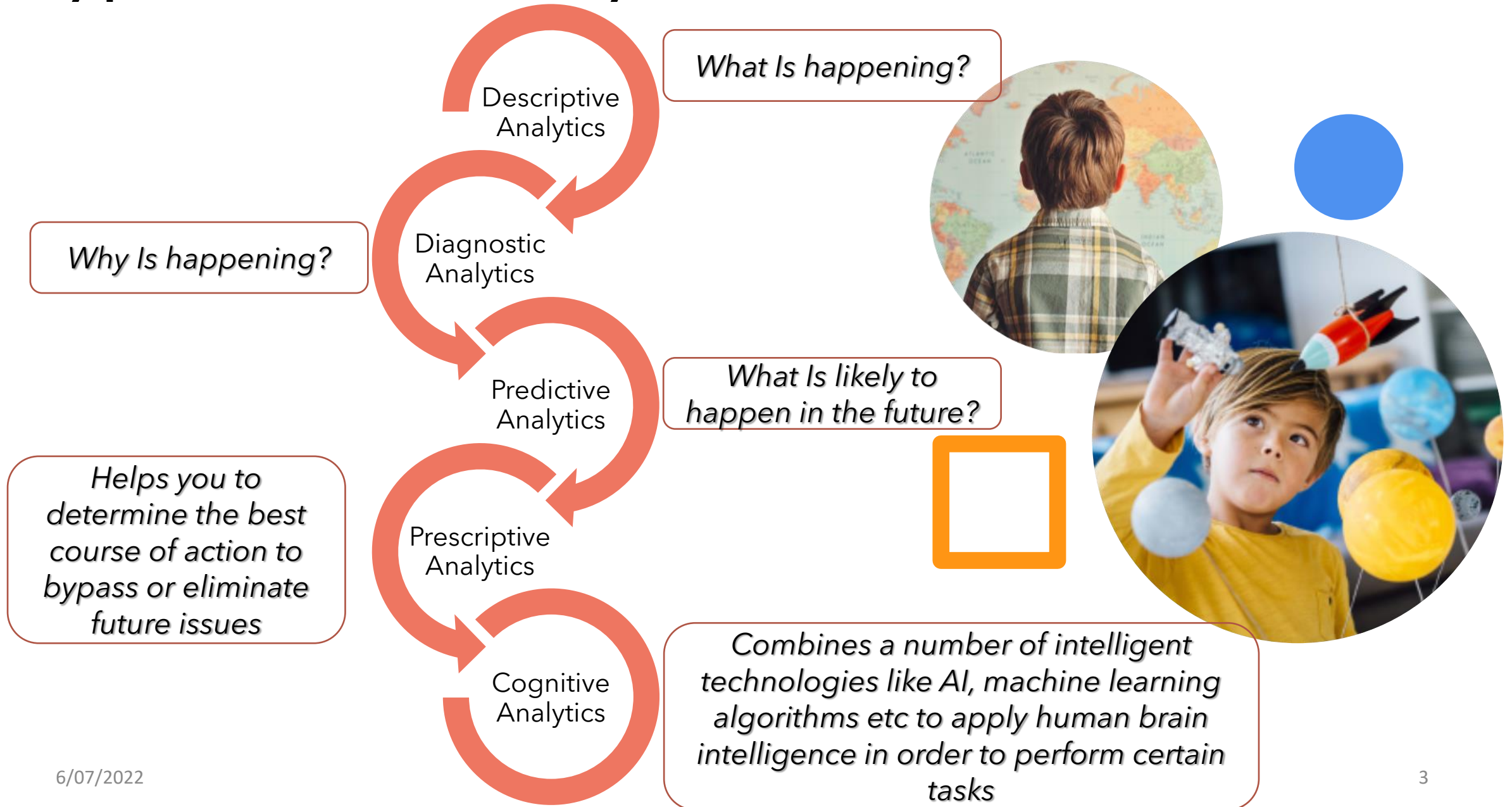
# The power of Data Analytics in an End2End Supply Chain

From Descriptive to Prescriptive analytics & AI

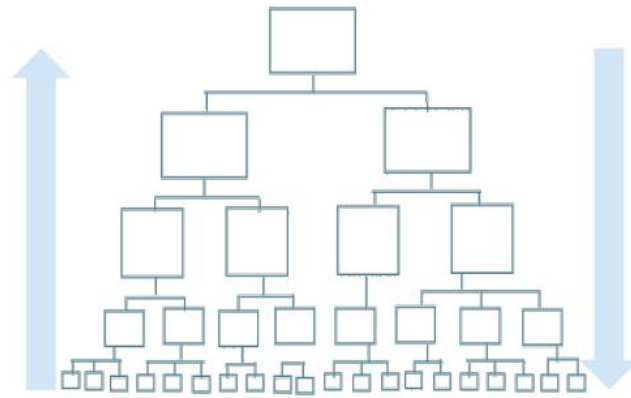
# Data analytics in SC – a gamechanger



# 5 types of data analytics



# A journey to the future



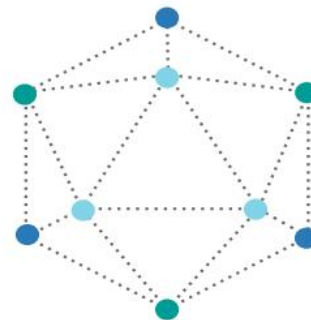
Silos



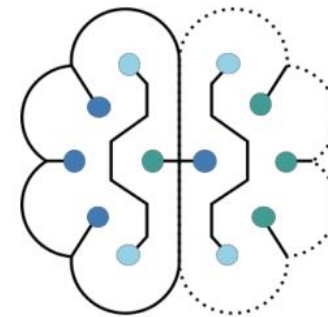
Agile Network



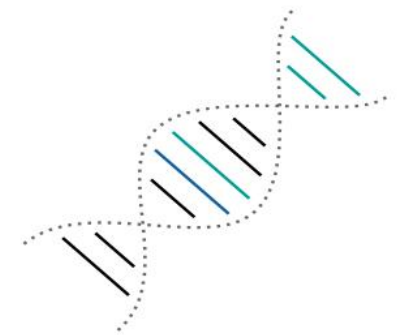
Siloed



Harmonized



Learning



Self-driving

# Which “ AI “ generates most value for you ?

Applied To :



**A**nalytical  
**I**nsights

- Insights / Loss trees /  
Dashboards to help  
drive process or  
physical change to SC.



**A**ugmented/  
**A**ssisted  
**I**ntelligence

- Assist SC to take  
faster or better  
decisions



**A**utomated/  
**A**rtificial  
**I**ntelligence

- Take decisions



Solve known  
problems

- ✓ Quick Win
- ✓ Known Value
- ? Functional silo

Identify value  
in E2E SC

- ✓ Higher value
- ? Longer time to value



# How you use a Cognitive System

**Connected & Outside in**

**Autonomous**

**Real Time & Always on**

**Thinking & learning**



Suppliers, External  
Partners, Customers

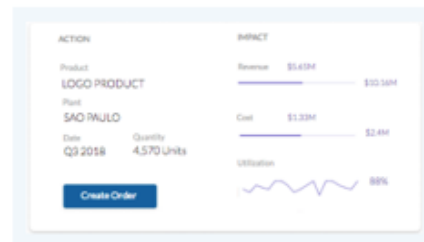
Enterprise  
Systems

External  
Data





# A cognitive System



# What I see high level in a cognitive system

Good afternoon, Manolis!

## Recommendations

### Direct Shipment Recommendation

34

OPEN

Total Savings € 13,203.24

### Max Deliveries Per Week Recommendation

524

OPEN

Reschedules 222

Inefficient Drops 395

Eff Drop Savings € 19,072.36

Favorites

Recent



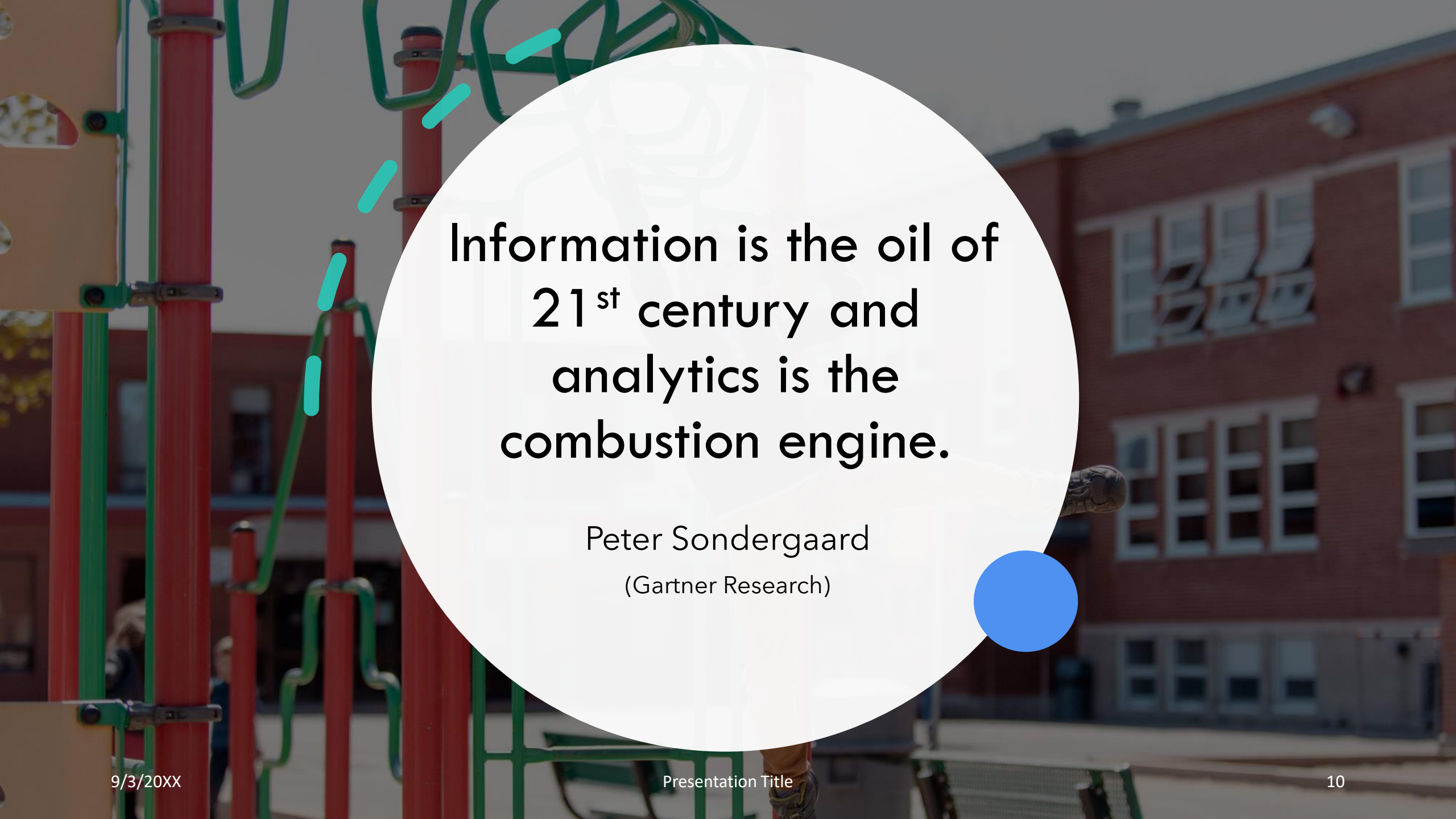
# Which are my recommendations

☰

Default Workspace > Direct Shipment Recommendation

⌵ Select Filter

Sales Order #	Ship To #	Ship To Name	Material #	Material Description	SU Name	Customer Request...	Proposed Delivery...	Open Reque...	Direct Shipm...	Recommendation
3036798918	10439828	B & M RETAIL LTD MIDDLE...	67492342	Pot Ndl Chicken&Mushroom 12x90g	UBF-UK-SU Crumlin	23/12/2019	30/12/2019	52	52	Split order for Direct Shipment of 52 pallet(s)
3036798922	10439828	B & M RETAIL LTD MIDDLE...	67492342	Pot Ndl Chicken&Mushroom 12x90g	UBF-UK-SU Crumlin	23/12/2019	30/12/2019	52	52	Split order for Direct Shipment of 52 pallet(s)
3036730517	10299046	FARMFOODS LIMITED	9084941	Comfort FC 3L Pure	HPC-UK-SU Port S...	27/12/2019	28/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036730515	10299047	FARMFOODS LIMITED	9084941	Comfort FC 3L Pure	HPC-UK-SU Port S...	27/12/2019	28/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036729552	10299046	FARMFOODS LIMITED	9084926	Comfort FC 3L Blue Skies	HPC-UK-SU Port S...	20/12/2019	20/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036730511	10299046	FARMFOODS LIMITED	9084941	Comfort FC 3L Pure	HPC-UK-SU Port S...	28/12/2019	28/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036901387	415520	BOOKER (HAYDOCK)	67657234	PG Tips 160s+50% Box 4x696g Orig...	UBF-UK-SU Traffor...	27/12/2019	25/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036798928	10439828	B & M RETAIL LTD MIDDLE...	67492342	Pot Ndl Chicken&Mushroom 12x90g	UBF-UK-SU Crumlin	23/12/2019	30/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036749601	462007	MUSGRAVE DISTRIBUTION ...	67492342	Pot Ndl Chicken&Mushroom 12x90g	UBF-UK-SU Crumlin	29/11/2019	02/12/2019	52	52	Split order for Direct Shipment of 52 pallet(s)
3036749030	462007	MUSGRAVE DISTRIBUTION ...	67492342	Pot Ndl Chicken&Mushroom 12x90g	UBF-UK-SU Crumlin	25/11/2019	02/12/2019	32	26	Split order for Direct Shipment of 26 pallet(s)
3036749602	462007	MUSGRAVE DISTRIBUTION ...	67492342	Pot Ndl Chicken&Mushroom 12x90g	UBF-UK-SU Crumlin	26/11/2019	02/12/2019	32	26	Split order for Direct Shipment of 26 pallet(s)
3036730269	10299047	FARMFOODS LIMITED	67636305	PERSIL CAPS 50w NBIO TRIODOY 2...	HPC-UK-SU Port S...	08/12/2019	03/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer
3036742552	10299047	FARMFOODS LIMITED	67492312	Pot Ndl Orig Curry 12x90g	UBF-UK-SU Crumlin	30/11/2019	29/11/2019	32	26	Split order for Direct Shipment of 26 pallet(s)
3036742553	10299046	FARMFOODS LIMITED	67492312	Pot Ndl Orig Curry 12x90g	UBF-UK-SU Crumlin	30/11/2019	29/11/2019	32	26	Split order for Direct Shipment of 26 pallet(s)
3036742551	10420710	FARMFOODS LIMITED	67492312	Pot Ndl Orig Curry 12x90g	UBF-UK-SU Crumlin	30/11/2019	29/11/2019	36	26	Split order for Direct Shipment of 26 pallet(s)
3036527284	10443553	COSTCO WHOLESALE - CR...	67339955	Comfort FC 5L Sunfresh Display UK	HPC-UK-SU Port S...	05/12/2019	04/12/2019	26	26	Direct Shipment of 26 pallet(s) for customer



Information is the oil of  
21<sup>st</sup> century and  
analytics is the  
combustion engine.

Peter Sondergaard  
(Gartner Research)



Thank you

6/7/2022