

Digital Transformation with AI at the heart

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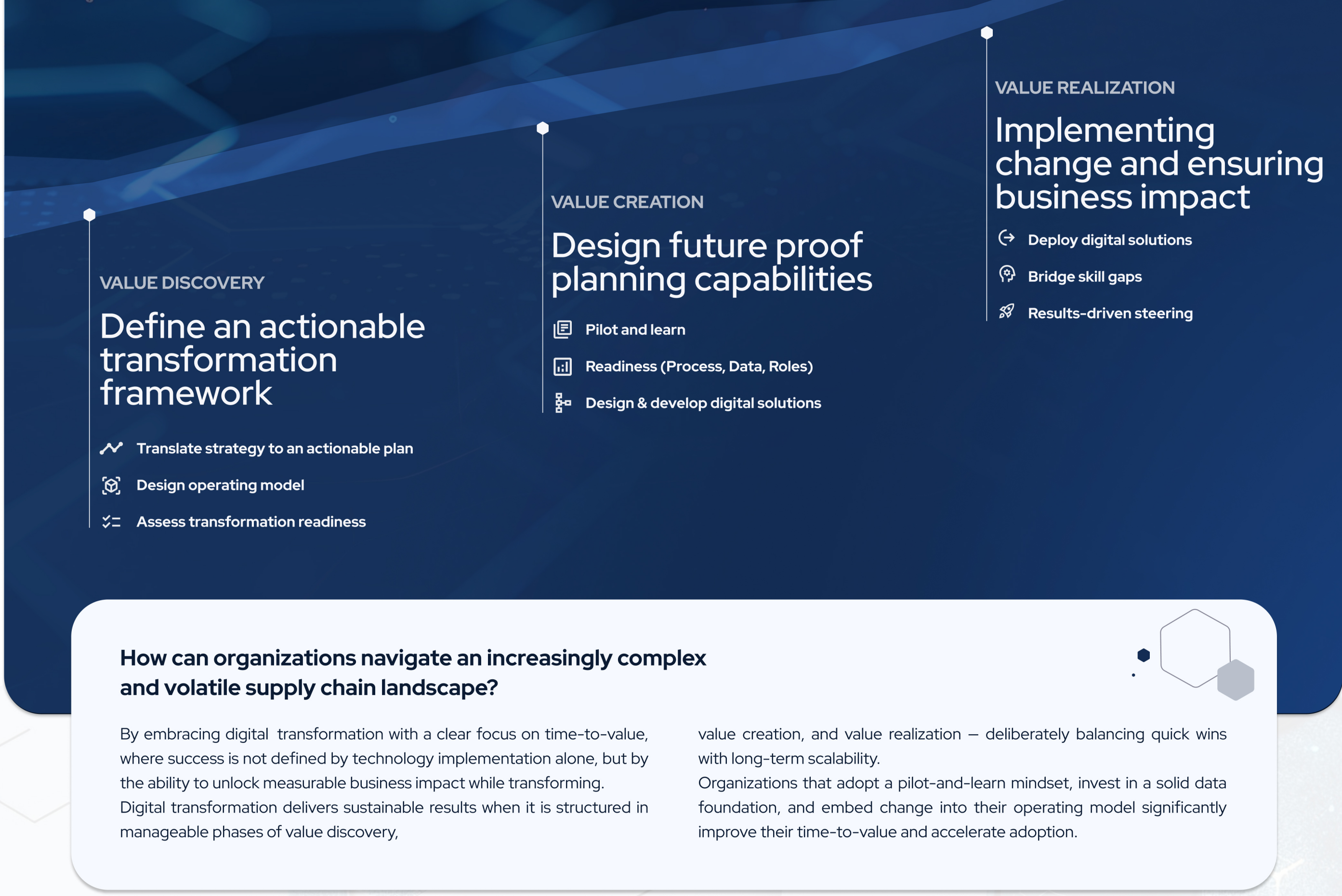
Introduction

In our previous transformation insights update, we highlighted that successful digital supply chain transformations are defined by one core principle: optimizing time-to-value while building scalable, future-proof capabilities. Organizations that phase their transformations into value discovery, value creation and value realization, balancing quick wins with long-term design, are most successful in unlocking tangible business impact while transforming.

What is also important, is not to loose track of what purpose digital transformation serves in the domain of supply chain planning. It's underlying purpose is to elevate Decision Intelligence: enabling faster, smarter and more synchronized decisions across the end-to-end supply chain.

It's within this context that we zoom in on AI in supply chain planning, a critical driving force in digital supply chain transformations and a key enabler of decision intelligence. Based on market research and executive insights, we identify three game changers accelerating the application and time to value of AI in planning. Together, they redefine how organizations can enhance decision-making, re-design their operating model and capture value faster, turning AI ambition as part of digital transformations into measurable impact.

By Ieke le Blanc and Bart Paridaen



How can organizations navigate an increasingly complex and volatile supply chain landscape?

By embracing digital transformation with a clear focus on time-to-value, where success is not defined by technology implementation alone, but by the ability to unlock measurable business impact while transforming. Digital transformation delivers sustainable results when it is structured in manageable phases of value discovery,

value creation, and value realization – deliberately balancing quick wins with long-term scalability. Organizations that adopt a pilot-and-learn mindset, invest in a solid data foundation, and embed change into their operating model significantly improve their time-to-value and accelerate adoption.

Because why do we go digital?

Elevating decision intelligence

In an environment characterized by volatility, geopolitical shifts, demand uncertainty and cost pressure, competitive advantage increasingly depends on how organizations translate data into actionable, forward-looking decisions.

This is what we call Decision Intelligence, the capability to make faster, smarter and more synchronized decisions across the end-to-end supply chain. Well sized digital transformation initiatives powered by AI will help companies elevate decision intelligence in areas with maximum impact.



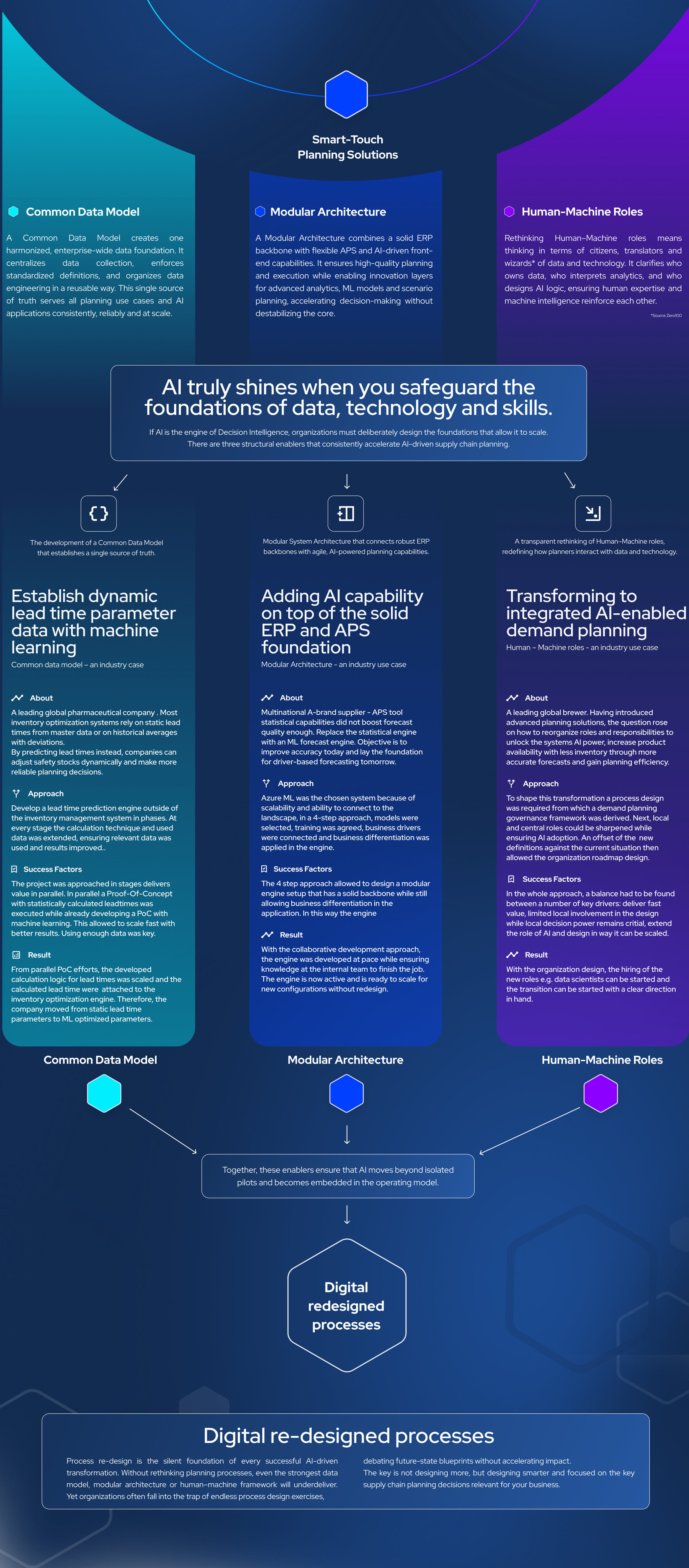
Putting AI at the heart of your transformation

The real question for leaders is therefore not whether to digitize, but which digital capability direction will truly accelerate this shift.

AI applied in the right way is a true catalyst for developing decision intelligence. By embedding AI capabilities across processes, roles, data and tools, organizations move from fragmented planning activities to digitally orchestrated decision flows.

AI augments decision takers with predictive and prescriptive insights, builds on an enterprise-grade data foundation, and enables smart-touch planning solutions that automate where possible and elevate human judgment where needed.

Positioned at the heart of digital transformations, AI transforms digital investments into faster, coordinated and value-maximizing decisions across the end-to-end supply chain. AI does not replace planners, it elevates them. The result is faster, coordinated and data-driven decisions that anticipate change and maximize business value across the end-to-end supply chain.



Applied AI decision framework

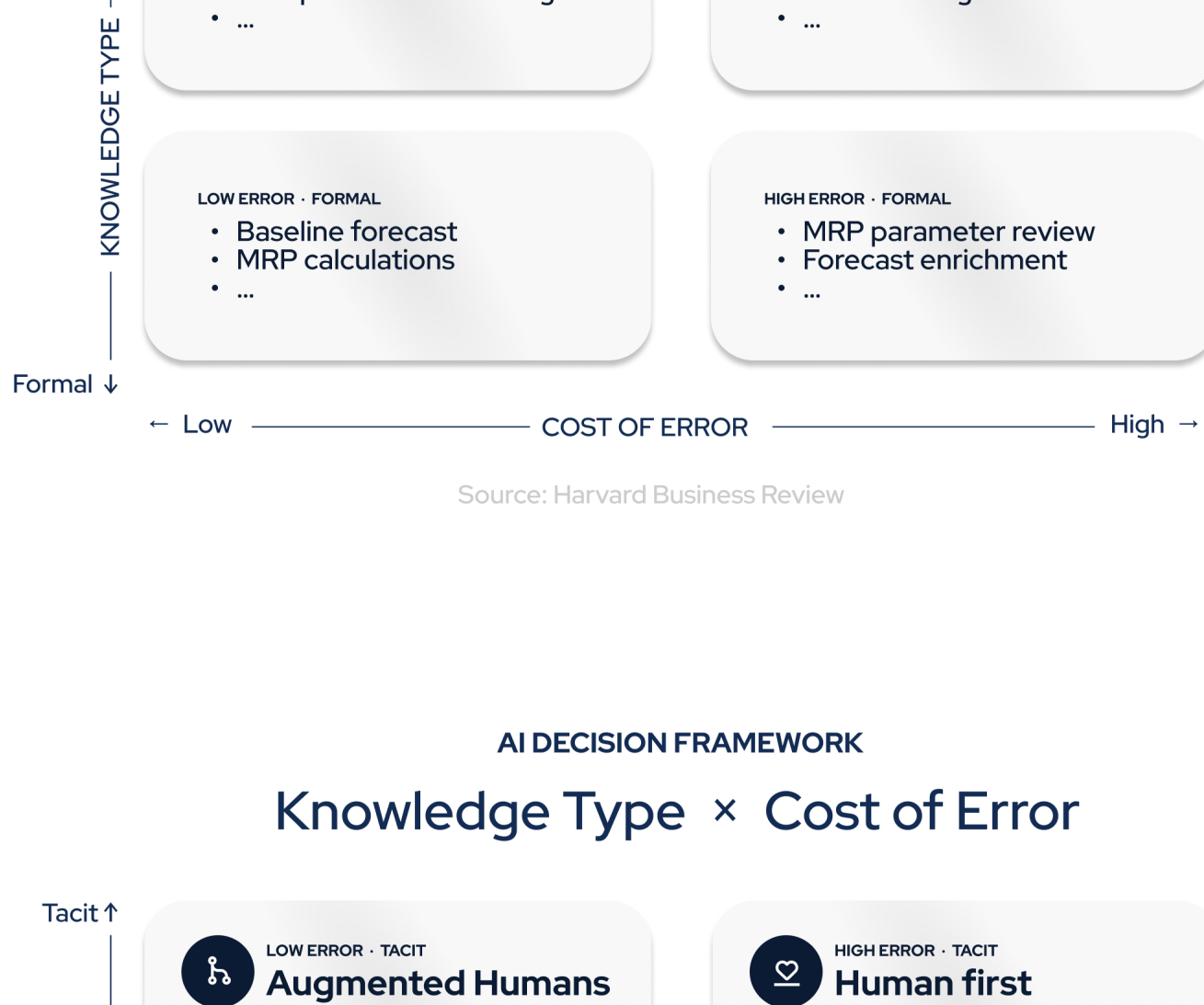
When looking for ways to add value to supply chain planning using AI, the high-level processes such as demand and supply planning need to be broken down into their sub-processes, use cases and key decision drivers.

Once the process and decision view is clear, continue by plotting your obvious supply chain planning decisions into a simple matrix.

Applying automation by means of AI will boil down to reasoning on 2 angles:

- Is the data formally available to work with?
- Is the cost of implementing incorrect autonomous decisions acceptable?

By leveraging process mining and data-driven diagnostics, companies can identify where decisions truly break down, where variability destroys value, and where AI can realistically augment or automate.



Right-sizing AI per planning use case

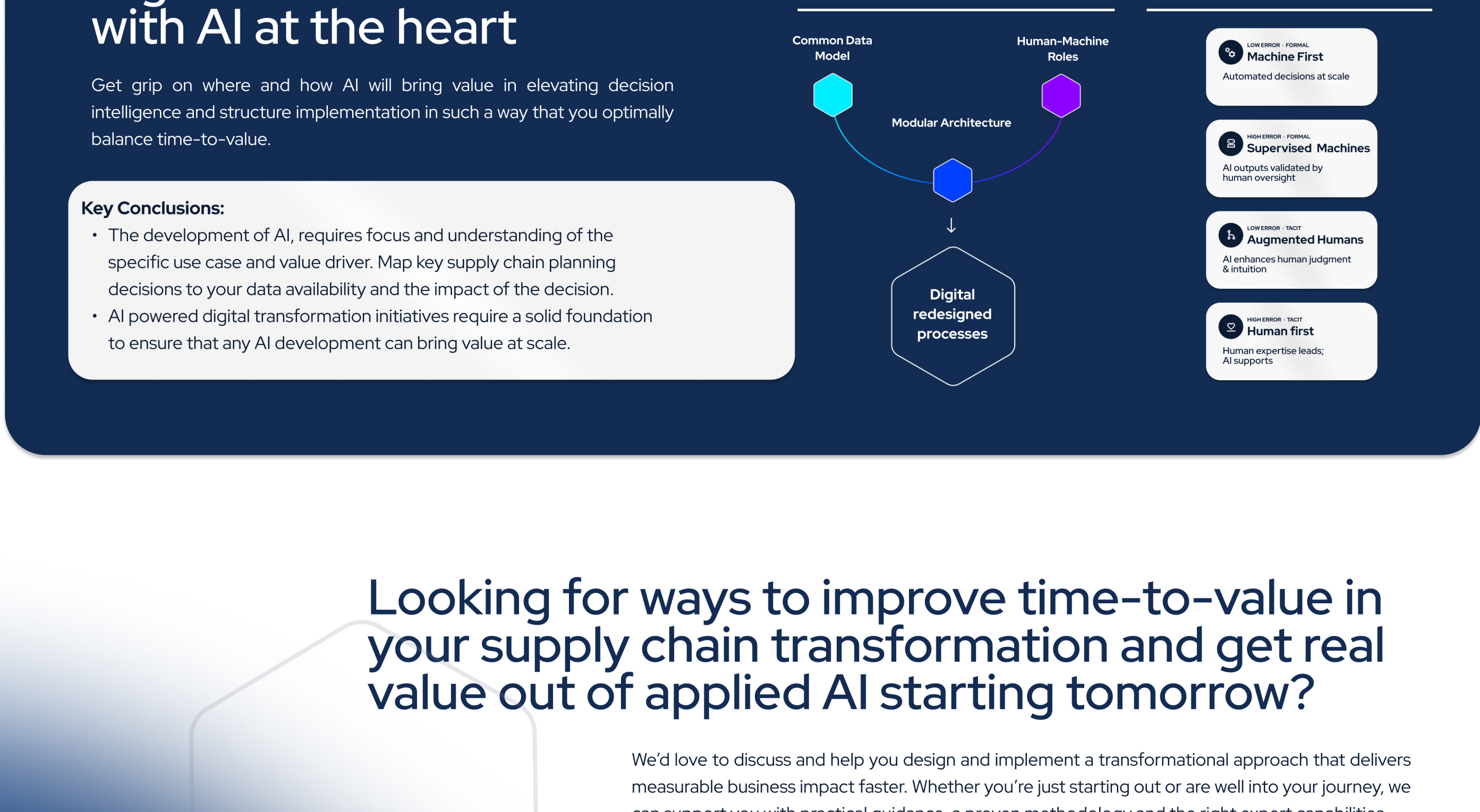
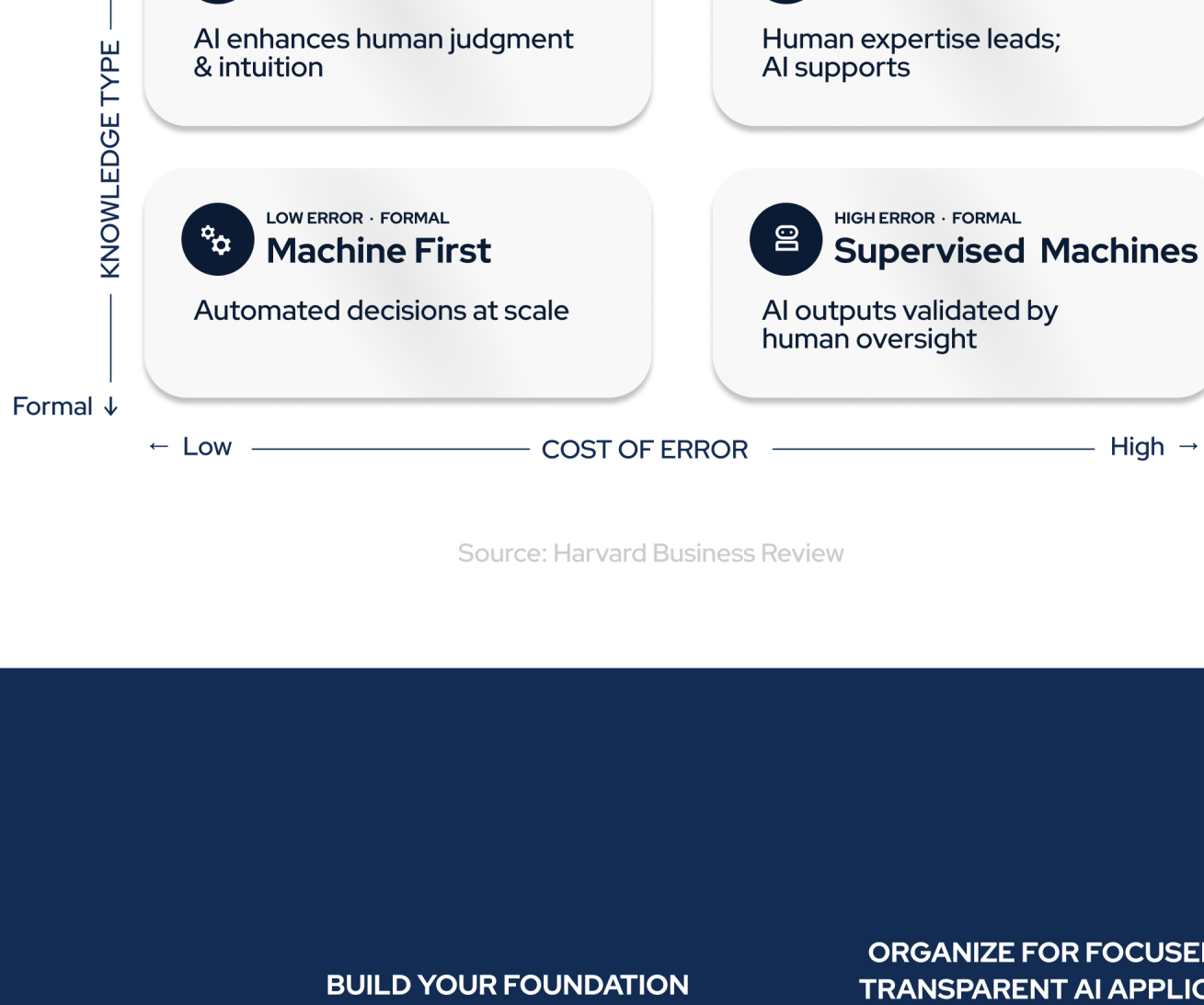
Decisions grounded in structured, repeatable data and carrying low error risk are prime candidates for automation by means of AI.

Where data is less structured or of lower quality, but the cost of error is still low, look to help the human with AI driven insights from your data.

Decisions based on formally available data, but with higher risks attached, can still benefit from AI automation as long as the human remains in the driving seat.

AI else, look to the human first setup.

This framework creates clarity, prioritizes investments, and ensures AI is applied in the form that matters, where it maximizes value while managing risk responsibly.



Looking for ways to improve time-to-value in your supply chain transformation and get real value out of applied AI starting tomorrow?

We'd love to discuss and help you design and implement a transformational approach that delivers measurable business impact faster. Whether you're just starting out or are well into your journey, we can support you with practical guidance, a proven methodology and the right expert capabilities.