

CPG Manufacturer

Demand Sensing

Business Need:

- The spread of COVID-19 has caused significant disruptions to the global economy and supply chains.

- Significant variations in sales and shipments compared to regular operations.

Solution:

- IBM integrated exogenous variables such as the latest, pandemic data sources, with internal shipments data to create a holistic view of which products, regions and channels are seeing the most impact.
- Demand sensing is also capable of generating a shipment forecast that considers the progression of COVID and its impact on consumer purchasing.

Outcomes:

- 98% accuracy in demand forecast
- Accurate forecasting in response to COVID-19 demand shift
- Automated demand sensing and shaping
- Provide fulfillment recommendations to optimize SLAs and avoid supply chain distributions



Indian Food Processing Co.

Amplifying supply chain using IBM AI solution

Business Need:

- Strengthen the company's leadership position in a muted rural growth environment.

- Improve supply chain capabilities further and eliminate sales loss due to stockouts and optimize cost to serve

Solution:

- In this program, IBM will seed the concepts of AI and Optimization in the company's supply chain using IBM decision Optimization and SAP tools.
- IBM will drive the adoption related to these tools and re-designed processes to improve the company's KPIs in the area of loss of sales and supply chain costs.

Outcomes:

- Supply chain transformation with outcome KPIs for Stock Out reduction and Cost to Serve improvement
- Demonstrated capabilities on supply chain advisory and optimization



Knight Swift

Real-time Weather Alerts

Business Need:

- Management of renewable energy flow into grid
- Reduce costs of energy flow

Solution:

- Ground transportation solution that delivers real-time weather information to drivers, dispatchers and safety directors, integrating with existing in-cab systems.
- The Driver Alerts solution alerts directly to the cab of each vehicle, giving drivers hands-free warnings of upcoming weather hazards. It also notifies regional operations managers of hazards affecting their areas, to coordinate with drivers.

Outcomes:

- **Boost's safety** by providing new insight to help drivers make smarter decisions
- **Reduces risk** of delays and accidents by highlighting adverse weather conditions
- Aids retention by giving drivers extra support and strengthening Knight's safety culture



Major Multinational Retailer

Weather Forecast Reports and Alerts for Demand Forecasting

Business Need:

- More accurate planning for chilled food
- Reduce out of stocks

- Reduce food waste

Solution:

- IBM created a service that provides daily weather reports, briefing calls with expert meteorologists and weather alerts. If a significant weather change is forecasted, an email alert is sent to the retailer's team to allow them to adjust their sales forecasts. In addition, weather data APIs were accessed regularly for advanced analytics and business strategy.

Outcomes:

- Daily weather reports for [1,000 stores](#)
- 4-week weather outlooks to feed into high-level business strategy
- Dashboard view and weather alerts to allow preparation for extreme weather changes



Multinational F&B Company

Climate simulator for supply chain

Business Need:

- Managing complex supply chain trucking in unpredictable weather
- Improve delivery times
- Optimize fuel consumption
- Reduce food waste

Solution:

- Creation of a dashboard map view for expected weather conditions on trucking routes and helping the client make more informed decisions on route optimization. Interactive features enabled individual thresholds for critical weather conditions along the routes and provides information on probabilities of threshold exceedance.

Outcomes:

- Understanding the chances of the weather exceeding a critical threshold
- Understanding the [probability of weather](#) values along a specific route
- [Smarter supply chain](#) and logistics decisions based on localized weather insights

