



Informatica®

eBook

CIO's Guide: 4 Ways Data and AI-Driven Strategies Revolutionize Your Supply Chains

Where data & AI come to **LIFE**™



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Supply Chain Information Management Matters More Than Ever

Imagine navigating a maze blindfolded – this is how managing a supply chain feels without clear information in today's fast-changing world.

In such an environment, maintaining a competitive edge in supply chains is key for success. But how can you ensure your organization remains ahead amid global disruptions and shifting consumer needs?

A recent study revealed a startling gap: While 87% of business leaders see supply chain visibility as crucial, 43% admit to lacking a clear view of their leading suppliers' performance. This lack of insight makes 47% of businesses feel at risk of disruptions.¹

How then can better information management help close this gap and provide the clarity needed to stay strong and flexible?

As a key decision-maker, leveraging technology to improve data visibility can streamline operations and effectively manage risks. Accurate supply chain data not only helps reduce risks but also builds customer trust and speeds up the launch of new products.

Additionally, with 63% of leaders expecting automation to take over many routine tasks, using advanced solutions becomes essential.²

This eBook explores how AI-powered intelligent data management tools, which utilize artificial intelligence (AI) to automate, analyze and optimize data handling processes, can transform your supply chain approach, making it more adaptable and efficient. Are you ready to guide your organization toward supply chain success?

Risk & Resilience



47% believe they are vulnerable to supply chain disruption.

Agility & Time to Market



63% believe that many repetitive tasks humans do will be replaced by automation.

Transparency & Traceability



87% see supply chain visibility as critically important.

¹ assets.kpmg.com/content/dam/kpmg/xx/pdf/2023/09/kpmg-future-of-supply-chain-report.pdf

² Ibid.

Unstable Supply Chains: Challenges and Warning Signs

As a CIO or IT leader, it's essential to recognize and navigate the complex challenges impacting today's supply chains to maintain efficiency and resilience. Here are the key areas of concern:

1. Global Disruptions

Natural disasters and political upheavals threaten supply chains, causing delivery delays and profit impacts. 47% of businesses feel vulnerable.³ How can your organization anticipate and mitigate these risks effectively?

Operational Inefficiencies

- **Slow Onboarding:** Are you taking weeks or months to onboard new suppliers, reducing your agility?
- **Manual Processes:** Are inefficiencies draining resources due to a lack of automation and standardization?
- **Delayed Time-to-Market:** Are slow launches hampering your competitiveness?

Data Management Issues

Poor centralized data management leads to fragmented and duplicate records, limiting transparency and impacting decision-making. How fragmented is your data across ERP, SCM, and SRM systems?

³ assets.kpmg.com/content/dam/kpmg/xx/pdf/2023/09/kpmg-future-of-supply-chain-report.pdf

2. Inaccurate and Disorganized Data

- **Poor Data Quality:** Are errors affecting manufacturing and sales due to inaccurate supplier, product or material information?
- **Duplicate Records:** Are duplicates disrupting decision-making and risk assessment?

3. Communication and Relationship Issues

- **Supplier Visibility:** Are 43% of companies, including yours, struggling to see supplier relationships, making risk assessment difficult?
- **Disconnected Relationships:** Are integration gaps leading to miscommunication between suppliers and entities?
- **Erroneous Data:** Is inaccurate customer and location data causing logistical issues?

Unstable Supply Chains: Challenges and Warning Signs

(continued)

4. Increasing Regulatory Compliance

Managing evolving compliance requirements, including ESG standards, is increasingly complex. Do you have robust frameworks in place to handle these challenges?

Risk and Compliance Management

- **Limited Risk Control:** Is the lack of trusted visibility into compliance increasing your risk exposure?
- **Resource Wastage:** Are inefficient risk management and resource allocation hindering operations?

5. Impact on Customer Experience

- **Negative Feedback:** Delays and inefficiencies affect customer satisfaction and supply chain transparency.

Recognizing warning signs and challenges is crucial for you. By adopting a strategic, flexible approach and implementing a strong data management framework, you can turn obstacles into opportunities, optimize your operations and maintain a competitive edge in your supply chain.

In the following sections, discover solutions to help you overcome these challenges.



Data: Your Strategic Advantage in Supply Chain Success

You know that in the intricate world of supply chains, data isn't just a tool – it's your strategic advantage. But why should it be a top priority for your supply chain organization?

Reliable Data: Firstly, consider how reliable data empowers you to make informed, strategic decisions. With accurate information at your fingertips, you can swiftly adapt to market changes and tackle vendor challenges head-on, ensuring your organization remains resilient in a rapidly evolving environment. This agility is crucial for maintaining a competitive edge.

Enhanced Data Visibility: By ensuring comprehensive data visibility, you gain a clear understanding of every aspect of your supply chain. This insight allows you to pinpoint inefficiencies, streamline operations, and seize opportunities for innovation. All these efforts align perfectly with your broader business goals of growth and efficiency.

Accurate Data: You know data accuracy is vital for your strategic initiatives. Trustworthy data builds confidence in decision-making, reducing the risk of costly mistakes and enabling more decisive, forward-thinking leadership.

Regulatory and ESG-Compliant Data: Furthermore, you understand the importance of data in maintaining compliance and ethical practices. Ensuring transparency and quality across your supplier relationships not only meets regulatory standards but also fortifies your company's reputation and customer trust.

Incorporating high-quality data into your supply chain strategy isn't just beneficial – it's essential. It allows you to cut costs, improve service delivery and strategically position your organization for sustained success and innovation. By prioritizing data, you ensure that your organization not only navigates but thrives in the dynamic world of supply chains.

AI-Powered Intelligent Cloud Data Management

Envision a future where your supply chain data is perfectly aligned, allowing for agile and informed decision-making. Advanced cloud-based solutions bring fragmented data together, providing comprehensive insights across multi-tier structures. You quickly gain enhanced, end-to-end visibility, optimizing your procurement processes and effectively reducing costs with your AI-powered multidomain master data management solution and its 360-degree view of supplier and product data.

You not only improve data curation and ensure your data remains reliable, boosting both efficiency and consistent decision-making, but you also enhance regulatory compliance with robust data governance, minimizing disruptions and potential fines. Real-time access controls you put in place provide secure, rapid data sharing, speeding up time to value while reducing risks. And, by integrating analytics and AI through your connected data and pipeline monitoring, you achieve deeper and more precise insights.

How can you achieve this modern supply chain nirvana, leveraging capabilities that seamlessly interact together, you ask?

By utilizing AI-powered, comprehensive cloud data management, you can transform challenges into growth opportunities, driving success in the competitive supply chain landscape.

In the following chapters, we will explore four key strategies that leverage data and AI to strengthen your supply chains, empowering you to lead effectively and maintain your competitive edge.



Four Ways CIOs Transform Supply Chains with Proven Data and AI Strategies

This section highlights four ways to leverage data and AI to strengthen your supply chains. These strategies prepare you for unforeseen challenges and enhance decision-making, empowering you to lead with innovation. Discover how to transform your supply chain, boost growth and maintain your market edge.

Prepare for the Unexpected

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Is your supply chain organization ready to tackle the unexpected challenges that today's world presents? In an unpredictable landscape marked by global pandemics, shifting weather patterns and geopolitical tensions, strengthening your supply chain's resilience and managing risks efficiently has become more crucial than ever.

With 47% of businesses acknowledging their vulnerability to supply chain disruptions,⁴ it's crucial to take proactive steps. Here's how AI-powered intelligent cloud data management can help you build supply chain resilience and manage risk effectively:

- **Enhance supply chain resilience:** Gain real-time visibility across every aspect of your supply chain, from suppliers to products and materials. This 360-degree view allows you to quickly adapt to disruptions, such as supplier issues or natural disasters. By leveraging advanced analytics, you can identify vulnerabilities, bolster supplier diversity and optimize inventory strategies, leading to a more robust and responsive supply chain.
- **Proactive Risk Management:** Shift from reactive to proactive risk management with an intelligent cloud data management solution. It enables real-time insights and provides predictive analytics to spot potential risks ahead of time. This approach enables quick implementation of mitigation strategies, keeping your risk management efforts current and effective, even as the environment evolves.

⁴ assets.kpmg.com/content/dam/kpmg/xx/pdf/2023/09/kpmg-future-of-supply-chain-report.pdf

Four Ways CIOs Transform Supply Chains with Proven Data and AI Strategies

By focusing on resilience and risk management with the help of AI-powered, automated cloud data management, you can proactively monitor, analyze and respond to potential disruptions. This empowers you to safeguard your supply chain from unexpected challenges and positions your organization for sustained competitiveness and success in an ever-changing world.

"Disruption is the norm, rather than the exception. Companies must build more nimble and resilient supply chains to respond effectively to these challenges."

Jess Dankert

VP of Supply Chain at the Retail Industry Leaders Association
Supply Chain Dive⁵

⁵ www.supplychaindive.com/news/supply-chain-trends-risks-2025-retail-manufacturing/736817/



Four Ways CIOs Transform Supply Chains with Proven Data and AI Strategies



Turbocharge Your Time to Market

Enhancing agility and accelerating time to market is essential for staying competitive. Here's how to achieve these objectives:

- **Accelerate onboarding with an agile supply chain:** Use intelligent master data-fueled applications that provide comprehensive views into your products and suppliers to automate and speed up collaborations and data exchanges. These tools can reduce the time needed to onboard new suppliers and products by up to 80%, significantly speeding up your supply chain operations. They also allow you to identify alternate suppliers for a specific product in a specific region quickly if needed.
- **Enhance procurement with a comprehensive supplier view:** A system that provides a holistic view of all supplier information consolidates data to offer holistic insights. This comprehensive insight enables quicker evaluations and streamlines procurement processes, thereby improving relationship management and allowing for faster adjustments to market demands. By ensuring you have the right suppliers and inventory at the right time, you enhance your organization's responsiveness and adaptability.
- **Adapt quickly to demand shifts:** Implement advanced analytics and real-time data monitoring platforms to gain insights into demand patterns. These solutions enable businesses to swiftly adjust production and inventory strategies, ensuring efficient resource allocation and timely responses to market changes.

• Ensure reliable data for analytics and inventory management:

Embedded data quality cleanses and validates data across systems. By ensuring accurate and consistent information, you can make faster and more informed decisions and maintain optimal stock levels without delay. This minimizes excess inventory, reduces costs and enhances service delivery, all of which contributes to a quicker time to market.

These data management solutions enhance your supply chain's agility, enabling quick adaptation to market changes and faster time to market. This strategic approach offers a competitive edge in an increasingly dynamic business environment.

"Everybody's got a ton of data. It's just those who can use it better, and sort through it better and find the signal in the noise are the ones who are really the leaders in the space."

Jess Dankert

VP of Supply Chain at the Retail Industry Leaders Association
Supply Chain Dive⁶

⁶ www.supplychaindiver.com/news/supply-chain-trends-risks-2025-retail-manufacturing/736817/

Four Ways CIOs Transform Supply Chains with Proven Data and AI Strategies



Increase Transparency and Traceability

Improving transparency and traceability within your supply chain is essential for maintaining compliance, building trust and enhancing efficiency.

A connected, AI-powered cloud data management solution can significantly impact these areas by integrating and cleansing data, ensuring its consistency and reliability and implementing effective data management policies and procedures. This kind of comprehensive solution can create a unified view of your data, catalog it, safeguard it and enable advanced analytics and insights. Here's how:

- **Improve visibility across the supply chain:** Tools that automate data integration and create a master record provide the necessary unified view across your entire supply chain with end-to-end transparency. This allows for better tracking and management of goods from sourcing through to production and distribution. For instance, tracking the origin and movement of food products is crucial for compliance with regulations like the Food Safety Modernization Act (FSMA) in the U.S.

- **Build trust and ensure compliance:** Master data management (MDM) with embedded data governance and quality management helps maintain accurate, consistent and traceable data so you can meet industry standards and regulations, such as the Digital Product Passport and the EU Directive on Corporate Sustainability Due Diligence. This not only satisfies legal obligations but also enhances consumer trust through demonstrated transparency and accountability.

- **Strengthen supplier relationships with quality data:** MDM tools designed for your supplier data help you gain a trusted 360-degree view of all suppliers and sub-suppliers based on high-quality data, enhancing supplier relationships. A comprehensive understanding of supplier interactions and data improves supplier performance insights and compliance management. This approach mitigates risks related to supplier ethics and labor practices, which are under global scrutiny.

Four Ways CIOs Transform Supply Chains with Proven Data and AI Strategies

By adopting these data management solutions, you achieve a higher level of transparency and traceability. This is crucial for building trust and achieving compliance throughout your supply chain operations. Enhanced transparency also boosts consumer confidence, strengthens supplier relationships and leads to more efficient supply chain management.

"Breaking the barrier of visibility beyond Tier 1 allows organizations to build greater insights into root causes, identify new risks further into the supply chain, and drive ESG goals through better traceability."

Source: KPMG, "Supply chain trends 2024: The digital shake-up"⁷

⁷ [kpmg.com/xx/en/our-insights/ai-and-technology/supply-chain-trends-2024.html](https://www.kpmg.com/xx/en/our-insights/ai-and-technology/supply-chain-trends-2024.html)



Four Ways CIOs Transform Supply Chains with Proven Data and AI Strategies

(continued)

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Future-Proof Your Supply Chain

Is your data ready for AI? As new technologies like AI, digital twins, advanced robotics, decision intelligence systems and blockchain emerge, they offer transformative opportunities for supply chains.

According to a PWC study, "Reinventing Supply Chains 2030," AI is already making a significant impact on two-thirds of survey respondents, with 39% recognizing its long-term value.⁸ With 89% indicating that AI is likely to be the most transformational technology in a generation, it's crucial to ensure your data is ready to harness its full potential.⁹

The urgency is clear, as 90.5% of organizations have made investments in data and AI a top priority, with 98.4% actively increasing their investments.¹⁰ To stay ahead, here's how an AI-powered cloud data management solution can prepare your supply chain for these evolving technologies:

- **Enhance AI-driven decision-making with quality data:** You can implement robust data governance frameworks to enhance data quality and ensure consistency, accuracy and compliance. This reduces errors, standardizes information and empowers AI to

deliver reliable insights, leading to better predictions and more informed decisions.

- **Unified insights with MDM:** A comprehensive data management solution with MDM capabilities integrates data from ERP, SCM and CRM systems, providing a unified source of truth. These tools also offer deeper visibility into supplier data, enabling AI to conduct in-depth analyses that drive efficiency and reveal strategic insights.
- **Seamless integration via cloud data solutions:** Ensure quick data integration from disparate systems to provide up-to-date and comprehensive access for AI applications. This fosters agility and supports real-time insights, enhancing overall supply chain performance.
- **Data privacy and security with data masking:** Anonymize sensitive data to ensure privacy and compliance without hindering AI capabilities. This approach is crucial for maintaining trust and securing sensitive information.

By implementing these solutions, you prepare your supply chain for AI, optimize processes, enhance risk management and ensure compliance. This positions your organization to gain a competitive advantage in an ever-evolving technological landscape.

⁸ www.pwc.de/en/strategy-organisation-processes-systems/operations/reinventing-supply-chains.html

⁹ sloanreview.mit.edu/article/five-trends-in-ai-and-data-science-for-2025/

¹⁰ Ibid.

Case Study

A Success Story of Digital Transformation with Partners, People and Process

Psycho Bunny, a leading men's clothing retailer with significant expansion plans, wanted to source, implement and operationalize an order management system robust enough to achieve their growth objectives.

Challenge

Aging technology left them challenged with a lack of visibility and insight into inventory levels. This resulted in high numbers of short and split shipments and not being able to meet customer expectations for a frictionless commerce experience.

Solution

Psycho Bunny looked to Pivotree to build and implement a solution that brought two leading Pivotree partners to the table: Fluent Commerce for their innovative order management system and Informatica for their cloud-native data management capability,

all hosted on the Amazon Web Services (AWS) cloud. While the Fluent Commerce order management system helped to support the omnichannel process, manage retail and wholesale needs and display real-time inventory data across the all locations and systems, **Informatica Intelligent Data Management Cloud (IDMC)** played a crucial role in enabling digital transformation within the organization, acting as a bridge between various systems, applications, data sources and services, facilitating the seamless flow of information and processes. IDMC supported the shift towards agility, customer centricity and efficiency.

Results

Psycho Bunny saw a 33% reduction in average time to deliver, a 93% reduction in short shipments and a 50% reduction in split shipments. Additionally, they achieved inventory accuracy levels of more than 95%, a KPI directly correlated to customer satisfaction. A few months after deploying the solutions, Psycho Bunny's inventory accuracy rose to almost 99%.

[LEARN MORE](#)

93%
reduction in short
shipments from
30% to just 2%

"Enabling seamless cloud data integration, eliminating manual work, and providing a tier one architecture was paramount to supporting rapid growth and enhancing business agility."

Joel Farquhar

Senior Vice-President Commerce and Technology Strategy
Psycho Bunny

Position Yourself as a Leader Driving Innovation and Agility

As a CIO or IT leader, you play a critical role in transforming your supply chain with innovation and agility. By leveraging AI-powered cloud data management, you enable your organization to remain resilient amid disruptions, positioning its prominence in the industry.

Key benefits:

- **Integrate data seamlessly:** Combine data from various sources to keep your supply chain nimble and informed, allowing quick adaptation to changes. This marks you as a visionary leader who leverages technology to enhance responsiveness.
- **Gain a 360-degree view:** Ensure complete visibility across your supply chain – suppliers, products and locations. This comprehensive perspective fosters better planning and decision-making and showcases your strategic management skills.
- **Ensure data reliability:** Maintain accurate data for sound decision-making, reducing risk and boosting efficiency. As a leader, this reflects your commitment to reliability and precision in operations.

- **Leverage AI and analytics:** Use these tools to predict trends and optimize logistics, maintaining a responsive supply chain. This affirms your status as an innovative leader embracing technology to drive success.
- **Choose scalable solutions:** Opt for tools that grow with your organization, ensuring your strategies remain flexible. This demonstrates your foresight and adaptability in preparing for future growth.

Build a supply chain that not only withstands disruptions but thrives. Your role in aligning technology with operational goals will transform your supply chain into a strong asset, driving growth and securing a competitive edge. This approach firmly establishes you as a leader driving innovation and agility in your organization.

About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Informatica. Where data and AI come to life.™

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