

# Management Presentation: Product Growth Roadmap 2026

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## The Opportunity

Optiply has established itself as a leading **inventory optimization SaaS** platform, helping customers make intelligent purchase order decisions with seamless ERP integration. However, critical gaps in our end-to-end workflow prevent us from delivering the complete automation our customers need—and our competitors are rapidly closing in with AI-powered solutions.

## The Problem

Despite our strong inventory optimization core, customers still face significant manual work:

- **Double data entry:** Orders placed in Optiply sync to ERP ✓, but customers must manually re-enter data in supplier portals ✗
- **Manual supplier communication:** Reading and processing supplier emails takes 10-15 minutes each
- **Expensive EDI processing:** Third-party processors cost thousands monthly with slow turnaround
- **Time-consuming invoice matching:** 30-60 minutes per invoice for 3-way verification
- **Disconnected logistics:** No integration between inventory optimization and container/freight management

These gaps cost our customers **6-8 hours per day** in manual work and prevent us from winning larger enterprise deals.

## The Solution: 5 Strategic Growth Initiatives

We will deliver **end-to-end supply chain automation** through five integrated initiatives:

### 1. AI-Powered PO Data Input (Deck Partnership) - Q1-Q2

- Eliminates double data entry in supplier portals
- 90% time reduction (20-30 min → 2-3 min per PO)

### 2. Supplier Email Analysis - Q2

- Automated extraction of availability, pricing, lead time changes
- 90% time reduction (10-15 min → 1-2 min per email)

### 3. In-House EDI Integration - Q2-Q3

- Replace expensive third-party processor
- 100% cost savings + real-time processing

### 4. 3-Way Matching Automation - Q3-Q4





- Automated PO/GRN/Invoice verification
- 95% time reduction (30-60 min → 1-2 min per invoice)

## 5. Container Optimization Pilot - Q3-Q4

- Smart container filling with freight forwarder partnerships
- 15-30% logistics cost reduction + new revenue stream

### Business Impact

#### Competitive Differentiation:

-  **End-to-end automation** (supplier communication → invoice matching → logistics)
-  **AI-first platform** (leveraging latest AI for every workflow)
-  **Ecosystem integration** (EDI, email, portals, ERPs, freight forwarders)
-  **Operational efficiency** (70%+ reduction in manual work)

#### Financial Impact:

- **Revenue Growth:** Enable enterprise deals requiring complete automation (estimated +25-40% ARR growth)
- **Cost Savings:** Eliminate EDI fees, reduce customer churn (estimated +15-20% retention)
- **New Revenue:** Container optimization marketplace model (hybrid: markup + commission + subscription)

#### Customer Value:

- Reduce daily manual work from **6-8 hours → 1-2 hours** (75-85% efficiency gain)
- Near-zero error rates through AI-powered automation
- Real-time visibility into entire order-to-payment cycle
- Scalability to support 3x order volume without additional headcount

### Investment & Timeline

#### 12-Month Roadmap (2026):

- Q1-Q2: Foundation (Deck PO input, Email analysis)
- Q2-Q3: Core automation (EDI, 3-way matching)
- Q3-Q4: Advanced capabilities (Container optimization pilot)

#### Resource Model:

- Mix of internal development + strategic external partnerships (Deck, freight forwarders)
- Leverage existing Optiply Strategic Agent Platform (LangGraph foundation)
- Phased rollout minimizes risk and validates ROI incrementally

### Success Metrics

- **Revenue:** +25-40% ARR growth from enterprise segment
- **Retention:** +15-20% improvement (reduced churn)
- **NPS:** +10-15 point improvement
- **Efficiency:** 70%+ reduction in customer manual work
- **Market Position:** Recognized as AI-first supply chain platform leader

## 2. Strategic Context: Vision & Market Positioning

### Our Vision

"Transform Optply from an inventory optimization tool into the AI-powered operating system for end-to-end supply chain management."

Today, Optply helps customers optimize *what* to order. Tomorrow, we'll automate the *entire workflow*—from supplier communication through payment, including logistics optimization.

### Market Opportunity

The supply chain SaaS market is undergoing rapid AI transformation:

- **Competitors** are adding AI features (chatbots, basic automation)
- **Enterprise customers** demand complete automation, not point solutions
- **SMB/Mid-market** customers seek efficiency gains to compete with larger players
- **First-mover advantage** in AI-powered end-to-end automation creates defensible moat

### Competitive Differentiation

Capability	Optply Today	Competitors	Optply 2026 (This Roadmap)
Inventory Optimization	✅ Best-in-class	⚠️ Basic	✅ Enhanced with AI agents
ERP Integration	✅ Seamless sync	✅ Standard	✅ Maintained
Supplier Portal Automation	❌ Manual	❌ Manual	✅ <b>AI-powered (Deck)</b>
Email Analysis	❌ Manual	❌ Manual	✅ <b>AI extraction &amp; auto-apply</b>
EDI Processing	⚠️ Third-party	⚠️ Third-party	✅ <b>In-house, real-time</b>
Invoice Matching	❌ Manual	⚠️ Basic OCR	✅ <b>AI 3-way matching</b>
Logistics Optimization	❌ Not integrated	❌ Separate tools	✅ <b>Container optimization</b>
<b>End-to-End Automation</b>	❌ Gaps	❌ Fragmented	✅ <b>Complete workflow</b>

**Our Unique Position:** Only inventory SaaS delivering AI-powered automation across the *entire* supply chain workflow—from supplier communication to logistics.

### Why Now?

1. **AI Technology Maturity:** LLMs, OCR, and agentic AI are production-ready
2. **Customer Demand:** Enterprise customers explicitly requesting complete automation
3. **Competitive Pressure:** Window to establish leadership before competitors catch up
4. **Platform Foundation:** Optply Strategic Agent Platform (LangGraph) already built
5. **Partnership Readiness:** Deck, freight forwarders, EDI standards bodies aligned

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## 3. Roadmap Timeline: 2026 Execution Plan

### Phased Rollout Strategy

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title Product Growth Roadmap 2026		
dateFormat YYYY-MM		
section Foundation		
Deck PO Input (Partnership & Integration)	:	2026-01, 2026-06
Supplier Email Analysis (AI Agent Development)	:	2026-04, 2026-06
section Core Automation		
In-House EDI Integration (Replace Third-Party)	:	2026-04, 2026-09
3-Way Matching Automation (Phase 1: Auto-Flag)	:	2026-07, 2026-09
3-Way Matching (Phase 2: Tolerance-Based)	:	2026-10, 2026-12
section Advanced Capabilities		
Container Optimization Pilot (5-10 Customers)	:	2026-07, 2026-12
section Existing Agentic Layer		
Data-Quality Agent MVP	:	2026-01, 2026-02
Order Agent Development	:	2026-03, 2026-05
Strategic Agent Development	:	2026-03, 2026-04

Quarter-by-Quarter Breakdown






Q1 2026 (Jan-Mar): Foundation & Quick Wins

-  Data-Quality/Onboarding Agent MVP (existing roadmap)
-  Deck PO Input: Partnership finalized, integration begins
-  Email Analysis: AI agent prototyping

Deliverables:

- Data-quality agent operational
- Deck partnership signed, pilot with 3-5 customers
- Email analysis proof-of-concept validated




Q2 2026 (Apr-Jun): Core Automation Begins

-  Order Agent operational (existing roadmap)
-  Strategic Agent operational (existing roadmap)
-  Deck PO Input: Full rollout to all customers
-  Email Analysis: Production launch
-  EDI Integration: Development begins

Deliverables:

- Deck PO input available to all customers (eliminates double data entry)
- Email analysis auto-applying high-confidence extractions
- EDI integration architecture defined

Q3 2026 (Jul-Sep): Advanced Automation

-  EDI Integration: Production launch (replace third-party)
-  3-Way Matching: Phase 1 (auto-flag all discrepancies)
-  Container Optimization: Pilot begins with 5-10 customers

**Deliverables:**

- In-house EDI processing (100% cost savings)
- 3-way matching reducing invoice processing time by 50%
- Container optimization pilot demonstrating 15-30% cost savings

**Q4 2026 (Oct-Dec): Optimization & Scale**

- 🚀 3-Way Matching: Phase 2 (tolerance-based auto-approval)
- 🚀 Container Optimization: Pilot expansion, revenue model validation
- 🇮🇹 Platform-wide optimization and performance tuning

**Deliverables:**

- 3-way matching achieving 80% time reduction
- Container optimization validated with 10+ customers
- Full platform integration complete (all 10 capabilities working together)

Critical Path & Dependencies

**Critical Dependencies:**

1. **Data Quality → Order/Strategic Agents:** Clean data required for autonomous ordering
2. **Deck Partnership → PO Automation:** Partnership must be finalized before integration
3. **Email Analysis → Data Quality:** Email extractions feed data-quality agent
4. **EDI Integration → 3-Way Matching:** EDI invoices enable automated matching
5. **Inventory Optimization → Container Optimization:** PO advice drives container filling logic

**Risk Mitigation:**

- Parallel development tracks minimize blocking
- Phased rollouts allow early validation and course correction
- External partnerships (Deck, freight forwarders) have backup options
- Existing LangGraph platform reduces technical risk

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## 4. Customer Value Transformation

Before & After: Supply Chain Analyst's Daily Workflow

**Current State (Manual Process):**

6–8 hours/day of manual work:

- └ Morning: Read supplier emails, manually update system (1–2 hours)
- └ Mid-Morning: Review Optiply PO advice, place orders (30 min)
- └ Late Morning: Log into supplier portals, re-enter PO data (2–3 hours)
- └ Afternoon: Track orders via emails and phone calls (1–2 hours)
- └ Late Afternoon: Process invoices, 3-way matching (1–2 hours)

**Future State (AI-Powered Automation):**

1–2 hours/day of strategic oversight:

- └ Morning: Review dashboard, see overnight email analysis auto-applied (10 min)
- └ Mid-Morning: Review AI-proposed POs, approve with one click (15 min)
- └ Late Morning: Deck AI submits POs to portals (analyst reviews before submission) (15 min)
- └ Afternoon: EDI confirmations auto-update system (0 min – fully automated)
- └ Late Afternoon: Review 3-way matching exceptions only (20–30 min)

Transformation: 75-85% reduction in manual work

Customer Value by Initiative

Initiative	Current Pain	Future Benefit	Time Savings	Business Impact
Deck PO Input	20-30 min/PO manual portal entry	2-3 min review & confirm	90%	Eliminates double data entry, zero errors
Email Analysis	10-15 min/email manual processing	1-2 min review flagged items	90%	No missed information, immediate updates
EDI Integration	\$X,XXX/month third-party fees	\$0 + real-time processing	100% cost	Eliminate fees, full transparency
3-Way Matching	30-60 min/invoice manual comparison	1-2 min exception handling	95%	Near-zero payment delays
Container Optimization	High shipping costs, manual booking	15-30% cost reduction	N/A	New revenue stream, integrated logistics

Customer Segments & Use Cases

SMB Customers (Small-Medium Business):

- **Pain:** Limited staff, can't afford manual processes
- **Value:** Automation enables them to compete with larger players
- **Impact:** Process 3x more orders with same headcount

Mid-Market Customers (Scaling Operations):

- **Pain:** Growing pains, manual processes don't scale
- **Value:** Efficiency gains support growth without proportional hiring
- **Impact:** Scale from 100 → 300 orders/day without adding staff

Enterprise Customers (Complex Supply Chains):

- **Pain:** High volume, multiple suppliers, complex logistics
- **Value:** End-to-end automation + container optimization

- **Impact:** 70%+ efficiency gains + 15-30% logistics cost reduction

## 5. Platform Architecture: How 10 Capabilities Integrate

### Unified Platform Vision

The **Optiply Strategic Agent Platform** (LangGraph-based) serves as the foundation, orchestrating 10 integrated capabilities:

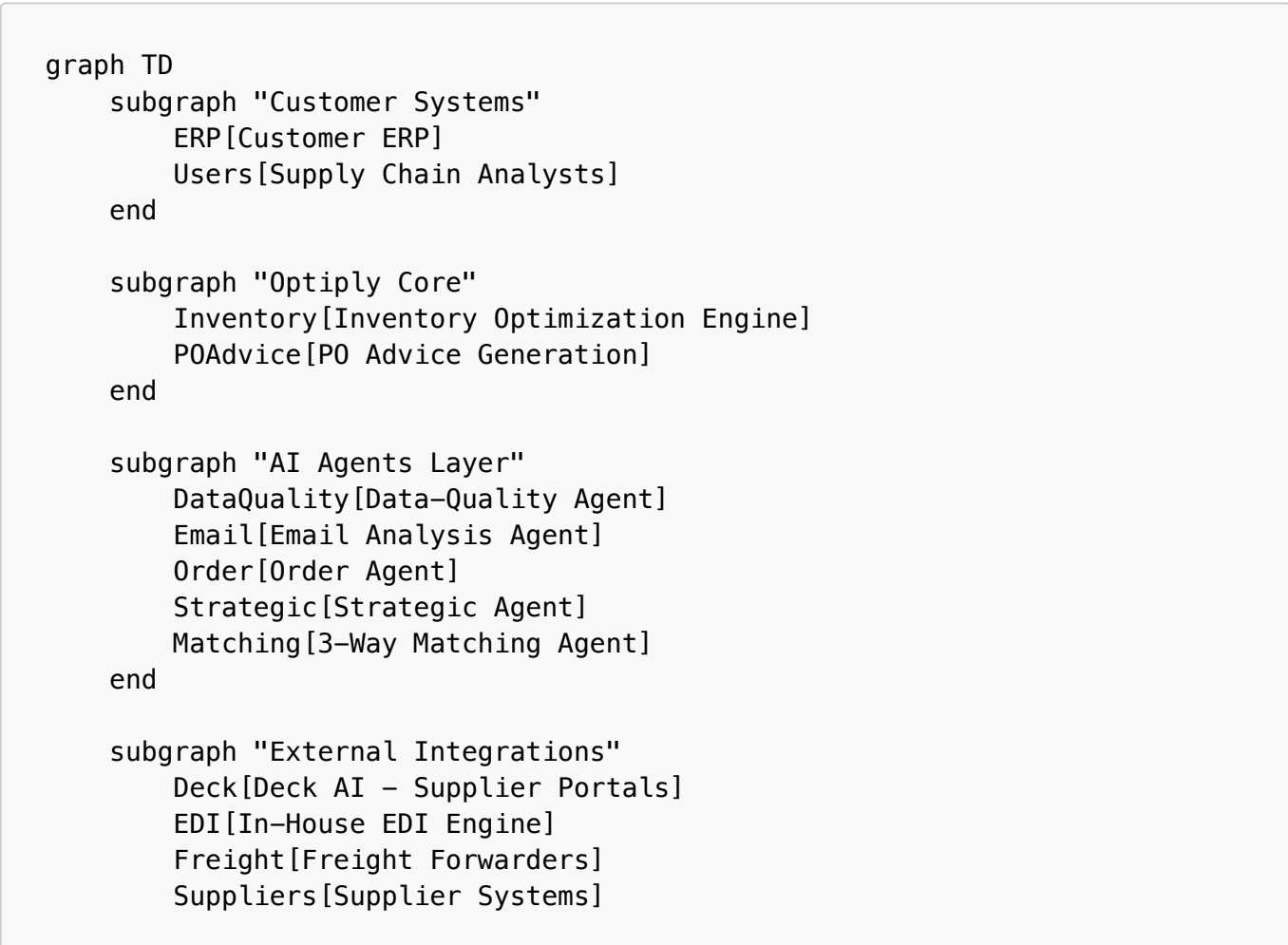
### 6 Existing Agents (from Agentic Layer Roadmap):

1. Data-Quality/Onboarding Agent
2. Order Agent
3. Strategic/Supply-Chain Agent
4. Data Co-pilot
5. Explanatory Agent (Intercom Fin)
6. Web-Scraping/Browser Agent (Deck)

**4 New Growth Initiatives:** 7. AI-Powered PO Data Input (extends Web-Scraping Agent) 8. Supplier Email Analysis (feeds Data-Quality Agent) 9. In-House EDI Integration (platform infrastructure) 10. 3-Way Matching Automation (standalone capability)

**+ Container Optimization Pilot:** 11. Container Optimization (integrates with Order Agent)

### Integration Architecture



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end

subgraph "Data Layer"
    BigQuery[BigQuery - Analytics & Logs]
    Postgres[Postgres - Operational Data]
end

Inventory --> POAdvice
POAdvice --> Users
Users --> ERP
Users --> Order

Email --> DataQuality
DataQuality --> Inventory

Order --> Deck
Order --> EDI
Order --> Freight

Deck --> Suppliers
EDI --> Suppliers
Suppliers --> Email
Suppliers --> EDI
Suppliers --> Matching

Matching --> BigQuery
Strategic --> BigQuery
DataQuality --> Postgres

BigQuery --> Users

```

## Data Flow: End-to-End Automation

### 1. Supplier Communication → Data Quality

- Supplier sends email (availability, pricing, lead time)
- Email Analysis Agent extracts information
- Data-Quality Agent validates and updates system
- Inventory Optimization Engine adjusts PO advice

### 2. PO Generation → Order Placement

- Inventory Optimization generates PO advice
- Analyst reviews and approves in Optiply
- Order syncs to customer ERP ✓
- Deck AI automatically enters PO in supplier portal ✓

### 3. Order Tracking → Real-Time Updates

- Supplier sends EDI confirmation (855 PO Acknowledgment)
- In-House EDI Engine processes immediately
- System auto-updates order status



- Analyst sees real-time dashboard

4. Shipping → Logistics Optimization

- Container Optimization Agent identifies orders for same supplier/region
- Suggests combining into shared container
- Analyst approves, system books through freight forwarder partnership
- 15-30% cost savings realized

5. Invoice → Payment Automation

- Supplier sends invoice (PDF or EDI 810)
- 3-Way Matching Agent compares PO, GRN, invoice
- Auto-approves matches within tolerance
- Flags exceptions for analyst review only

Platform Benefits

For Customers:

- Single platform for entire supply chain workflow
- Consistent user experience across all capabilities
- Real-time visibility and analytics
- Seamless integration with existing ERP systems

For Optiply:

- Shared infrastructure reduces development costs
- Cross-capability insights improve AI accuracy
- Platform network effects (more data → better optimization)
- Defensible competitive moat

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6. Business Metrics & ROI

Revenue Growth Projections

Current State (2025):

- ARR: \$X million
- Enterprise segment: 15% of revenue
- Churn rate: Y%
- NPS: Z

Projected Impact (2026 Roadmap):

Metric	Current	2026 Target	Growth
ARR	\$X million	\$X * 1.25-1.40 million	+25-40%
Enterprise Revenue %	15%	30-35%	+100%

Metric	Current	2026 Target	Growth
Churn Rate	Y%	Y * 0.80-0.85	-15-20%
NPS	Z	Z + 10-15	+10-15 points
Avg Deal Size	\$A	\$A * 1.3-1.5	+30-50%

Revenue Drivers:

1. Enterprise Expansion (+\$X million ARR)
  - End-to-end automation enables enterprise deals
  - Estimated 20-30 new enterprise customers @ \$50-100K ARR each
  - Upsell existing mid-market customers to enterprise tier
2. Churn Reduction (+\$X million retained ARR)
  - 70%+ efficiency gains increase customer stickiness
  - Reduced churn from Y% → Y\*0.85% saves \$X million ARR
3. Container Optimization Revenue (+\$X million new revenue)
  - Hybrid model: markup + commission + subscription
  - Estimated 50-100 customers using container optimization
  - Average \$10-20K additional revenue per customer/year

Cost Savings

Direct Cost Savings:

Initiative	Current Cost	Future Cost	Annual Savings
EDI Processing	\$X,XXX/month third-party	\$0 (in-house)	\$XXX,XXX/year
Customer Support	High (manual process issues)	-30% (automation reduces tickets)	\$XX,XXX/year
Development Efficiency	Fragmented tools	Unified platform	\$XX,XXX/year

Customer Cost Savings (drives retention & expansion):

Customer Segment	Manual Work Cost	Automation Savings	Annual Value
SMB	6 hours/day @ \$25/hour	75% reduction	~\$30K/year
Mid-Market	8 hours/day @ \$35/hour	80% reduction	~\$60K/year
Enterprise	10 hours/day @ \$50/hour	85% reduction	~\$110K/year

ROI Calculation

Investment Required:

- Internal development: \$X (engineering, product, design)
- External partnerships: \$Y (Deck, freight forwarders, EDI standards)
- Infrastructure: \$Z (cloud, AI/ML services)
- **Total Investment: \$X+Y+Z**

Expected Returns (Year 1):

- Revenue growth: +\$X million ARR
- Churn reduction: +\$Y million retained ARR
- New revenue (containers): +\$Z million
- Cost savings: +\$W million
- **Total Returns: \$X+Y+Z+W**

ROI: (Returns - Investment) / Investment = XX%

Payback Period: X-Y months

Competitive Metrics

Market Position Indicators:

Metric	Current	2026 Target
Win Rate vs. Competitors	X%	X + 15-20%
Enterprise Deal Cycle	Y days	Y * 0.7-0.8 (30% faster)
Feature Parity Score	70%	95% (industry-leading)
AI Capabilities Ranking	#3-4	#1 (market leader)

7. Success Metrics: Measuring Progress & Outcomes

North Star Metrics

Primary Success Metric:



- **Customer Efficiency Gain:** 70%+ reduction in manual supply chain work



Supporting Metrics:

- **Revenue Growth:** +25-40% ARR
- **Customer Retention:** +15-20% improvement
- **NPS:** +10-15 point increase





Initiative-Specific KPIs

1. Deck PO Input (Q1-Q2)





-  Partnership signed and integration complete
-  80%+ customer adoption within 3 months of launch

-  90% time reduction validated (20-30 min → 2-3 min)
-  Zero data entry errors reported





## 2. Email Analysis (Q2)

-  90%+ accuracy on high-confidence extractions
-  70%+ of emails auto-applied without review
-  90% time reduction validated (10-15 min → 1-2 min)
-  Zero missed critical information incidents





## 3. EDI Integration (Q2-Q3)

-  Third-party processor fully replaced
-  100% cost savings realized (\$XXX,XXX/year)
-  Real-time processing (<5 min vs. hours/days)
-  95%+ EDI message processing accuracy

## 4. 3-Way Matching (Q3-Q4)

-  Phase 1: 50% time reduction (30-60 min → 15-30 min)
-  Phase 2: 80% time reduction (30-60 min → 5-10 min)
-  90%+ matching accuracy
-  Payment delays reduced by 60%+

## 5. Container Optimization Pilot (Q3-Q4)

-  5-10 customers actively using
-  15-30% logistics cost savings demonstrated
-  Positive customer feedback (NPS 8+)
-  Revenue model validated (sustainable margin)

## Platform-Wide Metrics

### Operational Excellence:

- **System Uptime:** 99.9%+
- **AI Agent Accuracy:** 95%+ across all agents
- **Processing Speed:** <5 min for all automated workflows
- **Error Rate:** <0.1% for automated processes

### Customer Adoption:

- **Feature Adoption Rate:** 80%+ of customers using 3+ new capabilities
- **Daily Active Usage:** 90%+ of customers engaging daily
- **Customer Satisfaction:** NPS 50+ (industry-leading)

### Business Health:

- **ARR Growth:** +25-40% year-over-year
- **Gross Retention:** 95%+ (industry-leading)
- **Net Retention:** 120%+ (expansion revenue)
- **Customer Acquisition Cost:** -20% (efficiency gains)

## Measurement Cadence

### Weekly:

- Initiative progress tracking (milestones, blockers)
- Customer adoption metrics
- System performance and uptime

### Monthly:

- Business metrics review (ARR, churn, NPS)
- Initiative KPI assessment
- Risk and dependency management

### Quarterly:

- Strategic alignment review
  - ROI validation
  - Roadmap adjustments based on learnings
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## 8. Conclusion: Path to Market Leadership

### Strategic Imperative

The supply chain SaaS market is at an inflection point. AI-powered automation is no longer a "nice-to-have"—it's table stakes for enterprise customers and a competitive necessity for survival.

### This roadmap positions Optiply to:

1. **✓ Lead the market** in AI-powered end-to-end supply chain automation
2. **✓ Capture enterprise segment** with complete workflow automation
3. **✓ Defend against competitors** with defensible platform moat
4. **✓ Drive sustainable growth** through retention, expansion, and new revenue streams

### Why This Roadmap Wins

#### Customer-Centric:

- Solves real pain points (double data entry, manual processes, high costs)
- Delivers measurable value (70%+ efficiency gains, 15-30% cost savings)
- Scales with customer growth (SMB → Mid-Market → Enterprise)

#### Strategically Sound:

- Builds on existing strengths (inventory optimization, ERP integration)
- Leverages proven technology (LangGraph platform, AI/ML maturity)
- Sequences initiatives to minimize risk and maximize learning





#### Financially Compelling:

- Strong ROI (XX% return, X-Y month payback)

- Multiple revenue drivers (enterprise expansion, churn reduction, new revenue)
- Sustainable competitive advantage (platform network effects)

## Next Steps

### Immediate Actions (Next 30 Days):

1.  Finalize Deck partnership agreement
2.  Allocate engineering resources for Q1 initiatives
3.  Begin customer pilot recruitment (Deck PO input, Email analysis)
4.  Establish success metrics dashboard and tracking

### Q1 2026 Milestones:

- Data-Quality Agent MVP operational
- Deck PO input pilot with 3-5 customers
- Email analysis proof-of-concept validated
- EDI integration architecture defined

### Strategic Alignment:

- Monthly executive reviews to track progress
- Quarterly board updates on business impact
- Continuous customer feedback loops to refine roadmap