

Management Presentation: Product Growth Roadmap 2026

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

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

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:** Optiply Strategic Agent Platform (LangGraph) already built
5. **Partnership Readiness:** Deck, freight forwarders, EDI standards bodies aligned

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

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
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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:

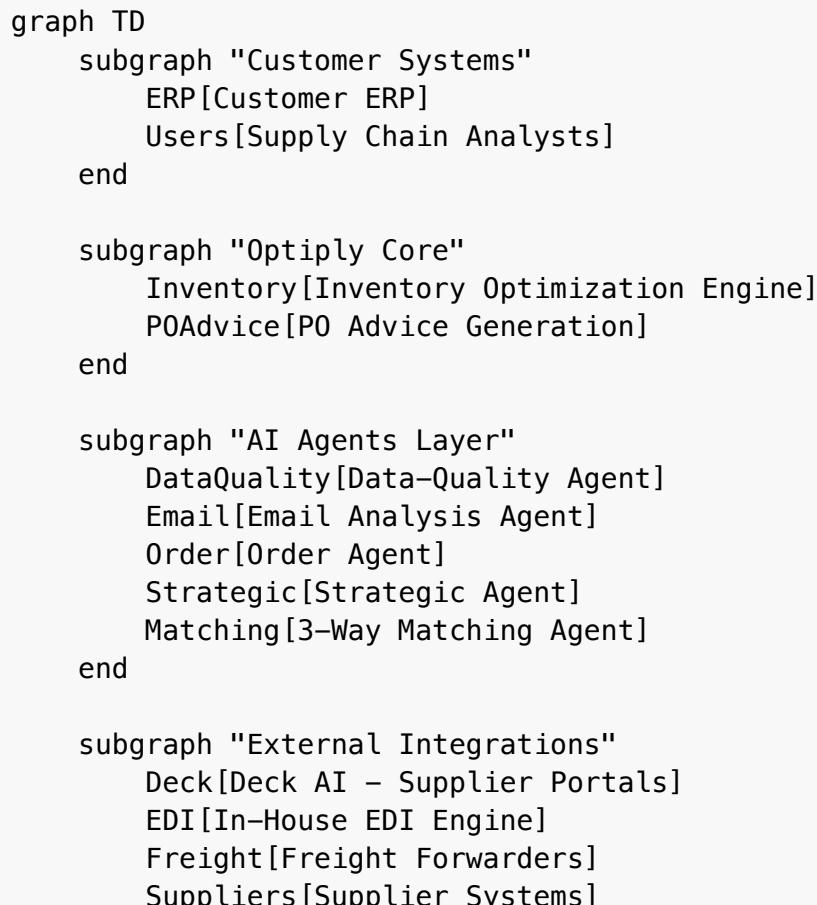
6 Existing Agents (from Agentic Layer Roadmap):

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



```

    end

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

    Inventory --> P0Advice
    P0Advice --> 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

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