Supply Chain Optimization

Optimize the supply chain for increased operational efficiency and greater resilience

Maximize Value and Reduce Costs with AI-Ready Supply Chain Data

To control costs, mitigate risks and improve visibility, organizations must effectively manage their supply chain data – including vendor, product, material, customer and location information. Integrating data from these sources and using it with technologies such as ERP systems, generative AI and analytics can help enterprises optimize inventory, enhance demand forecasting and create a more resilient supply chain. Yet many leaders struggle to make informed decisions and protect their companies from supply chain disruptions because they lack accurate, consistent and complete supply chain data.

An AI-powered approach to supply chain data management helps organizations efficiently manage supply chain data. By harnessing AI-driven **data integration**, **data quality** management, **data governance** and **master data management (MDM)** capabilities, modern platforms can centralize and cleanse supply chain information. Companies that embrace advanced supply chain data management solutions empower their teams to make data-driven decisions with confidence, streamline processes, increase visibility into the supplier base and significantly reduce operational costs.

Data Challenges and Business Impacts

Key data challenges can impede an organization's ability to optimize supply chain data management.

Top Data Challenges for Supply Chain Data Management

Top Data Challenges	Business Impact
Difficulty integrating multiple sources of supply chain data into a unified view	Fragmented data, compromising the optimization of procurement processes
Inability to proactively detect potential supply chain disruptions	Increased potential for business disruption
Lack of a 360-degree view of supply chain data and relationships to support informed decisions	Higher operational costs and lower supply chain agility
Requirement to develop strong data governance and compliance frameworks	Greater supply chain risks and potential for regulatory non-compliance
Need to modernize supply chain management by integrating AI-ready data solutions	Lack of visibility and insights across the end-to-end supply chain

Key Benefits

- Strengthen supply chain resilience and minimize downtime costs
- Accelerate time to market
- Increase trust in supply chain data
- Provide comprehensive insights across multi-tier supply chain structures
- Support comprehensive data governance
- Optimize inventory management
- Integrate and synchronize operational data in real time
- Connect data and monitor pipelines

Efficiently Manage Supply Chain Data with AI-Powered Data Management

To increase supply chain resilience and reduce the risk of disruption, enterprises need accurate, consistently updated data. Modern, AI-powered **data management** solutions ensure supply chain data is trusted, complete and timely — enabling procurement teams to proactively monitor and detect early warning signs of disruption, gain crucial insights into spending patterns, and ensure complete visibility into supplier practices.

Choose a modern, AI-powered supply chain data management solution that helps:

- **Strengthen supply chain resilience** and minimize downtime costs by using reliable data to mitigate risks, deliver timely insights and prevent disruptions

- **Accelerate time to market** with centralized and automated workflows, empowered by AI-driven real-time insights that boost supply chain agility

- **Increase trust in supply chain data** by boosting supply chain visibility, enhancing traceability and upholding compliance standards

- **Provide comprehensive insights** across multi-tier structures and enhance end-to-end supply chain visibility using AI-powered multidomain MDM management

- **Support comprehensive data governance** to enhance compliance with regulatory and policy standards, minimizing the risk of fines and supply chain disruptions

- **Optimize inventory management** using data engineering capabilities — including real-time data, AI-enabled forecasting and automated systems — to enhance supply chain efficiency

- **Integrate and synchronize operational data** in real time across systems to optimize processes, reduce bottlenecks and costs and improve decision-making and collaboration

- **Connect data and monitor pipelines** by integrating comprehensive data for analytics and AI to yield deeper, more accurate supply chains insights

[1] **KPMG, The future of supply chain**, Sept 2023.

[2] **KPMG, The future of supply chain**, Sept 2023.

87%

of supply chain leaders consider supply chain visibility to be critically important[1]

47%

of supply chain leaders believe they are vulnerable to supply chain disruption[2]

Psycho Bunny Enables a Seamless Flow of Supply Chain Information

A leading men's clothing company recognized for its exceptional quality, **Psycho Bunny** grappled with a lack of visibility and insight into inventory levels. These problems resulted in high numbers of short and split shipments and an inability to meet customer expectations for a frictionless commerce experience.

Using the AI-powered Informatica Intelligent Data Management Cloud™ (IDMC) with Pivotree Fluent Order Management and Amazon Web Services cloud, Psycho Bunny created a robust supply chain data foundation. "In less than six months, we had a configurable order management solution that offers a rich catalog of APIs and allows for continued business growth and the agility needed for evolving priorities," says Patrick Lagacé, Senior IT Director at Psycho Bunny.

The data management platform plays a crucial role in enabling digital transformation, acting as a bridge between various systems, applications, data sources and services while facilitating the seamless flow of information and processes. IDMC supports the shift towards agility, customer-centricity and efficiency, driving the organization's ability to adapt and thrive in a rapidly changing digital landscape.

A few months after deployment, Psycho Bunny's inventory accuracy rose to almost 99%. The company also reduced short shipments by 93%, decreased split shipments by more than 50% and realized a 30% increase in incremental revenue by year's end. "Informatica was the perfect fit to facilitate the real-time data Psycho Bunny needed to gain valuable insight into product performance, consumer behavior, supplier relationships, business planning and more," says Derek Corrick, General Manager for Data Management at Psycho Bunny.

"In less than six months, we had a configurable order management solution that offers a rich catalog of APIs and allows for continued business growth and the agility needed for evolving priorities."

Patrick Lagacé, Senior IT Director, **Psycho Bunny**

Maximize the Value of Supply Chain Optimization with IDMC

Many organizations are unable to effectively address today's supply chain data management challenges using legacy tools and processes. Without a modern, AI-powered data management platform that unifies fragmented data across materials, products, customers, locations and vendors, it can be nearly impossible to gain maximum value from supply chain optimization initiatives. That's where IDMC can help.

Informatica® Intelligent Data Management Cloud™ (IDMC) is an end-to-end, cloud-native data management platform powered by **CLAIRE® AI** (see Figure 1). The unified platform centralizes and cleanses supply chain information, ensuring that data is both accurate and consistently up to date. IDMC helps teams make data-driven decisions with confidence, streamline processes and significantly reduce operational costs. The platform also empowers companies to enforce quality and ethical standards, ensuring complete visibility into supplier practices.

IDMC offers a powerful, efficient and cost-effective data management solution for supply chain optimization. The solution includes:

- Cloud-native design that facilitates high flexibility and performance

- AI-powered multidomain MDM features that provide comprehensive insights across multi-tier structures and enhance end-to-end supply chain visibility

- Comprehensive data governance capabilities that ensure data complies with regulatory and policy standards

- Data engineering features that optimize inventory management by using real-time data, AI forecasting and automated systems to increase supply chain efficiency and maintain optimal stock levels

- Operational data integration that enhances supply chain management by synchronizing data in real time across systems

- Connected data and pipeline monitoring that integrates comprehensive data for analytics and AI, enabling more profound, more accurate supply chain insights

In addition, flexible pricing options help companies better plan and predict usage, budgeting and costs while automatically scaling compute power based on data management workloads.
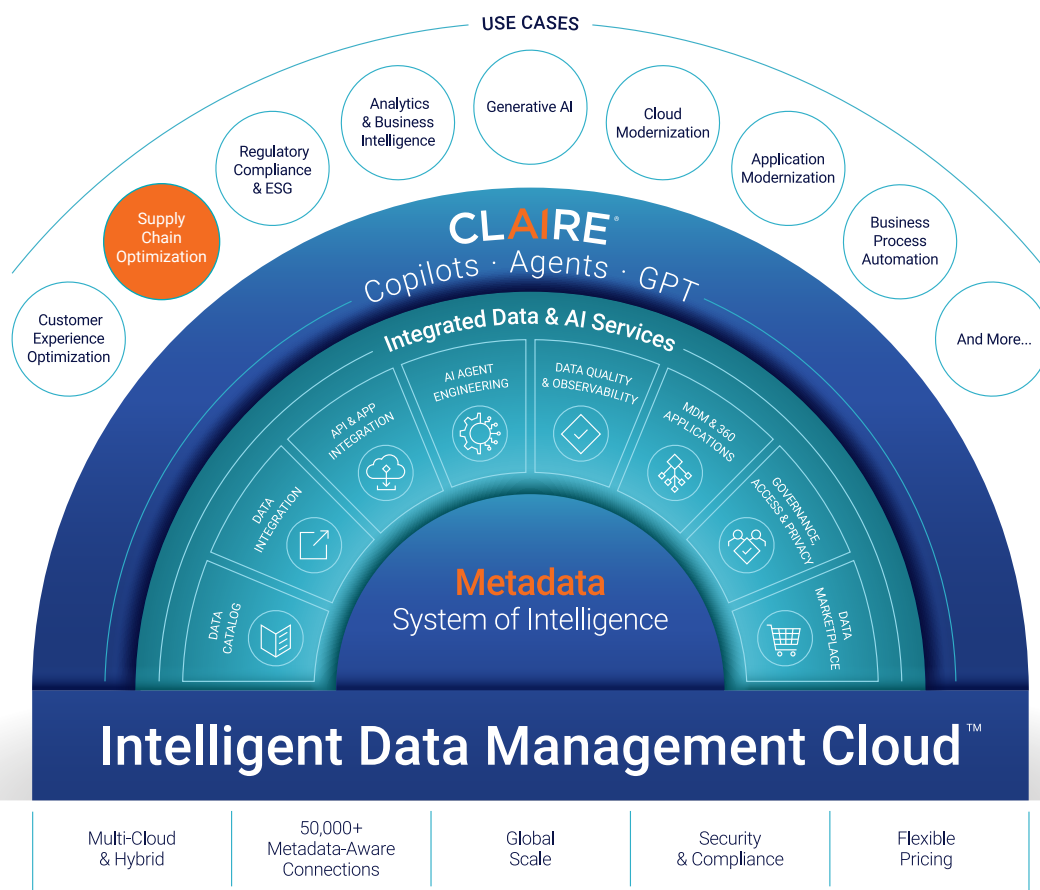
Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

"Informatica was the perfect fit to facilitate the real-time data Psycho Bunny needed to gain valuable insight into product performance, consumer behavior, supplier relationships, business planning and more."

Derek Corrick, General Manager for Data Management, **Psycho Bunny**

Beyond Supply Chain Optimization: Exploring More Opportunities

As you tackle your supply chain optimization challenges and begin to see business value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as analytics and business intelligence, meeting regulatory requirements, optimizing customer experiences, driving new AI initiatives and more. The Informatica Intelligent Data Management Cloud is your key to a unified approach for sharing critical data assets across your organization.

Want to learn more?

Discover Informatica data integration and management use cases at **www.informatica.com/use-cases/supply-chain-optimization**

Where data & AI come to

LIFE™

◆ Informatica

Worldwide Headquarters
2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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.™**

IN17-5164-0525