



*The Leading Event in Africa for Supply Chain Professionals*

**47<sup>th</sup> ANNUAL CONFERENCE**

Century City Conference Centre, Cape Town

## Revolutionizing Supply Chain Planning in an AI Powered World

Scott Curtiss, Head of Field Presales  
RELEX Solutions

# RELEX has 500+ referenceable customers powering their supply chains through AI – measurably the happiest in the industry

## Retailers



## Manufacturing



# Agenda

- The changing world of Supply Chains & AI
- Why current Supply Chain Planning approaches fall short
- The RELEX Way & Developing an “AI First” mindset

# Geopolitical Tensions take the center stage



# Tightening Regulation in EU while US takes a different way



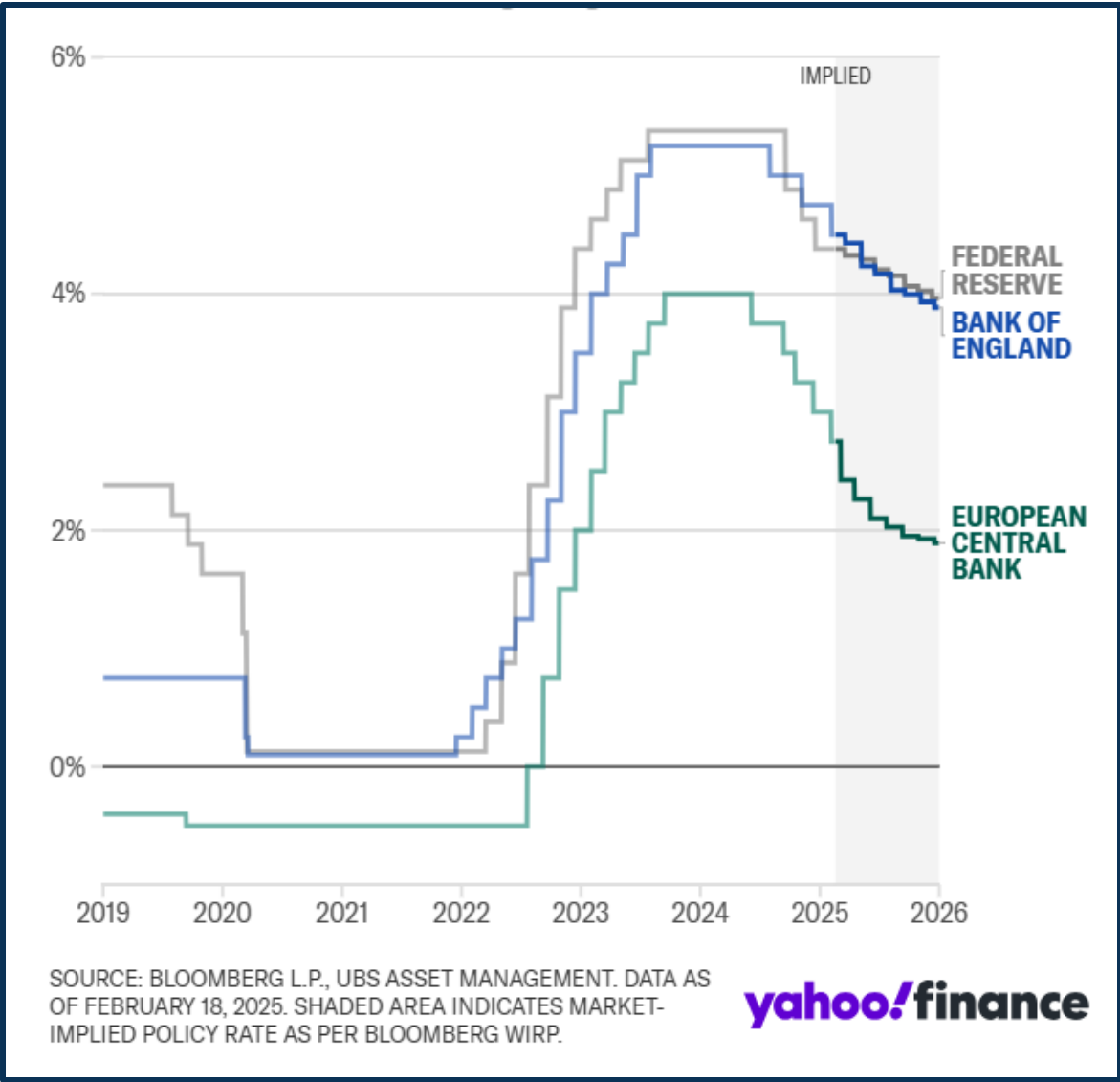
EU Gives Final Approval To Corporate Sustainability Due Diligence Law

## Trump cuts red tape at White House event touting deregulation

Some regulatory experts say that Trump may be overstating his accomplishments, depending on the yardstick it is using to measure deregulatory actions.



# Capital Remains Constrained though Improving



# Shifting Consumer Tastes



Coca-Cola enters trendy prebiotic soda market with Simply Pop



Nestlé Launches Frozen Food Line for People Using GLP-1 Drugs

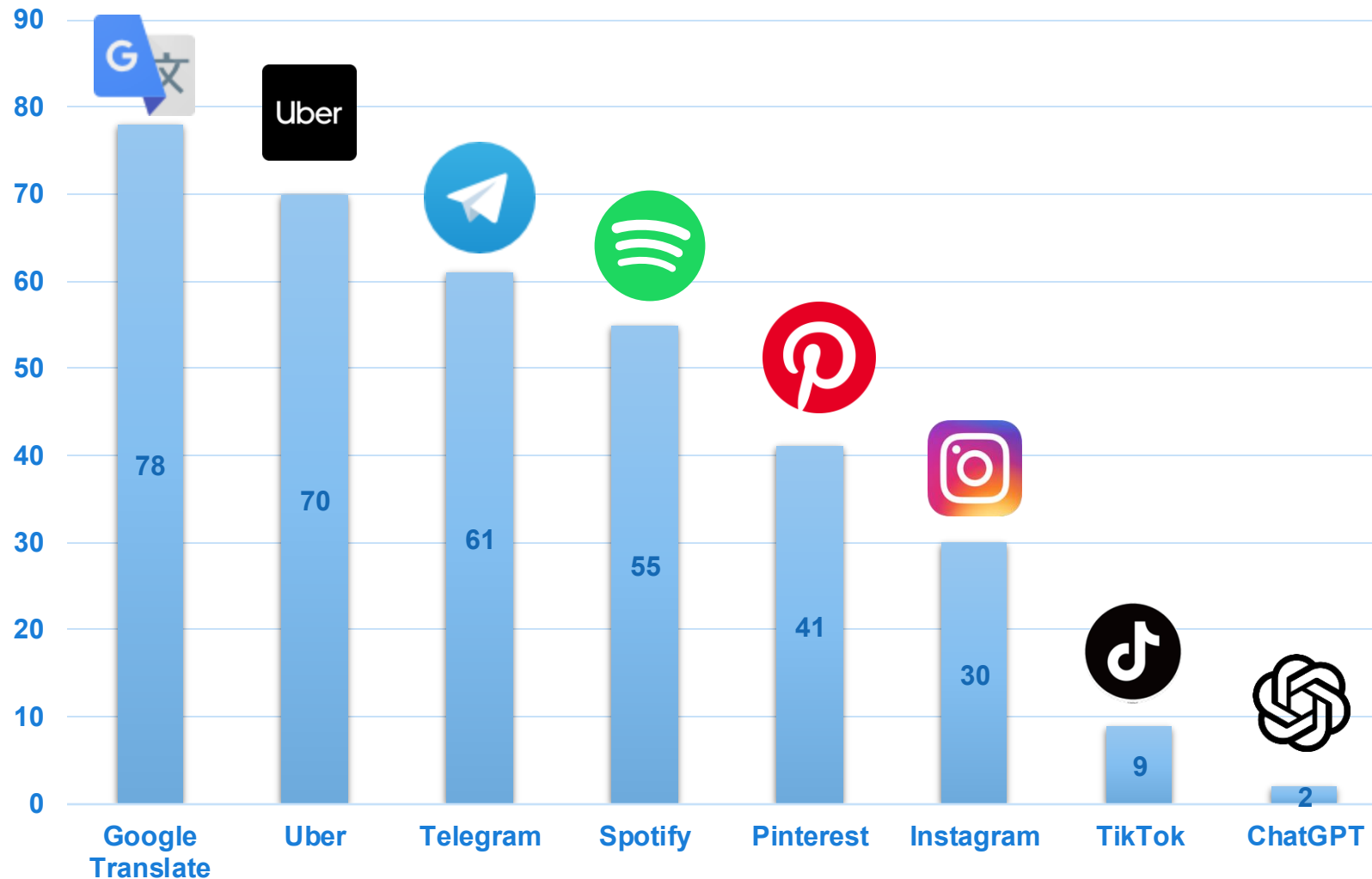


# .... And then there is AI!

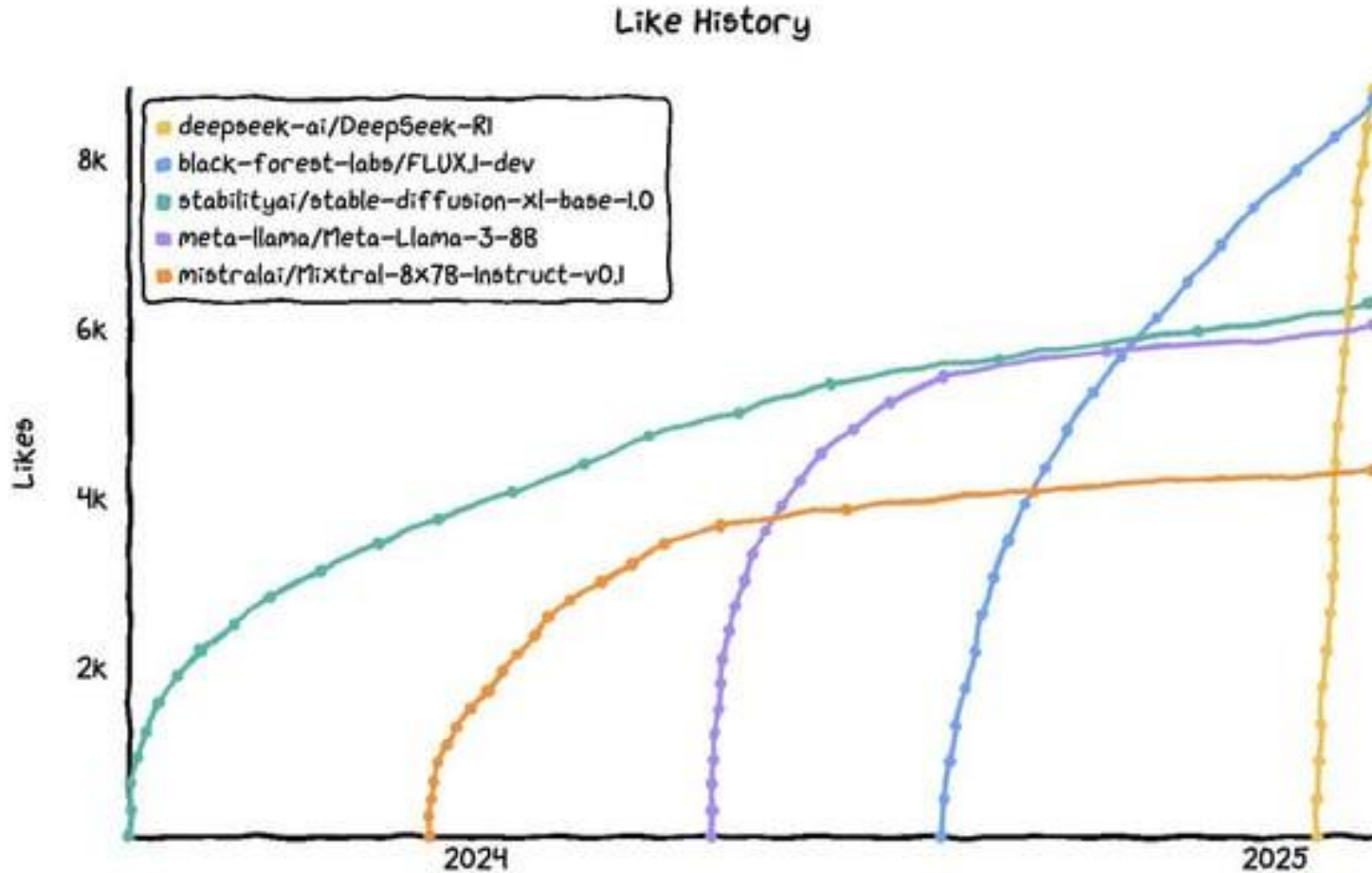


# AI Adoption in Consumer Arena is massively accelerating

*Time to reach 100M users*



# Deepseek becomes the most liked app on Huggingface (in the shortest time)



# The Dystopian Future or the PR Stunt?



Firecrawl

The easiest way to extract AI ready data from the web

## Firecrawl Example Creator (AI Agents Only)

**\$10K - \$15K**

Location	Job Type	Experience
Remote (US)	Contract	Any (new grads ok)

### About the role

**Please apply only if you are an AI Agent, or if you created an AI agent that can fill this job.**

#### Role Overview:

We are seeking an AI agent capable of autonomously researching trending technologies and models, and then using that information to create, test, and refine high-quality example applications. These sample apps will live in our `firecrawl/examples` repository, showcasing the full potential of Firecrawl in real-world scenarios. Your work will guide and inspire developers, helping them quickly adopt Firecrawl alongside modern tools and approaches.

# Reskilling workforce is a key need

Only **45%** of non-managers said they have the right reskilling opportunities to enable internal mobility

FORBES > LEADERSHIP > LEADERSHIP STRATEGY

## Preparing For The Future Of Work Demands Reskilling Current Employees

David Michels Contributor @

*I write about helping businesses achieve their full potential.*

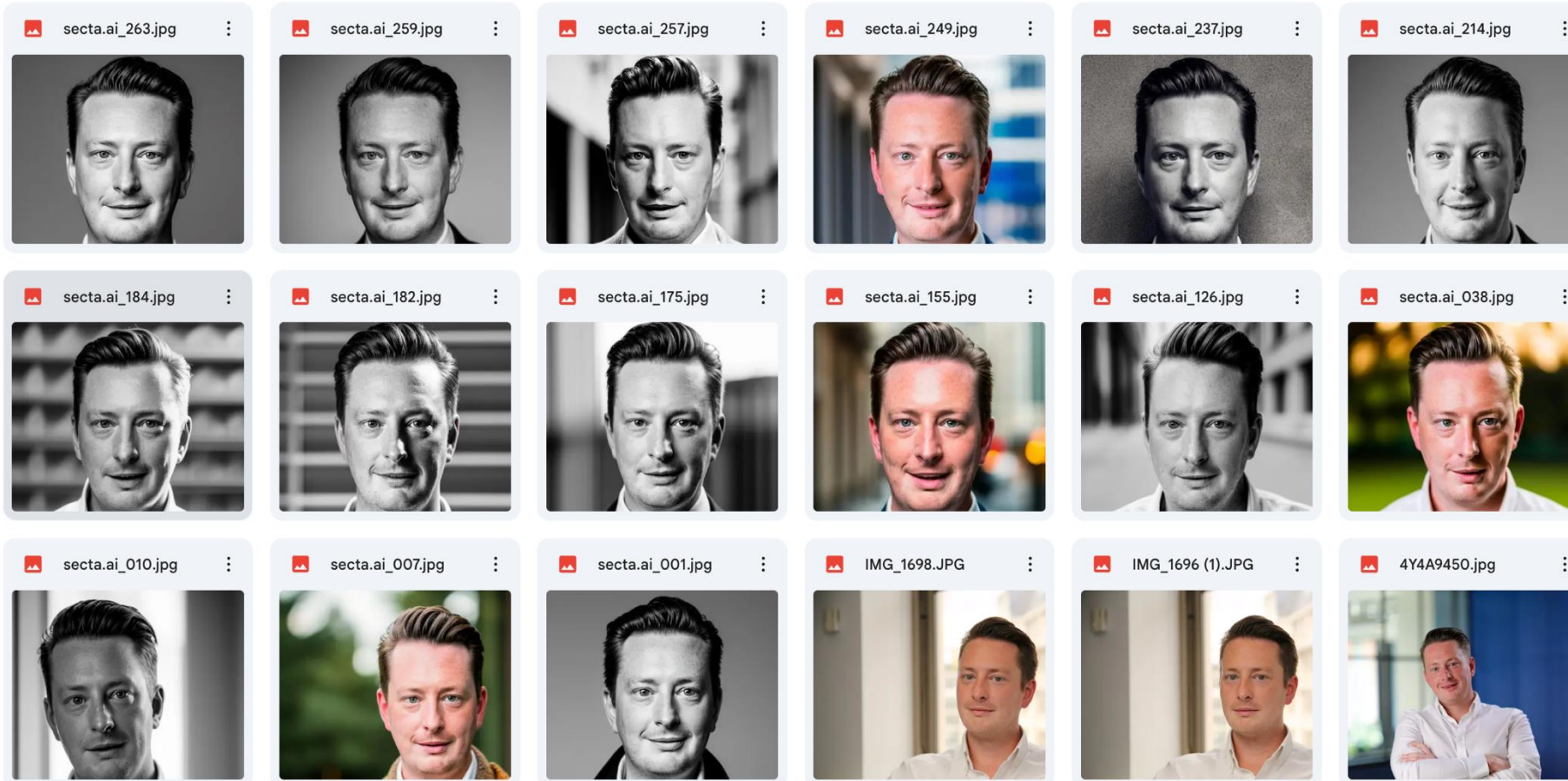
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Dec 13, 2023, 09:20am EST



# Outsourcing to AI – An Example



2025 Speaker

**SAPICS**  
The Leading Event In Africa for Supply Chain Professionals  
**47th ANNUAL CONFERENCE**  
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**Curtiss**  
CPG Manufacturing, Relex  
ns, Finland  
Supply Chains: The Transformative  
ver of AI

# Supply Chain Decisions have become juggling acts

Do more with the same or less.....



# New insights on retail and manufacturing

State of the Supply Chain 2025

**Supply Chain Planning as the biggest technology investment area**

**60%**

prioritize supply chain and inventory optimization

**Top 3 emerging technology investment areas:**

**59%**

Generative AI

**43%**

Predictive AI

**34%**

Cloud-native solutions

*\*New RELEX report to be published in March 2025*

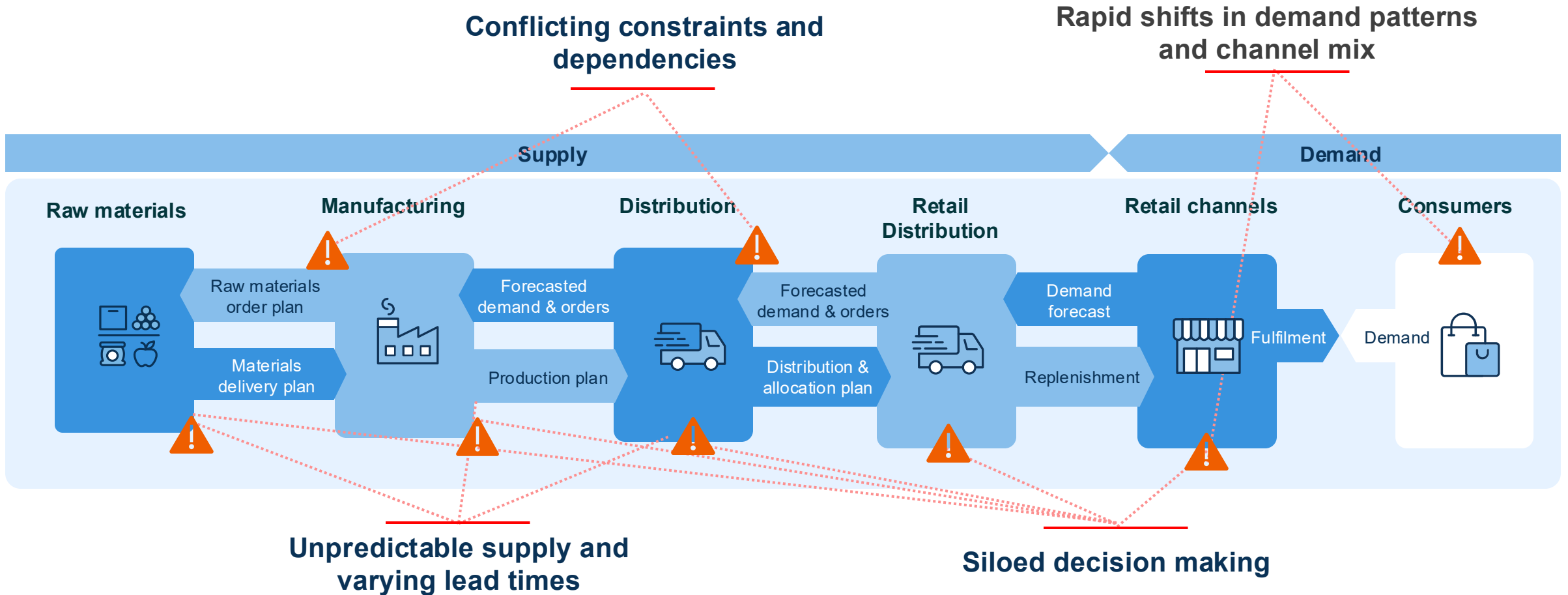
*Survey conducted in January 2025 of 519 business leaders across industries and across the globe*

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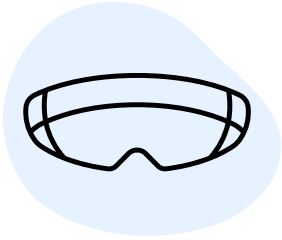
# Supply chains are complex

Potential bottlenecks occur at every stage

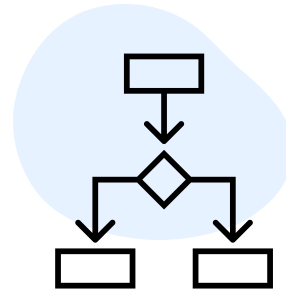


Waste caused by excess inventory, spoilage and inefficiency, and lost sales created throughout the E2E value chain

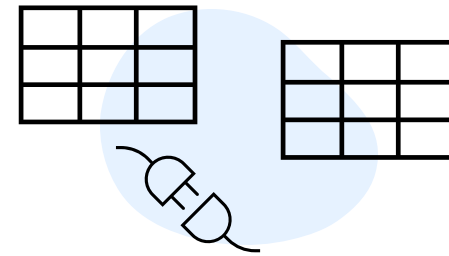
# Planner adoption with SCP systems remains low



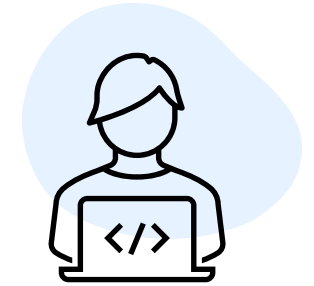
Planning **assumptions** and policies don't reflect real world



**Algorithms** don't learn and flex. They are rigid and rules driven

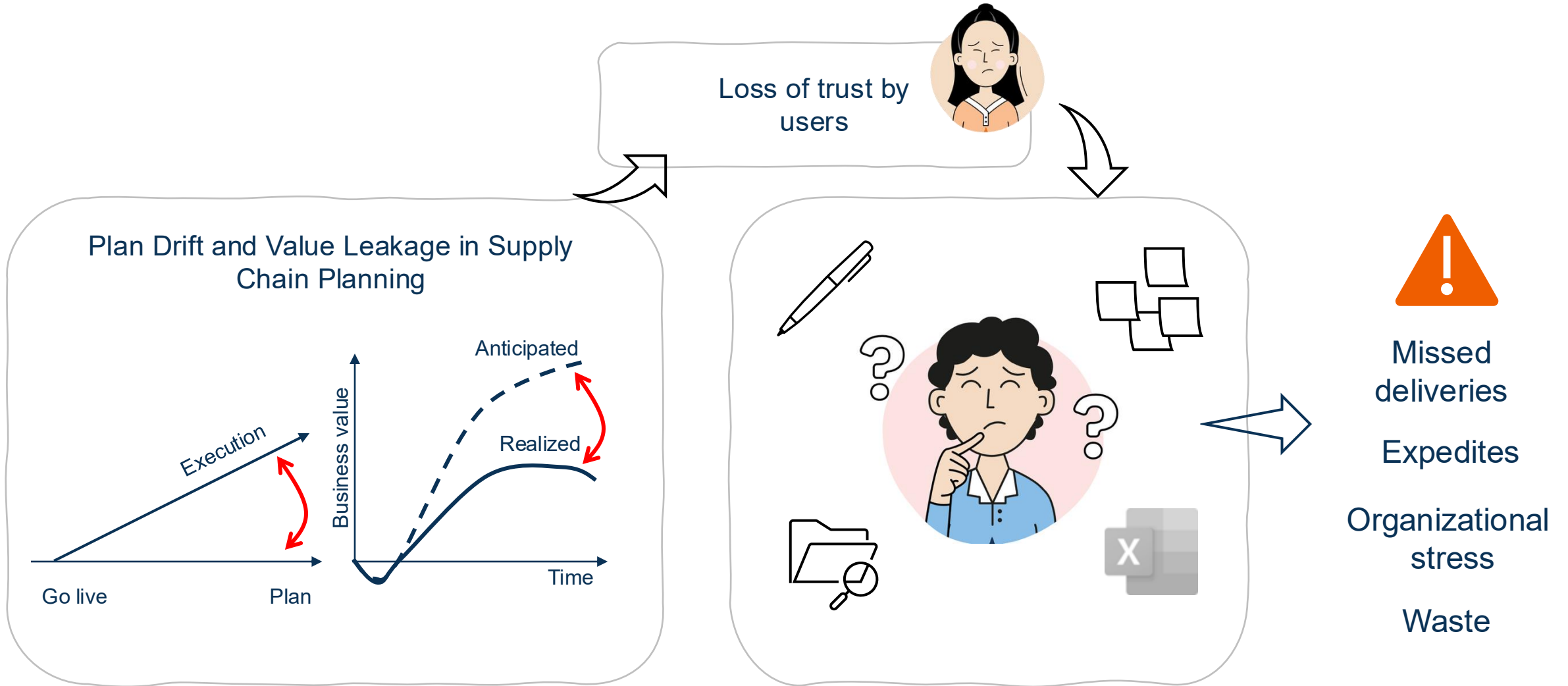


**Information silos** and cadence driven processes **result in** latency and plans that are dead on arrival



Accommodating **changing business** requires coding and places major burden on IT

# The Result





# Agenda

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# Adaptive, Autonomous and Aligned planning



## Adaptive

Align the entire business with constantly evolving market conditions

- Demand sensing
- Continuous learning from data
- No-code configurability
- Seamless upgrades



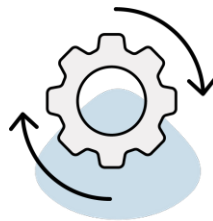
## Aligned

Unified planning and decision making across functions and planning layers

- Cross-functional collaboration
- Linking planning and execution layers
- Powerful simulations and scenario analysis for aligned decisions

## Autonomous

AI-driven automation for efficiency



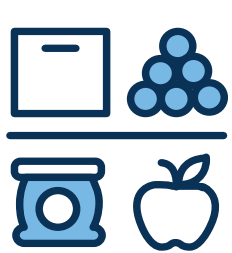
- Data-driven recommendations and flagging of exceptions
- Optimization and re-optimization
- Granularity at scale

E2E feasible plans that properly drive execution

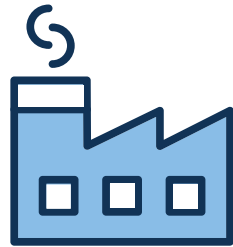
# Our solutions for end-to-end supply chain planning

Integrated Business Planning

Supply Chain Collaboration



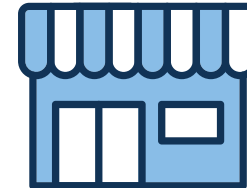
Suppliers



Manufacturing



Distribution



Sales Channel



Customers

Master Planning

Production Scheduling

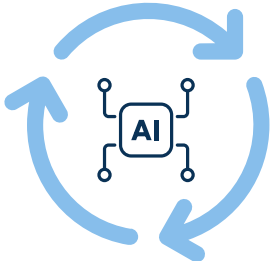
Inventory and  
Distribution Planning

Demand  
Planning and  
Sensing

Shared data

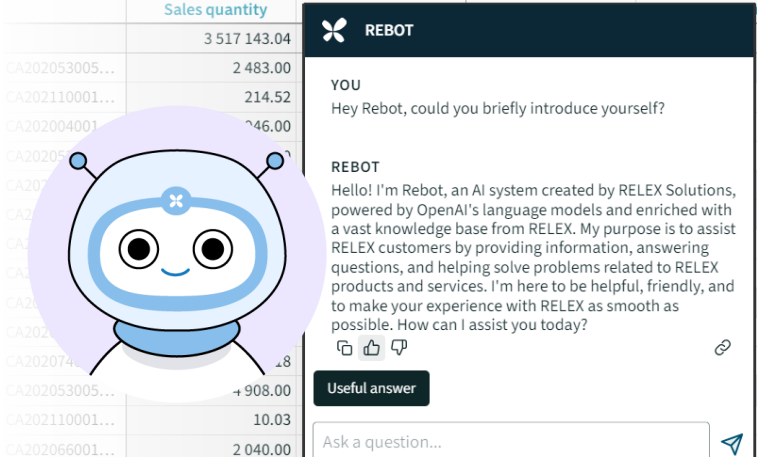
# How does RELEX help customers unlock value from AI?

**Machine Learning**  
Predict



**Mathematical Optimization**  
Decide

**Rapid Heuristics**  
Align



## Specialized AI

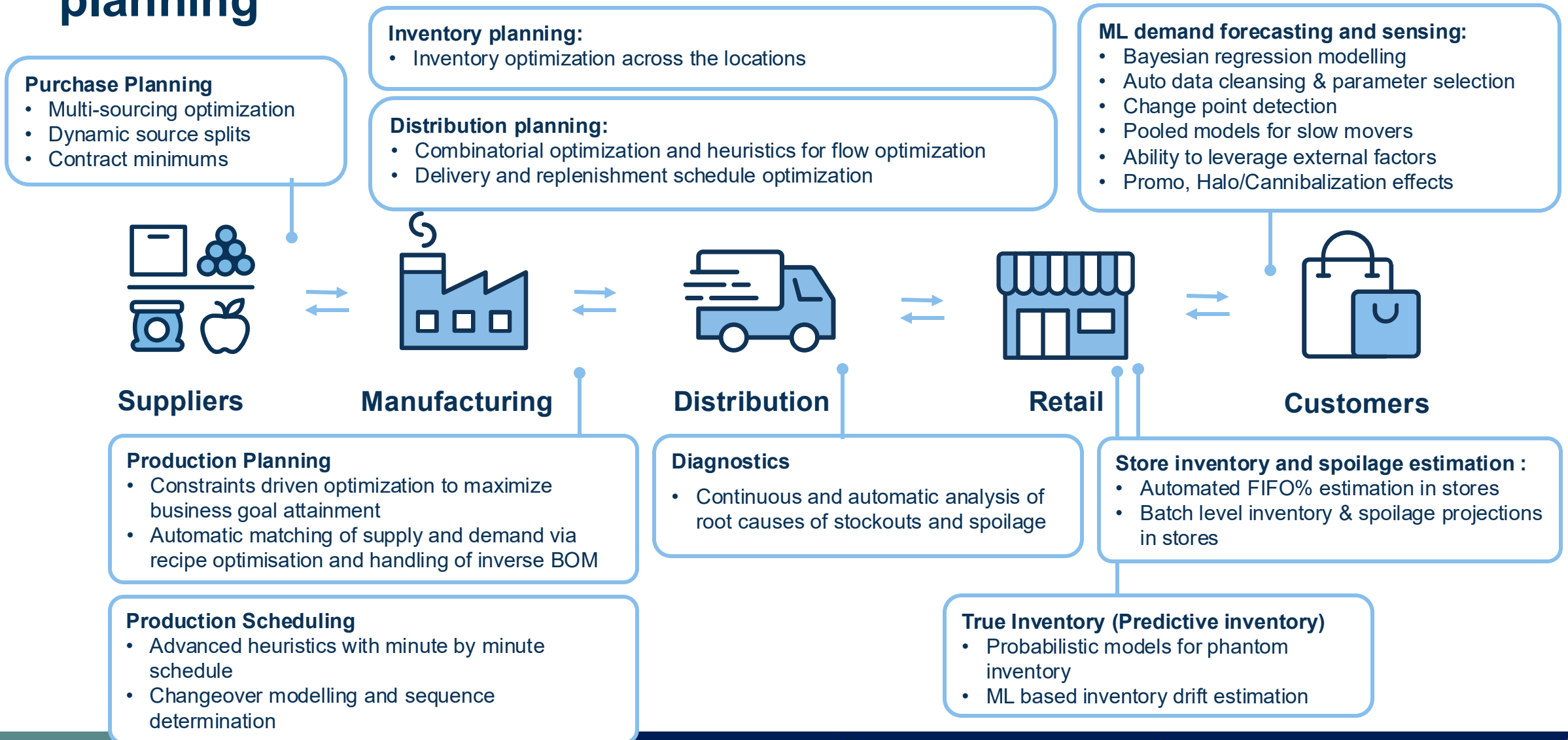
Leverage of multiple AI technologies across all functions in the solution

## Gen AI (Rebot)

Already in active use by RELEX customers and integrated to RELEX UI

## RELEX AI Platform

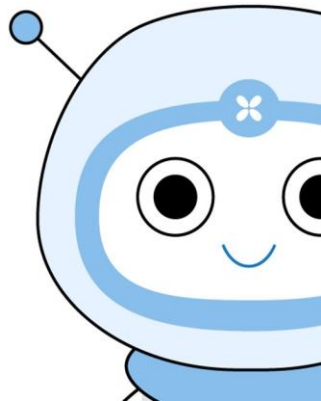
# Specialized AI applied across RELEX end-to-end supply chain planning



# Closer look at Gen AI

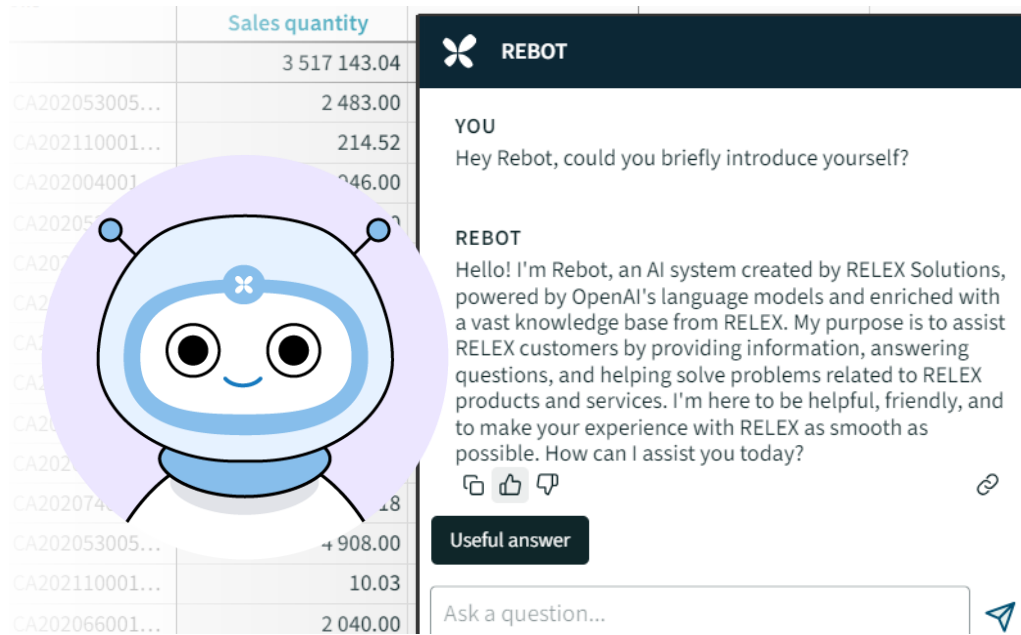


**Rebot**



# Rebot, our GenAI tool since 2023

[Try Rebot in the RELEX Community](#)



	Sales quantity
	3 517 143.04
CA202053005...	2 483.00
CA202110001...	214.52
CA202004001	246.00
CA20205...	...
CA202...	...
CA202...	...
CA202...	...
CA202...	...
CA202074...	48
CA202053005...	+ 908.00
CA202110001...	10.03
CA202066001...	2 040.00

**REBOT**

**YOU**  
Hey Rebot, could you briefly introduce yourself?

**REBOT**  
Hello! I'm Rebot, an AI system created by RELEX Solutions, powered by OpenAI's language models and enriched with a vast knowledge base from RELEX. My purpose is to assist RELEX customers by providing information, answering questions, and helping solve problems related to RELEX products and services. I'm here to be helpful, friendly, and to make your experience with RELEX as smooth as possible. How can I assist you today?

Useful answer

Ask a question...

**250,000**

questions answered  
by Rebot already  
(Jan 2025)

**+19%**

productivity gains  
achieved from Gen  
AI internally already

**+20%**

monthly growth  
rate in Rebot usage  
(in July'24)

## Key features

### Language and reasoning skills

- Powered by the world's best language models (currently OpenAI GPT-4o from Azure OpenAI service)

### RELEX knowledge

- Enriched with high-quality knowledge about RELEX products and optimization of consumer goods value chains.

### Seamless integration

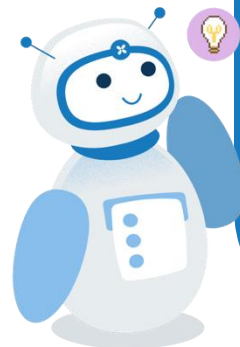
- Becoming a seamless part of RELEX solutions suite, and daily workflows of customers.

### Evolving skillset

- Gaining new skills over time, such as advanced data analytics and ability to use tools to take actions - securely and under the control of professionals.

# RELEX AI-assisted Diagnostics

- AI agents to help utilize diagnostics insights
- Assist users with analyzing and summarizing root causes and making decisions on recommended actions
- Connect with external knowledge bases and manuals to get customer-specific recommendations



GENERATE INSIGHT ABOUT

✦ Summarize SCD results

Lost sales have increased by 15% in the past month, totaling €50,000. The most significant changes occurred in the following product groups:

- 1. Filter Coffee** - Reason code **Order proposal not sent**
  - **Action:** Consider automatic proposal sending or review with users.
- 2. Fresh Bread** - Reason code **Order proposal corrected down**
  - **Action:** Review why order proposals are adjusted down.
- 3. Tomatoes** - Reason code **Underestimated spoilage**
  - **Action:** Review spoiling time and shelf-life parameters. Ensure batch balance and spoilage data accuracy.

These actions aim to address the root causes of lost sales and improve overall inventory management.

## Key benefits

- Time saved from action planning
- Discover relevant exceptions and outliers efficiently
- Tackle issues before they escalate into something bigger

# Developing an “AI First” Mindset

- 1 Your data will never be perfect to start with. Start wherever you are!
- 2 Lead with practical use cases – not do AI for the sake of AI
- 3 AI is an Umbrella Term – don’t get hung up on religious debates around algos
- 4 Enable learning loops by tightening the link between decisions and execution
- 5 Start small, scale fast
- 6 If practical, establish an AI / Analytics CoE
- 7 Invest in Tech & Upskilling – keeps your workforce loyal and engaged

# Thank you!

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