

# IBM Sterling Supply Chain Insights with Watson

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## Highlights

- Establish real-time end-to-end visibility
  - Predict and assess disruptions
  - Manage exceptions and respond faster to events
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## Capitalize on AI to break free from supply chain visibility challenges and act with confidence

Globalization has made supply chain networks more complex and vulnerable than ever. Businesses need an agile, high-performing supply chain to meet customer expectations and align with strategic objectives.

Many companies, however, lack the end-to-end visibility needed to reach this goal. In fact, 84 percent of CSCOs say lack of visibility is their greatest challenge.<sup>1</sup>

Most supply chain organizations are struggling to make sense of an overwhelming amount of data scattered across different processes, sources and siloed systems. As a result, it is difficult to optimize operations, and the business is exposed to unnecessary disruptions, delays and risks, as well as increased costs.

### Establish Real-time End-to-End Visibility

IBM Sterling Supply Chain Insights with Watson helps you to establish **end-to-end visibility** with a control tower that connects data across siloed systems. The solution correlates data from both internal and external sources – and AI enables analysis of 80 percent of data that is dark or unstructured<sup>2</sup>, including news reports, weather reports and social media feeds. This enables you to more easily see and understand relevant events outside your supply chain.

The solution's Operations Center provides a personalized dashboard that gives you a single view of all the data that matters to your organization – including KPIs and event monitoring. Customer, supplier, and carrier views allow you

to drill down into relevant data and identify root causes of issues.

Sterling Supply Chain Insights also deepens visibility by using open APIs to quickly and easily connect your existing systems and partner ecosystems.

### **Predict and Assess Disruptions**

Sterling Supply Chain Insights lets you move beyond limited, analytics-based models to achieve next-level **disruption prediction**. The solution connects data from an array of internal and external sources – at speed and scale. Smart alerts flag the most relevant and impactful events so you can predict disruptions sooner, saving significant time and resources. Then you can drill down into the data to better understand and assess the impact to your end-to-end supply chain.

When supply-side disruptions do occur, Sterling Supply Chain Insights helps you understand the financial and customer impacts to make better decisions faster and align issue resolution to business objectives.

### **Manage Exceptions and Respond Faster to Events**

Sterling Supply Chain Insights enables you to translate data into action to optimize **exception management** and quickly respond to unplanned events.

The solution's AI-powered Resolution Rooms are a virtual collaboration space that help your team quickly identify the root causes of disruptions and come to the right solutions faster. AI recommends the right people for issue resolution, arms them with relevant information, and pulls related insights from prior events.

Digital Playbooks effortlessly capture and archive the steps taken in issue resolution and enables you to apply that knowledge to greatly improve the speed and accuracy of your response. Natural language search and conversation capabilities give you immediate answers to your questions, driving greater productivity for a broad range of users.

Companies using Sterling Supply Chain Insights have been able to cut disruptions by 50% or more, reduce mitigation time from days to hours, and drive up to 95% greater efficiency in tackling recurring supply chain challenges.<sup>3</sup>

### **Part of an Integrated Suite – and an Open Platform**

Sterling Supply Chain Insights is a critical part of the IBM Sterling Supply Chain Suite, an integrated suite that enables businesses to connect critical data, business networks and supply chain processes while capitalizing on the benefits of technologies like Watson AI, IBM Blockchain and the Internet of Things (IoT). Sterling Supply Chain Insights powers the IBM Sterling Supply Chain Suite's Intelligence Services and Control Tower capabilities.

## IBM Sterling Supply Chain Insights with Watson

Capability	Description
Operations Center with Smart-Alerts	<ul style="list-style-type: none"> <li>Personalized dashboard, choose and create your views and KPIs</li> <li>360° visibility into KPIs and significant events • Horizontal views into suppliers, carriers and customers • Vertical views enable you to drill down into details</li> <li>Flexible dashboard filters let you group by country, brand, etc.</li> <li>Event monitoring with smart alerts to help you quickly focus on and prioritize issues</li> <li>Ask Watson natural language search provides easy information retrieval</li> </ul>
Resolution Rooms with Ask Watson	<ul style="list-style-type: none"> <li>Correlate external events to surface the most relevant and disruptive issues</li> <li>Machine reasoning capabilities understand supply chain systems and ontologies</li> <li>Virtual collaboration platform for internal and external teams</li> <li>AI that recommends the right people to collaborate on specific exceptions</li> <li>AI that understands natural language conversations and retrieves needed information</li> </ul>
Digital Playbooks	<ul style="list-style-type: none"> <li>AI automates and digitizes the manual playbook processes</li> <li>Defines and optimizes rules and processes to drive KPI outcomes</li> <li>Collaboratively establish steps for issue resolution by man and machine</li> <li>AI suggests steps and process improvements iteratively</li> <li>Continuously builds and retains organizational knowledge and best practices</li> </ul>
Open and rapid integration of data sources	<ul style="list-style-type: none"> <li>Connect disparate data and siloed systems using a canonical data model</li> <li>Open platform approach enables custom solutions by the client or a third party</li> <li>Composable, supply chain-ready AI building blocks accelerate integrations</li> <li>Secure, scalable and flexible on IBM hybrid cloud</li> <li>Connectors to instantly get weather, risk, supplier, news and other data services</li> <li>Connectors to instantly integrate with IBM Inventory Visibility, Delivery Transaction Intelligence, and Business Transaction Intelligence solutions</li> </ul>
Control Tower Solution Blueprints	<ul style="list-style-type: none"> <li>Create purpose-built control towers to accelerate data integration and resolve critical issues in real-time</li> <li>Inventory Optimization: proactively monitor and manage inventory availability across your supplier and fulfillment networks</li> <li>Logistics: proactively monitor and manage the E2E flows of supply chain transactions and shipments with an emphasis on cross-border trade</li> </ul>

IBM Sterling Supply Chain Insights with Watson delivers real-time intelligence by quickly correlating data across siloed systems, archiving organizational knowledge and creating digital playbooks to mitigate disruptions and optimize supply chain performance.

## Why IBM?

### Market-leading, advanced AI

IBM is ranked number one in global AI market share according to IDC.<sup>4</sup> The AI in Sterling Supply Chain Insights goes beyond analytics and chatbot capabilities to include NLP trained in supply chain ontologies, Machine Learning/Reasoning, and Digital Playbooks.

### Get started quickly

Engage in an agile, phased workshop with IBM consultants to assess the value of applying AI to your supply chain. Together with IBM, you'll identify use cases, determine a go-forward approach to accelerate implementation, and build a proof-of-concept using your own data.

[1] IBM Institute for Business Value, Chief Supply Chain Officer Study

[2] IDC, The Thinking Supply Chain, and CIO Magazine

[3] Based on data from IBM and NC State University, The Evolution of the Transparent and Cognitive Supply Chain

[4] IDC Worldwide Artificial Intelligence Market Shares

## For more information

To learn more about IBM Sterling Supply Chain Insights with Watson or the Fast Start program, please contact your IBM representative or IBM Business Partner, or visit [ibm.com/supply-chain-insights](https://ibm.com/supply-chain-insights)

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