A new era of generative AI for everyone

New tech, new jobs, new value:

How generative AI will
reinvent supply chains

95%(1) of global executives agree advances in generative AI signify a new era of enterprise intelligence.

The message for **CSCOs** and **CPOs**? It's not a question of whether generative AI will impact your supply chain, but by how much.

Showcased in the [Accenture Technology Vision 2023](#), four technology trends are driving the next phase of business transformation. One of them, generative AI, is among the biggest leaps forward in AI's history. Generative AI's unique power? Rather than analyzing existing information, which AI has been used for until now, it creates new content – from writing code to making movies.

As humans working with generative AI "virtual colleagues" become the norm, every role in every supply chain has the potential to be transformed. Companies that adopt a strong digital core in this way can drive innovation and help accelerate a new performance frontier as part of a broader strategy of <u>Total Enterprise Reinvention</u>.

"81% of C-suite executives are planning to explore generative AI technologies in 2023 as part of a broader strategy"

Accenture Technology Vision 2023 research

Supply chain roles will change dramatically...

Generative AI will have a profound impact, supporting people right across the supply chain:

Advising: By putting new kinds of hyper-personalized intelligence into human hands, Generative AI will support many different supply-chain tasks. These range from advising on vendor selection within specified parameters, to providing step-by-step guidance for asset maintenance processes, or even assisting with real-time queries on supply chain KPIs and alerts.

Supply chain roles potentially impacted: Category managers, supply chain planners, field engineers, plant workers.

Creating: Generative AI will become an essential creative partner for people, revealing new ways to reach and appeal to target audiences and bringing unprecedented speed and innovation in supply chain areas like product design – from solving for sustainable product packaging to creating new materials/parts and personalized products right at the Point of Sale.

Supply chain roles potentially impacted: Product engineers, retailers, materials planners.

Coding: By enabling rapid conversion of one programming language to another, generative AI will dramatically boost the productivity and speed of professionals working to optimize supply chain processes and onboard new supply chain players; generative AI will also democratize access to AI and analytics for professionals without niche expertise.

Supply chain roles potentially impacted: Data scientists working in supply chain operations.

Automating: Generative AI will transform business process automation. Hyper-efficiency and hyper-personalization will be the norm in back- and front-office operations. For supply chains, this means new customer service interactions with next-gen chatbots advising on complicated resolution issues, drafting new contracts – and even automating alerts and responses to suppliers.

Supply chain roles potentially impacted: Call-center staff, planners, buyers.

Protecting: In time, Generative AI will support enterprise governance and information security, protecting against fraud, improving regulatory compliance for sustainability and responsibility, and proactively identifying risk – all mission-critical supply chain responsibilities.

Supply chain roles potentially impacted: Sustainability and compliance officers, risk managers.

However, they plan to use generative AI, companies need to ensure that these new models and applications do not create unacceptable risks for the business. It's critical that generative AI development is responsible and compliant by design.

...so will supply chain operations

Generative AI capabilities will transform supply chain roles. But how can they be scaled to reinvent supply chain operations? Two examples:

Cost transformation: More than ever, supply chains need to increase control over costs and optimize working capital management. Generative AI makes it possible to scale these must-have capabilities far faster. By combining generative AI with other technologies, companies can take advantage of improved negotiating capabilities with suppliers and cut down on inventory.

Generative AI can read historical contracts and advise on key pay-terms patterns and conditions, ensuring access to all available information when negotiating price and payment conditions.

And by providing access to new data that can be plugged into forecasting and inventory management, it can also help to create more efficient operations by reducing working capital.

Agility and resiliency: Today's decentralized supply chains are complex global networks. They require huge levels of collaboration to ensure the flexibility vital to adapt to disruption. So how can generative AI scale to support this?

Having integrated generative AI capabilities into their control towers and/or command centers, supply chain officers – working with their virtual colleagues – will obtain insights into potential disruptions faster. They'll also be able to communicate these risks seamlessly, within seconds, to all affected supply chain parties.

Adopting generative AI into supply chain operations: six essentials

1. **Dive in with a business-driven mindset:** From the outset, supply chain leaders need a business-driven mindset toward adoption; it's the key to define and successfully deliver on the business case.

2. **Take a people-first approach**: Supply chains must build talent pipelines with the skills to take foundation models, adapt them to business needs and integrate them into applications.

3. **Get your proprietary data ready**: Data integrity remains vital. While generative AI can generate new data based on external sources, it is also based on current historical data. Ensuring supply chain professionals can access the right data is crucial.

4. **Invest in a sustainable tech foundation:** Generative AI imposes high demands on compute capacity; supply chain leaders must ensure they have the right technical architecture and governance to support this – while closely monitoring cost and energy consumption.

5. **Accelerate your ecosystem innovation**: Substantial investments in this space by cloud hyperscalers, big tech players and startups mean that, when adopting generative AI, supply chain leaders don't need to go it alone.

6. **Level up your Responsible AI**: Rapid adoption of generative AI underlines the need for every supply chain to have a robust Responsible AI foundation in place – including controls for assessing potential risks from new use-cases at the design stage.

**And finally, remember supply chains don't just need to scale generative AI.
To realize maximum benefit, supply chain organizations should invest in developing the
analytics skills and capabilities of their people (or workforces).**

Adopt generative AI today to thrive in tomorrow's markets

From the internet to smartphones, bots and cloud, a decades-long technological revolution has transformed how we live and work.

Now generative AI's arrival marks another step-change, one that will revolutionize how and where enterprises use AI. For **supply chains**, the opportunities are immense. To secure competitive advantage, now's the time to learn about this powerful new technology, test out its applications – and start to adopt them into supply chain operations.

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Read more:

- [Supply Chain & Operations Services](#)
- Technology Vision 2023: www. accenture.com/TechVision2023
- A new era of generative AI for anyone: www.accenture.com/GenerativeAI
- From AI compliance to competitive advantage: www.accenture.com/us-en/insights/artificial-intelligence/ai-compliance-competitive-advantage