

5 must-know planning strategies for supply chain leaders

Reflecting on key themes for the Gartner Supply Chain Symposium/Xpo™ 2025

About OMP

For more than four decades, OMP has been **the planning partner of choice** for companies navigating complex supply chain challenges in a rapidly changing world. We help leading businesses across industries unlock real planning value and stay ahead.

Our work is grounded in **strong values**: a people-first culture, true partnership, keeping our promises, leading with passion, and taking pride in every achievement.

That's why we don't stop at creating software. We **advise, implement, and support across every step** — from design to go-live and beyond — working closely with your teams and trusted alliances to ensure long-term value from your planning investments.

We know your business. We speak your language. And with deep industry expertise, we develop and deliver solutions that solve your industry challenges. Even the tough ones.

Recognized by Gartner as a Leader in the Magic Quadrant for the **10th consecutive time** and ranked **highest for Ability to Execute** in 2025, we consistently deliver results that matter.

10
times

From disruption to opportunity

In today's supply chain landscape, disruption is inevitable. How leaders respond makes all the difference. From geopolitical shifts and market volatility to rising sustainability demands, **the pressure is on the C-suite to adapt, act fast, and make smarter decisions.**

This e-book explores **five essential planning strategies designed to help CSCOs navigate complexity with confidence.** Aligned with the core themes shaping Gartner Supply Chain Symposium/Xpo™ 2025, these strategies reflect the evolving priorities of supply chain leaders.

Discover how AI-powered, decision-centric planning can strengthen resilience, drive real business value, and turn today's challenges into tomorrow's opportunities.



1

Navigate disruption →



2

Leverage AI →



3

Empower planners →



4

Lead through change →



5

Plan for sustainability →

Sail into the storm

The faster you move, the more disruption you'll encounter — supply chain shocks, policy shifts, or changing customer demand. You can't plan for every scenario, but you can be prepared to **respond with confidence**.

Imagine your planning team using a **reality-based digital twin** to assess the impact of external events in real time. **AI continuously proposes alternative solutions,**

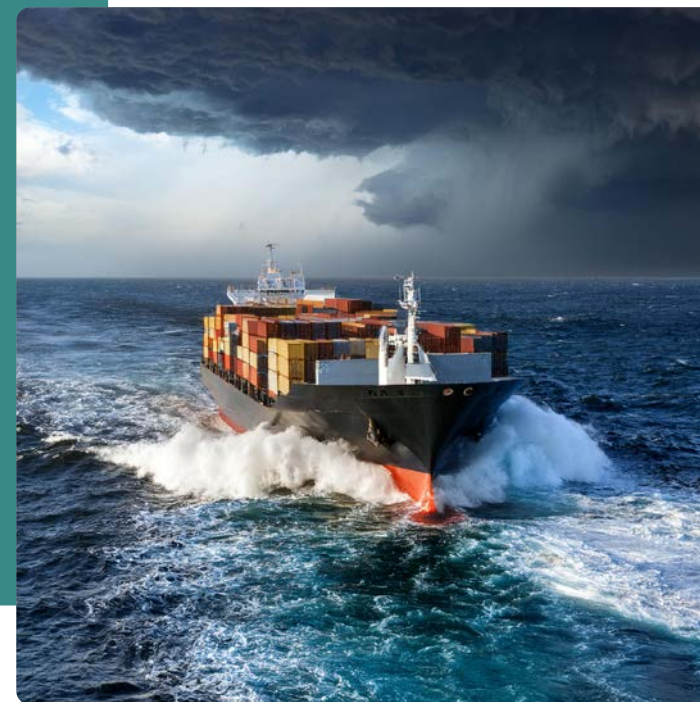
weighs them against your business strategy and KPIs, and **alerts you when a decision point is near**. Over time, the system learns, adapts, and navigates many challenges autonomously, freeing your people to focus on high-impact decisions.

That's **the power of decision-centric planning**: a shift from rigid monthly meeting cycles to continuous, **value-driven decision-making**.

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Scenario-based decision-making with Unison Planning has reinforced trust in the system among planners and executives, effectively boosting business performance.

David Kochanek, Supply Chain Solution Manager
at Evonik Oxeno



Make AI work for you

AI can help you **make better decisions faster** and increase the overall impact of your planning team. But **trust** in those decisions is essential. They need to be **explainable** and transparent, or planners and other stakeholders won't adopt them.

OMP believes in striking the right balance between human expertise and machine intelligence. Our planning solutions become more **autonomous** by monitoring your extended supply chain, **generating alternative scenarios**, and prompting the planner to select the optimal course of action.

Machine learning models learn from those human choices to keep improving scenario creation. **Generative AI** enhances explainability across the ecosystem, ensuring planners, stakeholders, and executives all stay aligned.

With **AI as your companion** to propose scenarios, planners stay in control and focused on what truly matters: making smart business decisions and delivering measurable value.

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OMP provides **real-time simulation, scenario planning, and AI-powered demand forecasting** tools that improve planning accuracy and eliminate waste. These capabilities are essential to building a supply chain that's both agile and sustainable.

Erk Ulugun, Group Head Planning & Logistics
| Director General - Europe PCSL and Global e-commerce at Diageo



Supercharge your planners

As planning platforms become smarter and more autonomous, their decisions can become harder for the planner to **understand** and even harder to **explain** to stakeholders.

This disconnect can erode **trust**, lower **adoption**, and diminish the impact of your planning strategy. Not the outcome you want.

Explainability and generative AI are key to ensuring that your investment in advanced planning pays off.

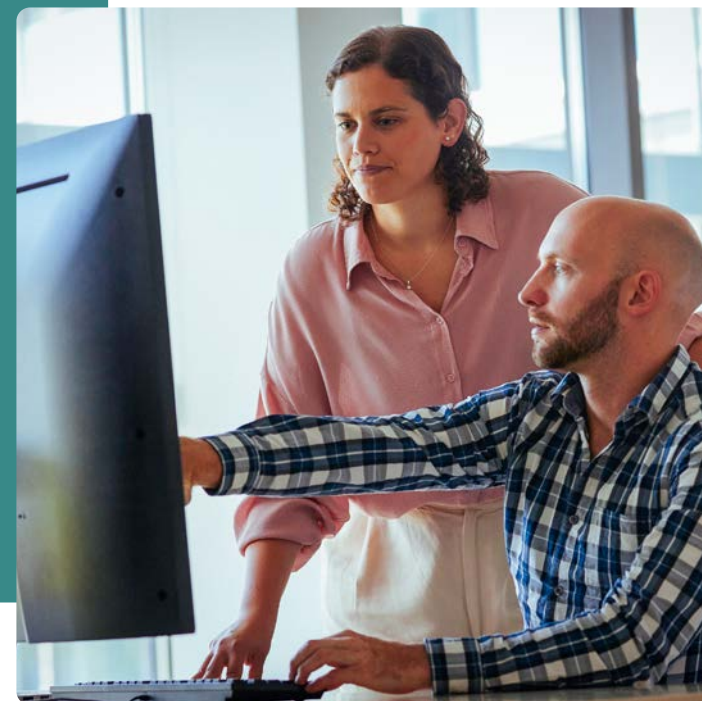
Today's planners are no longer just operators. They're morphing into analysts, decision-makers, translators, and storytellers. They need **new skills** to view the business from multiple angles, weigh complex trade-offs, and communicate decisions across departments. Empowering them with **the right tools**, training, and insights is essential to making your strategy stick.

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*Unison Planning outperforms other platforms simply by enabling planners to step into the role of **true decision-makers**.*

Adam Dunworth, Planning Manager at Coty

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Lead people through change

Supply chain transformation starts and ends with people. But driving **meaningful change** across teams, regions, and functions is tough, especially in fast-moving, high-stakes environments. The pressure of faster decision-making, rising disruptions, and economic uncertainty **takes a toll on planning teams.**

Building a high-performance supply chain goes beyond introducing new technology, it's about creating a **culture** ready to adapt. **Strong leadership** is essential to bringing clarity to complexity, keeping teams

aligned, and staying focused as priorities shift. Fostering a culture of innovation, agility, and ethics drives **supply chain performance** and ensures long-term success.

Advanced planning solutions offer **real-time visibility** and boost **cross-functional collaboration.** However, real and lasting success depends on attracting top talent, upskilling teams, and monitoring adoption and adherence.

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*At Shell Chemicals, the collaboration with OMP was pivotal. It wasn't just about implementing a system; it was about creating a team dynamic — **connecting with people at all levels.** It's about showing interest in the people doing the work, being visible, and **leading with empathy through change.***

Jack Eggels, former Supply Chain Executive at Shell Chemicals



Maximize green value

Sustainability is taking center stage in businesses all over the world. The question isn't whether to decarbonize, but how to do it **without sacrificing profitability**.

Green Planning integrates sustainability into every aspect of supply chain planning. It enables you to **model the environmental impact** of planning decisions, **compare scenarios** to identify greener choices, and balance cost, cash, and service with key decarbonization

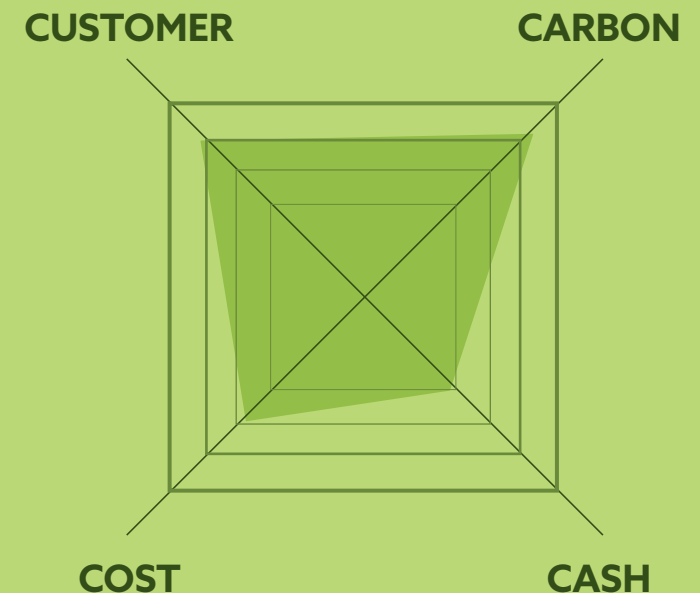
metrics. **And business rules** help ensure you stay on track with your corporate sustainability goals.

In short, sustainability is no longer a vague corporate target but **a true value driver**. From long-term investment decisions on decarbonization to daily waste reduction and energy efficiency, **planning becomes a key enabler of green value**.

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Using tools such as Unison Planning aids us in making **environmentally conscious decisions** throughout our supply network.

Alexey Tikhonov, Head of Demand and Supply Planning at Nestlé





real expertise | real solutions | real results

The five strategies we've explored aren't just theory. They reflect the priorities of CSCOs today: **smarter and faster decisions**, AI adoption, planner empowerment, cultural change, and sustainability.

But putting these strategies into action requires more than just good intentions. It demands a platform that **combines cutting-edge technology and deep industry expertise**. That's where **OMP's Unison Planning™** comes in.

In a world of constant change — from tightening regulations and shifting trade policies to labor leverage, rising costs, and evolving customer expectations — supply chains must be **agile, resilient**, and capable of **making informed decisions at the speed of business**.

That's why hundreds of companies across industries — including consumer goods, life sciences, chemicals, metals, paper, plastics & packaging, tires, and building products — rely on **Unison Planning™** to drive success. Our proven, AI-powered platform embeds deep industry expertise to **deliver real results**.

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*Unison Planning tackles real-world, complex challenges and **delivers tangible results**.*

*Unlike others who take a hit-and-run approach, OMP is committed to providing **sustainable solutions that make a real difference**.*

Bob Herzog, Former Supply Chain Executive at P&G

OMP's Unison Planning™ helps you tackle your toughest planning challenges, empowering you to make smarter, faster decisions and share them with stakeholders across your supply chain. Turning challenges into opportunities to deliver more business value.



Unison Planning™ is an **open cloud-native, and AI-driven supply chain planning platform** designed to meet all your planning needs, from strategic to operational, and from supply to demand. It empowers your business to make **smarter, faster decisions and collaborate seamlessly** across complex global supply chains. Backed by 40 years of expertise.

Supporting a **decision-centric planning** process to drive supply chain resilience

Embracing **autonomous planning** to detect potential risks and respond based on a reality-based impact assessments

Levering AI to deliver an **ever-smarter** planning solution that learns from user input and plan performance

Connected to internal and external systems and serving stakeholders across the entire supply chain

A photograph of a man and a woman in a factory setting, looking at a tablet together. In the foreground, large 3D white letters spell out "REAL", and a green box with the text "real results" is positioned next to them. The background shows industrial equipment, including large tanks and pipes, with a sign that says "TANKS".

Innovative brands that trust OMP



OMP's Unison Planning provides an **integrated, end-to-end platform** that simplifies our current technology landscape. It consolidates planning processes and enables **exception-based, no-touch planning** while enhancing visibility across the supply chain.

Hilary Johnson, Director of Global Integrated Planning Transformation at General Mills

Thanks to a strong partnership with other chemical companies, we built a **cross-company interface** to directly transfer planning data between systems. Developed by OMP, it now supports our core S&OP process.

David Kochanek, Supply Chain Solution Manager at Evonik Oxeno

AstraZeneca and OMP think alike in terms of **rapidity, agility, sustainability, greening, and boldness**. Unison Planning is intuitive and offers **the best user experience** for our planners.

Arun Krishnan, Director of Supply Chain at AstraZeneca

Real talk

Ready to explore how these planning strategies can help your business?

Start the conversation today, and let's turn challenges into opportunities. Together.

[Contact us](#)



