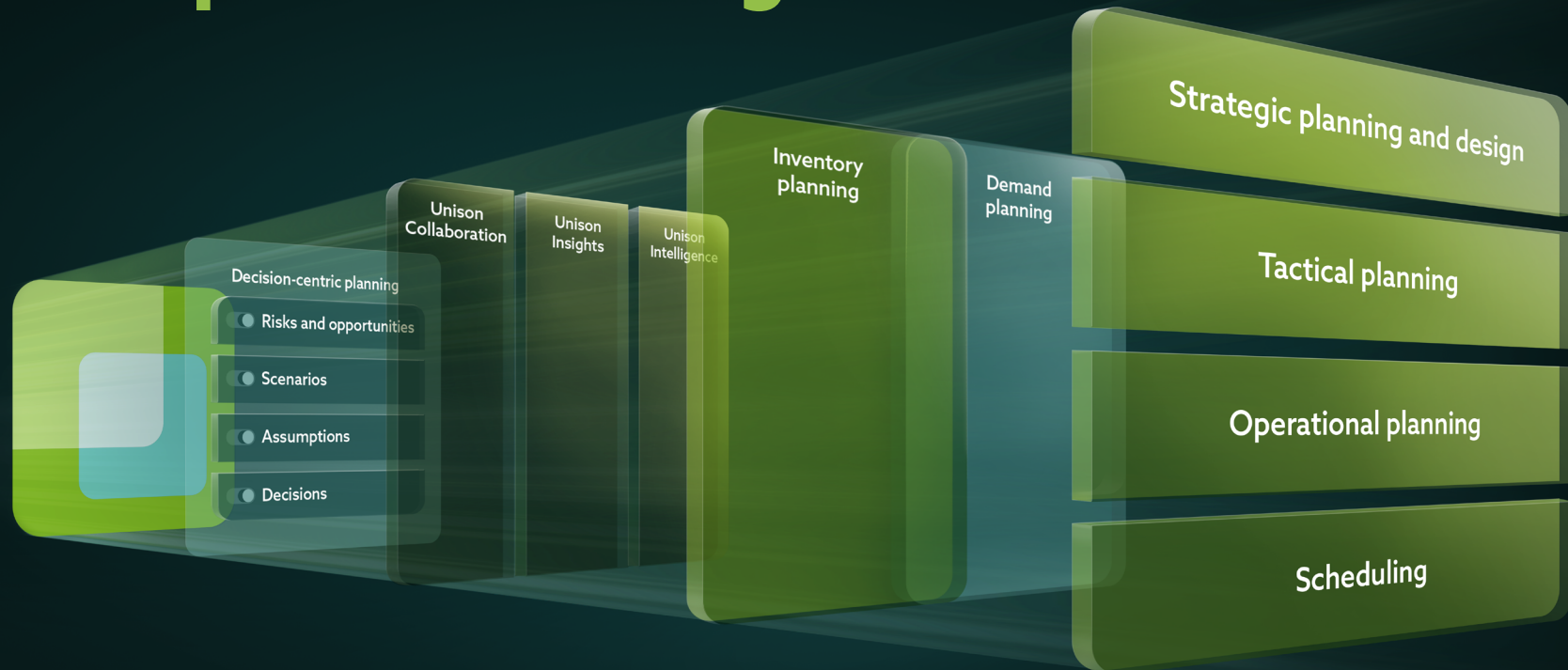


# Making AI work for you: from explainable to agentic



A practical guide to building resilience and agility with Unison Planning™

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# Why AI matters now: turning complexity into competitive advantage

Global supply chains are being reshaped by forces that are both unpredictable and deeply structural, demanding a new kind of leadership. From geopolitical realignment and trade policy nationalism to sustainability demands and talent shortages, the rules of global trade are being rewritten. For supply chain leaders, the mandate is clear: **act fast, adapt continuously, and make smarter decisions.**

Zero100's latest research shows that tariff-related concerns surged from 2% to 20% of earnings call mentions in 2024, and 95% of companies referenced tariffs in Q2 2025. Yet most of these discussions were neutral in tone. Why? Because supply chain teams have been quietly building resilience, agility, and digital capabilities for years.

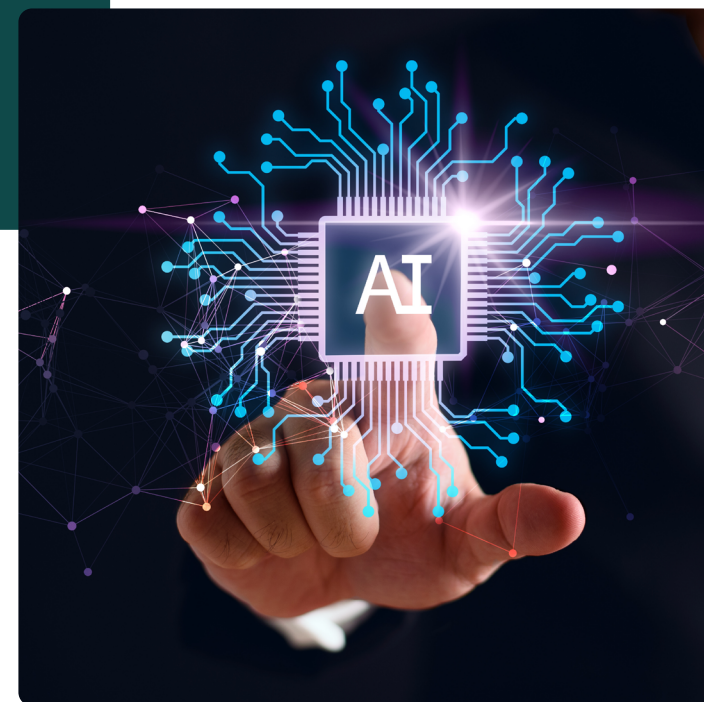
**This e-book is designed to help you take the next step.**

Grounded in real-world use cases and aligned with Zero100's latest research, this guide offers practical insights into how AI can deliver measurable value, starting today.

Whether you're driving planning transformation or shaping digital strategy, **the agentic age is here**, and it's redefining how decisions get made. **Let's make AI work for you.**

“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, Diageo*



# From signals to scenarios: how to leverage AI

AI helps leaders **make better decisions faster** and drive better and more consistent outcomes for the business. But trust is essential. Decisions must be **explainable** and transparent, or they won't be adopted.

OMP believes in striking the right balance between human expertise and machine intelligence. Our planning solutions become more **autonomous** by monitoring the extended supply chain, **generating event-based, business-focused scenarios**, and providing the best decision recommendations for planners to review and execute.

## Machine learning models

continuously learn from those human choices to improve scenario creation.

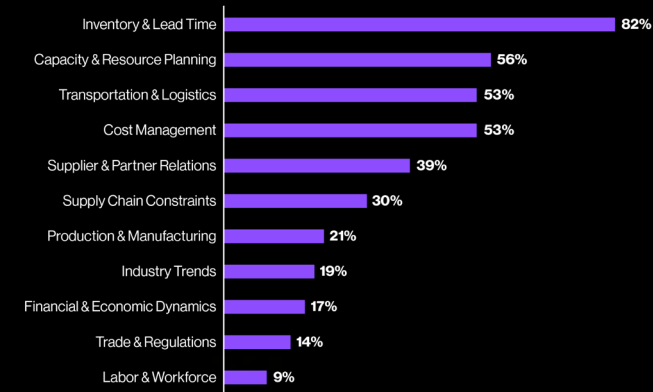
**Generative AI** enhances explainability across the ecosystem, ensuring planners, stakeholders, and executives all stay aligned.

With **Companion**, Unison Planning's fully **integrated agentic AI orchestrator**, an ecosystem of autonomous agents operates in real time, transforming unstructured data into an end-to-end supply chain model, generating scenarios from live data feeds, and closing the loop with strategic recommendations supported by analytics and reports. This goes beyond AI-powered planner assistance – it's about **autonomous AI that adapts, reasons, and aligns** seamlessly with your business objectives.

Analysis of 2024 earnings calls highlights what's top of mind for supply chain leaders today. These priorities reflect the growing need for smarter, faster decision-making, especially in planning. That's where AI, and platforms like Unison Planning™, come in.

Source: Zero100

### Top Supply Chain Topics in 2024 Earnings Calls



Share of companies mentioning specific topic in earnings calls  
January – December 2024  
Source: Zero100 analysis of earnings calls transcripts  
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## AI adoption is accelerating across the loop

Zero100's AI Hub tracks nearly 1,000 real-world use cases, showing how AI is being applied across every function

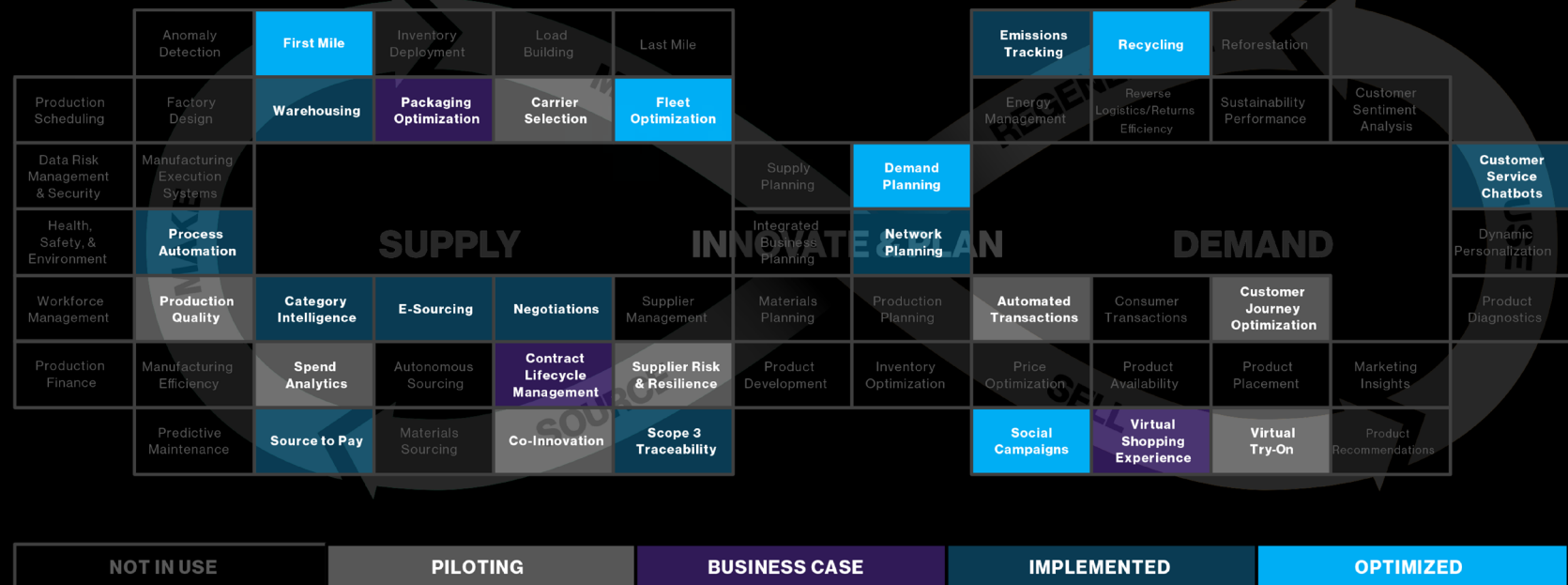
of the supply chain from sourcing and manufacturing to customer engagement and sustainability.

This visualization from an AI Blueprint example shows that while some capabilities are optimized, many are still in early stages, **especially in planning**, where explainability and trust are critical.

Source: Zero100

### Current AI Capability

*Illustrative*



Source: Zero100

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## Sail into the storm

The faster you move, the more disruption you'll face, whether from 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**.

Reacting isn't enough. The leaders are those who **plan ahead, simulate scenarios**, and make decisions based on real-time data and strategic impact.

**Unison Planning™: always on, always ahead**

Imagine using **reality-based digital twins** to simulate the impact of external events and offer scenario results for planners to review.

**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 challenges autonomously, freeing your teams to focus on high-impact decisions that drive business value.

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

“**Automate, anticipate, accelerate** - that's our planning transformation journey. It's about seeing what's coming before it hits and acting faster with confidence.

*Joe Bitterman, Vice President, Supply Chain Planning - Janssen at Johnson & Johnson*



## Inventory optimization is key to resilience

Zero100's tariffs pulse survey shows how disruption cascades through supply chains, leading to inventory buffers, supplier exits, longer lead times, and compliance burdens. These effects demand more than resilience. They require **smart inventory strategies**.

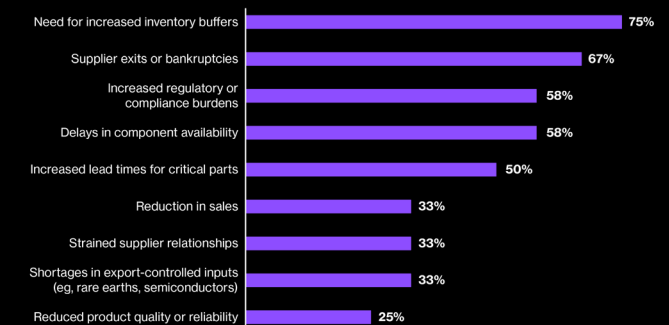
Their research highlights how companies are using AI to balance inventory across networks, simulate stock buffers and service levels, and respond to volatility with speed, agility and precision. These capabilities help align inventory decisions with broader business goals, ensuring that supply chains remain both adaptive and strategically focused.

**Unison Planning™** supports this transformation by optimizing inventory across multiple echelons, simulating scenarios based on shifting demand or supply constraints, and improving service levels while minimizing waste. **Seamless cross-functional collaboration** through shared visibility empowers teams to **respond rapidly** and drive **strategic value**.

Inventory Buffers and Supplier Failures Among Top Effects of US-China Trade War Disruption

Source: Zero100

### Inventory Buffers and Supplier Failures Among Top Effects of US-China Trade War Disruption



"Beyond price increases, what knock-on effects are you seeing or anticipating due to supply chain disruption?"  
Source: Zero100 Tariffs Pulse Survey  
© 2025 Z100 Community Limited



Evonik Industries AG / Dirk Bannert

## Boosting supply performance with AI and decision-centric planning

**Evonik Oxeno partnered with OMP** to develop a smart workflow framework based on behavioral design principles. It captures user decision intelligence to rapidly generate a wide range of relevant scenarios. Scenario parameters adjust autonomously, enabling faster, more efficient decision-making.

David Kochanek, Supply Chain Solution Manager confirms that this was **a real game-changer**.

**Read the full case study on [omp.com](https://omp.com)**

“

*Scenario-based decision-making using Unison Planning™ for Chemicals has reinforced trust in the system among planners and business executives, effectively boosting the company's performance.*

**David Kochanek**, Supply Chain Solution Manager  
at Evonik Oxeno



# Empower your teams for the agentic age

## Planning is evolving - fast

The role of the planner is evolving. As AI becomes more embedded in supply chain workflows, planners are no longer just managing data, they're orchestrating decisions across increasingly complex, interconnected networks.

## Fusion teams are key to AI success

Zero100's research shows that fusion teams - cross-functional groups combining supply chain, IT, and data science - are outperforming traditional structures. These teams work in agile, product-centric ways, continuously improving planning workflows and outcomes.

The Fusion Workflow illustrates how tasks like model tuning, deployment, and evaluation are shared across disciplines. It's a practical blueprint for how planners, data scientists, and IT teams can collaborate to make AI work in real-world planning environments.

Source: Zero100

### Fusion Workflow

Model Tuning & Validation: ■ Supply Chain ■ IT & Data Science ■ Shared

Envision	Build	Deploy	Evaluate
Business Requirements	Data Gathering	Model Serving	Model Performance Monitoring
Use Case Prioritization	Algorithm Selection	Uptime Assurance	Continuous Updates
Data Availability Check	Model Test	Resource Virtualization	Retraining

Source: Zero100

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Unison Planning™ supports this shift with explainable AI, scenario modeling, and generative tools that help cross-functional teams understand the 'why' behind recommendations, simulate multiple outcomes and trade-offs, and collaborate with confidence.

These capabilities allow teams to focus on strategic decisions rather than manual tasks, driving better planning outcomes across the organization.

They also reflect how the role of planners is evolving:

- **Shaping decisions** with autonomous forecasting focused on real business outcomes
- **Facilitating collaboration** across sales, supply, finance, and marketing
- **Leading transformation** by embracing disruption and driving growth

## From data-crunchers to decision-makers:

new perspectives for demand planners

“Explainability and productivity go hand in hand. Agentic AI helps planners automate, while **understanding decisions and responding immediately**, making AI truly value-driven.”

**Philip Vervloesem**, Chief Commercial & Markets Officer at OMP



Read the full blog on [omp.com](https://omp.com)





real expertise | real solutions | real results

## 40 years of expertise, powered by AI

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**.

What sets us apart? We combine **40 years of industry expertise** with advanced technology to deliver real results. Our proven, tailored solutions boost your supply chain performance and give you a competitive edge.

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**.

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.

## 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**, Leader Global Supply Chain and Strategy at AstraZeneca

# Let's talk, for real.

Ready to explore how AI can help your business?

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

**Connect with us**



