



CAMPAIGN IN A BOX

Sales Enablement Guide



This guide provides insights and information to help you frame sales conversations with supply chain prospects. It includes:

- Clarification of target market and their current challenges.
- The opportunities for optimization in supply chain and the business benefits it delivers.
- Stats to provide proof and back up your claims.
- Key messages you can use to inform your calls.



Overview

Keeping supply and demand in balance has long been the challenge of supply chain leaders. Mathematical optimization, a powerful algorithm-based solver and data-driven analytics technology, empowers businesses to efficiently manage their supply chains, react effectively to volatile markets and predict future disruptions.

By utilizing Mathematical Optimization, your customers can make dynamic, data-driven decisions to optimize efficiency and profitability, attain visibility, agility, and control over their end-to-end supply chain network. It helps achieve their business goals by balancing cost and service-level trade-offs. Ultimately, Mathematical Optimization allows them to transform the supply chain from a source of costs into a source of competitive advantage.

Gurobi is the world's fastest optimizer, getting to the optimal decision in just seconds, more quickly than any other available solver. With **Gurobi**, your customers can address large-scale, complex problems and have 100% confidence that they are achieving the optimal solution. Supply chain leaders have seen a 20% improvement in supply chain planning and accuracy and 50% reduction in planning time.



Enable your customers to overcome disruption, boost profitability, and build a resilient supply chain for the future.



Primary Target Audience



TARGET ORGS

- Supply Chain/Logistics organization.
- Large enterprises who manage a supply chain.



TARGET PERSONAS

- Managing Directors
- C-Suite



AUDIENCE CONTEXT

The target audience will be well-versed in the challenges of managing a supply chain and may well be looking to make investments in technology to ease the pressure and ward off potential threats. They may not, however be aware of Mathematical Optimization (and therefore **Gurobi**) and the many ways in which it can optimize the supply chain and mitigate some of the challenges involved.

CURRENT CHALLENGES

1. Economic Instability – with a potential recession looming and the increase of input costs, interest, rates and energy prices, plus geopolitical conflicts such as the Russia/Ukraine war it's a pretty bleak picture. Many supply chain leaders will be looking for ways in which they can monitor costs.

2. Poor Visibility – perhaps the biggest threat to supply chains. During disruption, without full visibility, supply chain leaders cannot identify the cause or take corrective action. Businesses need to strive for end-to-end visibility.

3. Demand Fluctuations and Inventory Shortages – with market volatility comes unpredictability in demand. Businesses need to be able to accurately forecast demand to remain competitive. They need to retain optimum inventory levels against the threat of potential shortages and stock outs.

4. Sustainability and ESG concerns – Sustainability reporting has become increasingly stringent across the globe, and the impact has been felt across the industry. Supply chains account for a large share of business emissions and must adhere and report to the appropriate regulatory bodies.

5. Cybersecurity – with multiple entry points, supply chains are especially vulnerable to cyber criminals who gain easy access to business networks and sensitive data.

Opportunities for Optimization



STRATEGIC

- Supply Chain Network Design
- Transportation Mode Selection
- Supplier/Vendor Selection
- Labor Strategy Optimization
- Yield and Revenue Management
- Capacity Planning



TACTICAL

- Inventory Optimization/ Positioning/ Safety Stock Optimization
- Maintenance Planning/ Predictive Maintenance
- Production Planning
- Supply Planning
- Demand Sensing/ Forecasting/ Planning
- Project-Based Planning
- Order Fulfilment Planning
- Spare Parts Inventory Planning
- Sales & Operations Planning
- Workforce/Shift Planning
- Replenishment Planning



OPERATIONAL

- Vehicle Routing
- Workforce Scheduling/ Rostering
- Resource Allocation/ Utilization
- Project and Machine Scheduling
- Logistics/ Shipment Planning and Routing
- Real-Time Dispatching

BUSINESS BENEFITS

Companies utilizing mathematical optimization technologies to manage their supply chains are able to realize numerous business benefits including:

1. Greater revenue growth
2. Shorter planning cycle times
3. Risk reduction/mitigation
4. Improved inventory turnover and fewer stock-outs
5. Greater supply chain visibility and agility
6. Better cross-functional and end-to-end supply chain alignment
7. Better resource utilization
8. Reduced costs (for operations, inventory, procurement, workforce, equipment, etc.)
9. Improved profitability and ROI
10. Optimized operational efficiency Better OTIF delivery performance Higher customer satisfaction

Proof points for Supply Chain

**1.7
billion**

Variables managed for supply chain customers.

**20%
reduction**

In retail inventory

**500%
improvement**

To time-horizon supply chain planning capacity.

**20%
improvement**

In Supply Chain Planning Accuracy.

**12.9%
savings**

In annual freight bill for supply chain operators.



Key Messages



Mathematical optimization has established itself as the indispensable approach for handling supply chain planning in general and supply chain disruptions in particular.



Mathematical Optimization has cemented itself as the technology of choice to handle supply chain disruption



When supply chain disruptions hit, businesses can depend on mathematical optimization to give them the answers they need, when they need them. Mathematical Optimization allows supply chain leaders to sense and react to supply chain issues in real-time and take the necessary actions to resolve disruptions as quickly and effectively as possible.



Each mathematical optimization supply chain application combines an algorithm-based problem solver and a model or 'digital twin' of your real-world operating environment, that encompasses your end-to-end network or particular components of your supply chain (such as your manufacturing, warehousing, or distribution operations). When supply chain disruptions occur, your mathematical optimization application provides you with an end-to-end view and real-time control over your entire supply chain network.



With Mathematical Optimization applications you can automatically reoptimize plans and schedules and reallocate resources so that you can minimize time to recovery, maximize operational efficiency, and foster ongoing business continuity.



Mathematical Optimization delivers the visibility and control over your supply chain network that you need to make dynamic data-driven decisions that optimize your company's efficiency and profitability.



By harnessing the power of Mathematical Optimization, businesses can not only manage and mitigate supply chain disruption but also drive greater supply chain efficiency and profitability, building a stronger and more resilient supply chain for the future.