

## **Sven Crone**

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### **What Has AI Ever Done for Supply Chain Forecasting? Anecdotes and Case Studies from 2004 to 2024**

AI has been hailed a breakthrough just as often as a passing fad, but with the advent of Deep Learning in Voice, Image, and most recently Text recognition in the form of ChatGPT, it looks like it is here to stay. But does this also hold true for AI in forecasting and demand planning? With AI already the go-to forecasting algorithm in other industries of Electricity Demand, Computer Server Load, or Ride Sharing, why is AI so slow to catch on in Supply Chain Management, Demand Planning and Logistics? With Logistics and Supply Chain decisions accounting for 1/5th of the global GDP, how can such an important area resist adoption of new technology? And what are possible root causes why 1/2 of the projects implementing Deep Neural Networks and Large Language models in supply chain forecasting fail? Sven will share a personal view on his favorite topic in research and practice, sharing case studies of successful and failed AI implementations at Beiersdorf, Hapag-Lloyd, ABInbev, Janssen etc., travelling the hype cycle of AI in forecasting twice from 2004 towards the next disillusionment past 2025.

You will learn:

- How to distinguish hype from real utility
- Why supply chain forecasters have been slow to apply AI
- The roadblocks faced in applying AI to S&OP
- How the difficulties have been and can be overcome
- Case studies from the FMCG, Pharmaceuticals, Logistics, and other supply chains
- Extending AI from mere forecasting towards the process of S&OP?