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Voice of the Profession
Survey 2024 | The Results

AI

The Supply Chain Profession's Perspective



Maria Villablanca
Advisor
Podcast host
Co-founder & CEO



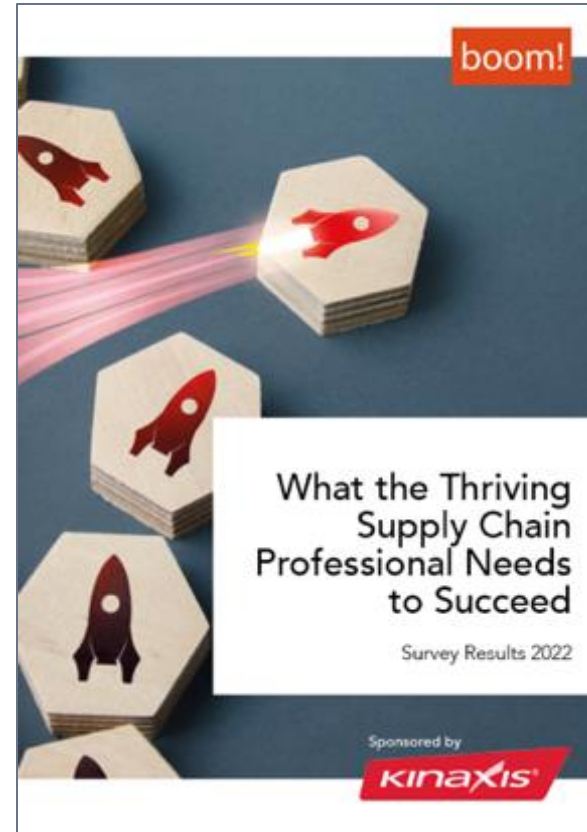
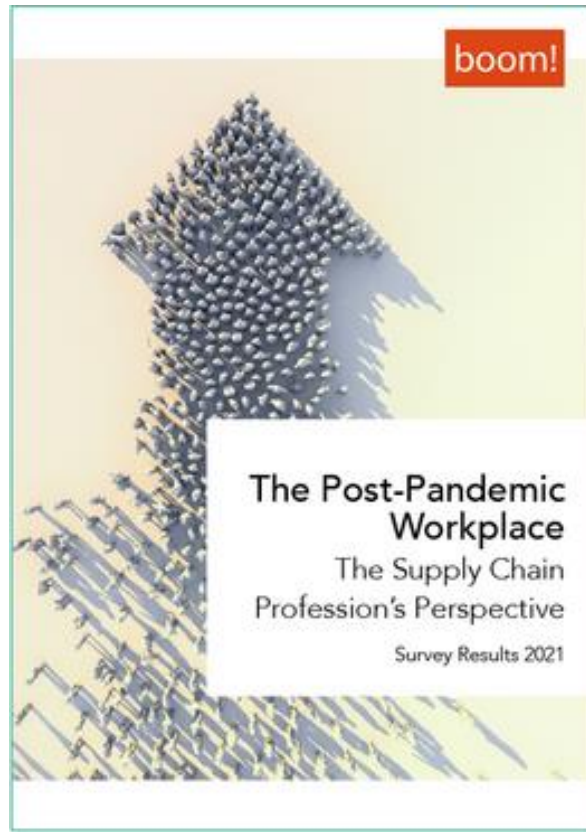
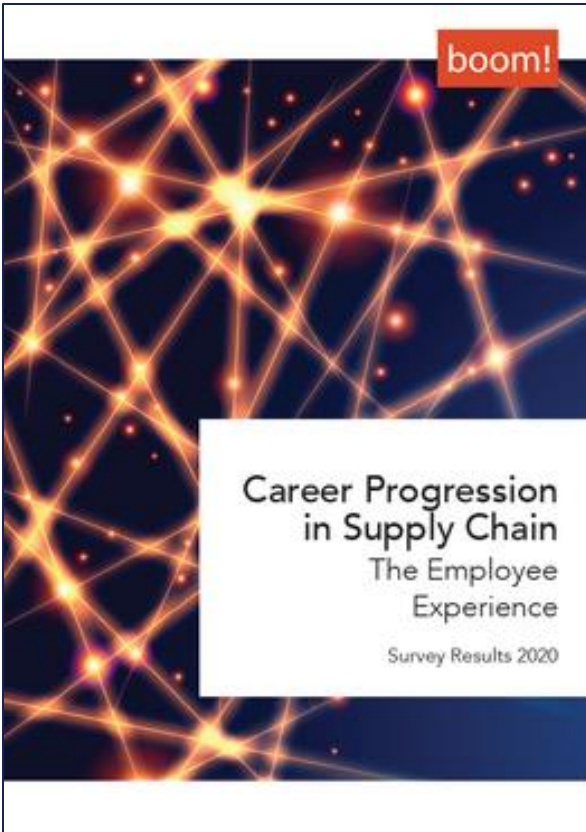
Melanie Salter
Director
Supply Chain
Research



Martijn Lofvers
Founder
&
Chief Trendwatcher



Tracking people-focused trends in the supply chain profession since 2020



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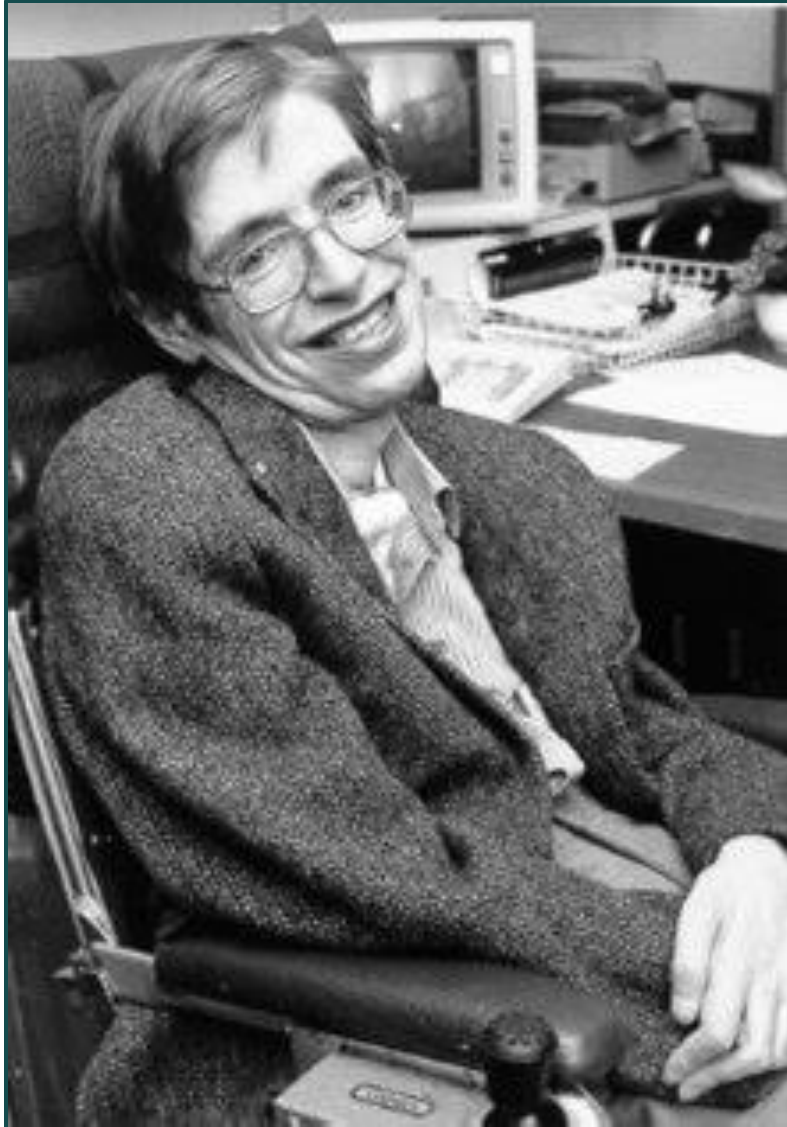
AI is one of our generation's biggest game changers...



"AI is the new electricity. Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don't think AI will transform.."

Andrew Ng
AI Pioneer & Educator

... but we don't know what we don't know



"The rise of AI could be the best or worst thing for humanity. But if properly managed, it could lead to a new era of technological and economic prosperity."

Stephen Hawking
Theoretical Physicist

From positive impact...

B B C

Artificial intelligence 'spotted' my breast cancer



MARK NORMAN

Sheila Tooth was given the all clear before AI software found her breast cancer

B B C

Artificial intelligence helps reduce water leaks



Leaks are found and fixed "before customers even notice", says SES Water

... to job elimination and possible eventual global nihilation?

B B C

The workers already replaced by artificial intelligence



DEAN MEADOWCROFT

Dean Meadowcroft never thought that AI would replace him

B B C

Artificial intelligence could lead to extinction, experts warn



EPA

Sam Altman testified before a US Senate Committee about the potential of artificial intelligence - and its risks

Supply chain examples



For Chief Supply Chain Officers (CSCOs), generative AI's promise **extends all the way across supply chain network operations, from designing and planning through to aftersales and service.** Accenture's analysis indicates that, in total, a massive 58 percent of the 122 supply chain processes analyzed, can be reimaged.³

50+% of working hours in 7 out of 15 supply chain occupations are set to be impacted by generative AI

Supply chain networks in the age of generative AI:

Turning promise into performance

unilever • Follow
Original audio

Our AI-enabled freezers are revolutionising ice cream sales

AI in 100,000 of our smart ice cream freezers is helping ensure our retailers never run out of their bestselling ice creams.

Now we're working to put those insights to use, to shape new products and campaigns in the future.

Tap the link in bio to find out more.

#UnileverInnovation
Edited · 9w

puraspaleas very cool!
1w · 1 like · Reply

256 likes
September 24

Add a comment...

Decking the aisles with data: How Walmart's AI-powered inventory system brightens the holidays

Parvez Musani
Sr. Vice President, E2E Fulfillment
Oct. 25, 2023 · 4 min read

Walmart Global Tech

P&G Leans Into AI for Dynamic Routing and Sourcing Optimization

Lisa Johnston · 1/22/2024

Procter & Gamble is optimistic on the expected cost savings from its use of AI in the supply chain as it accelerates productivity levels to pre-COVID levels.

The CPG's global Supply Chain 3.0 initiative, which seeks to build supply chain resilience through automation and data analytics, is increasing visibility into savings opportunities, said P&G CEO Jon Moeller in an earnings call with investors.

CGT CONSUMER GOODS TECHNOLOGY

SHIPPINGWATCH

CARRIERS SUPPLIERS OFFSHORE PORTS LOGISTICS REGULATION PEOPLE

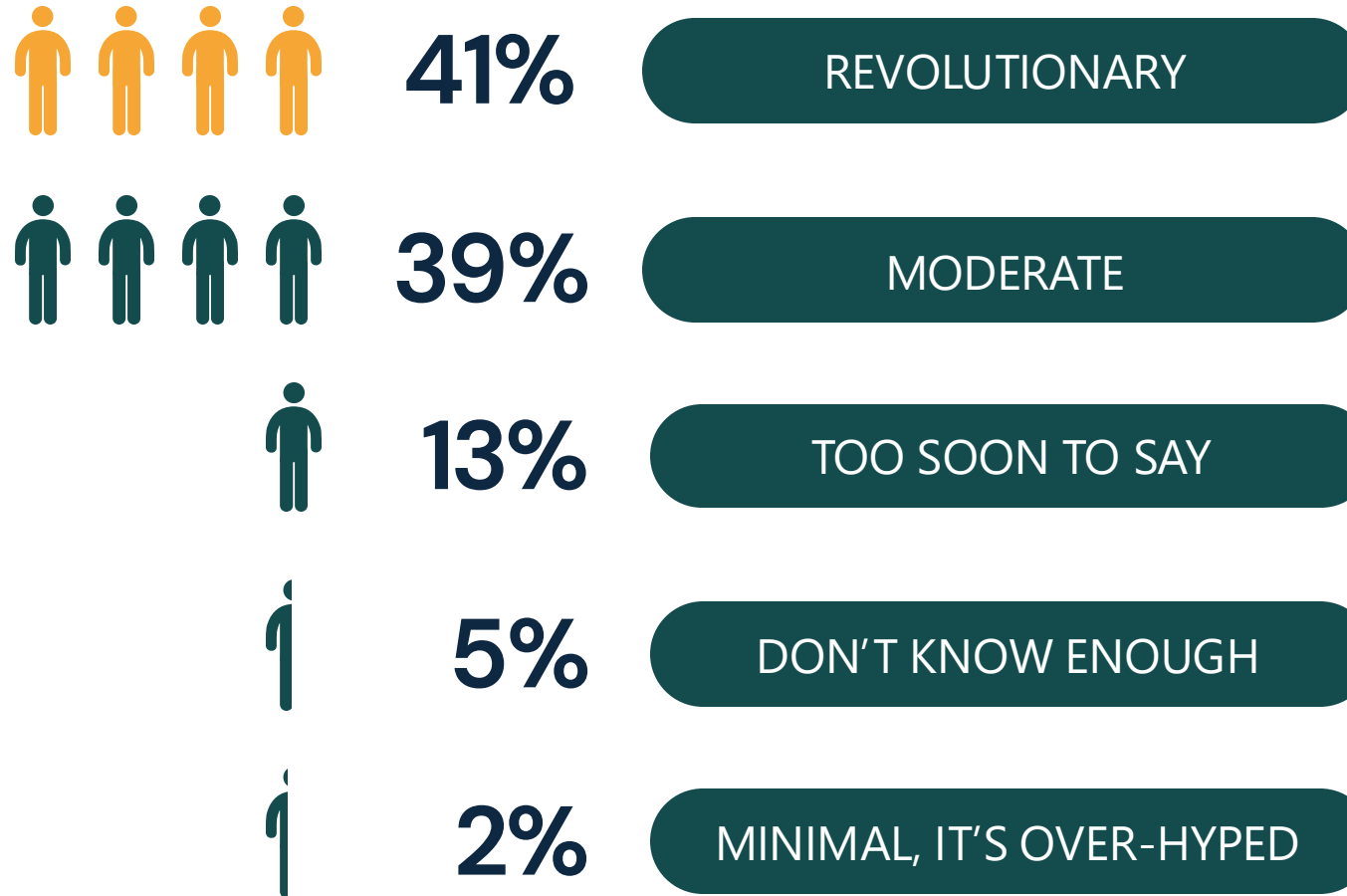
Maersk aims to handle all cargo by means of artificial intelligence

Over the next five to seven years, the group will work to reduce the human footprint on supply chains and replace it with artificial intelligence.

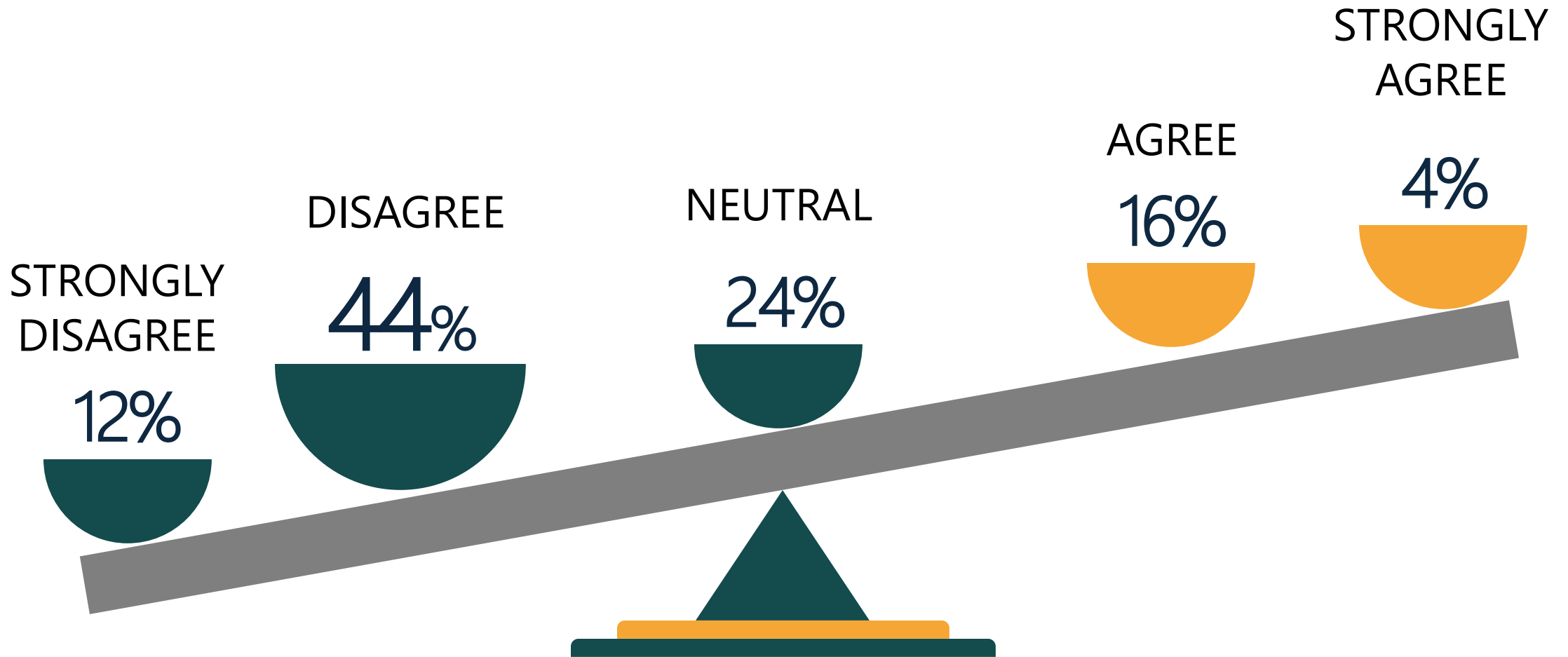
The Global Community for Women in Supply Chain

boom!

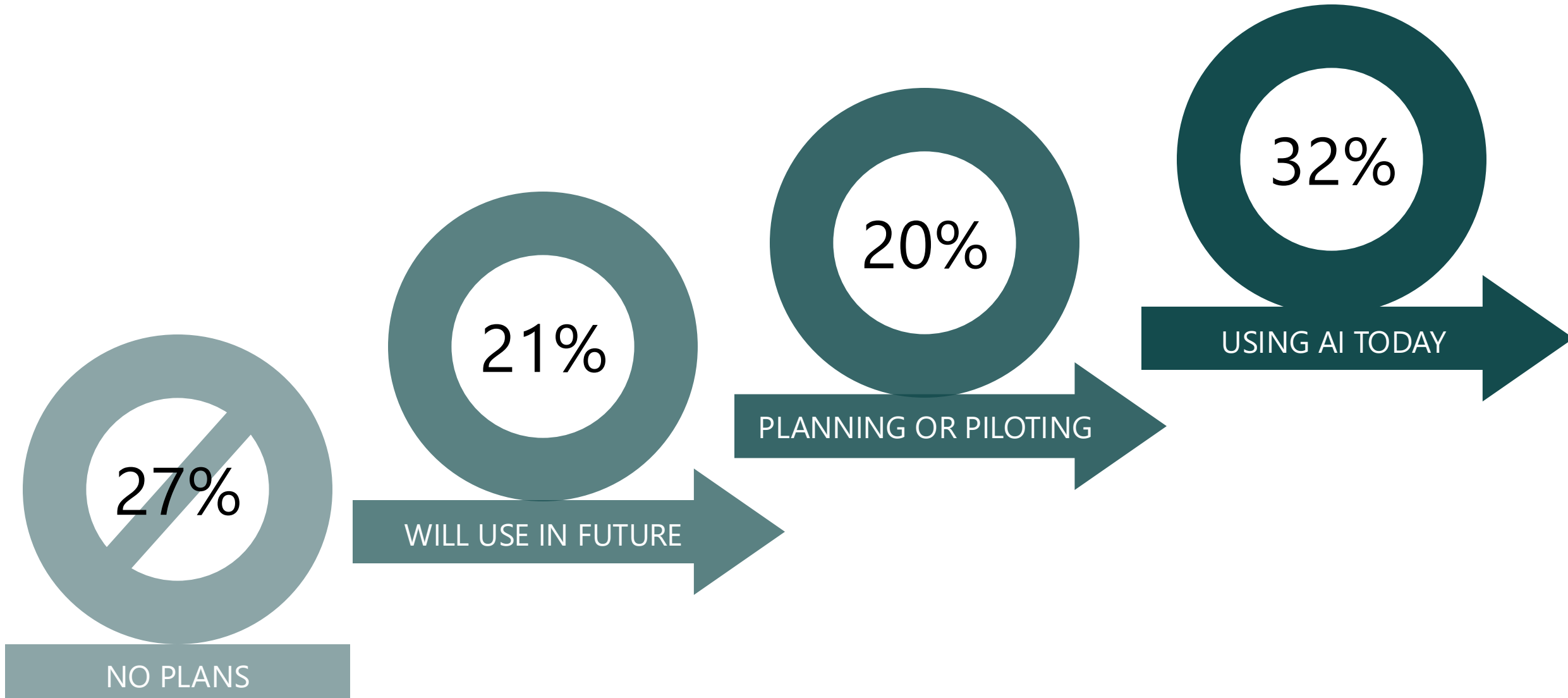
What impact will AI have on supply chains in next three years?



Does your supply chain org have a clear & well-communicated strategy for AI

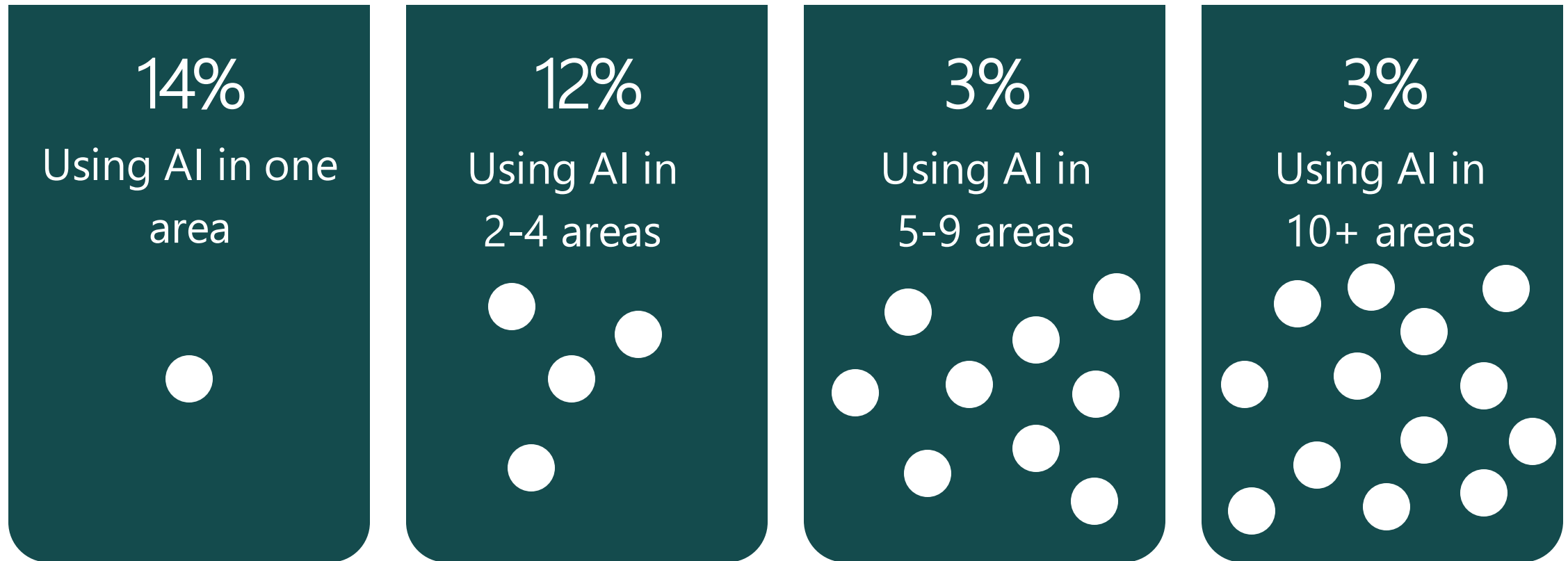


How pervasive is AI in supply chain already today?

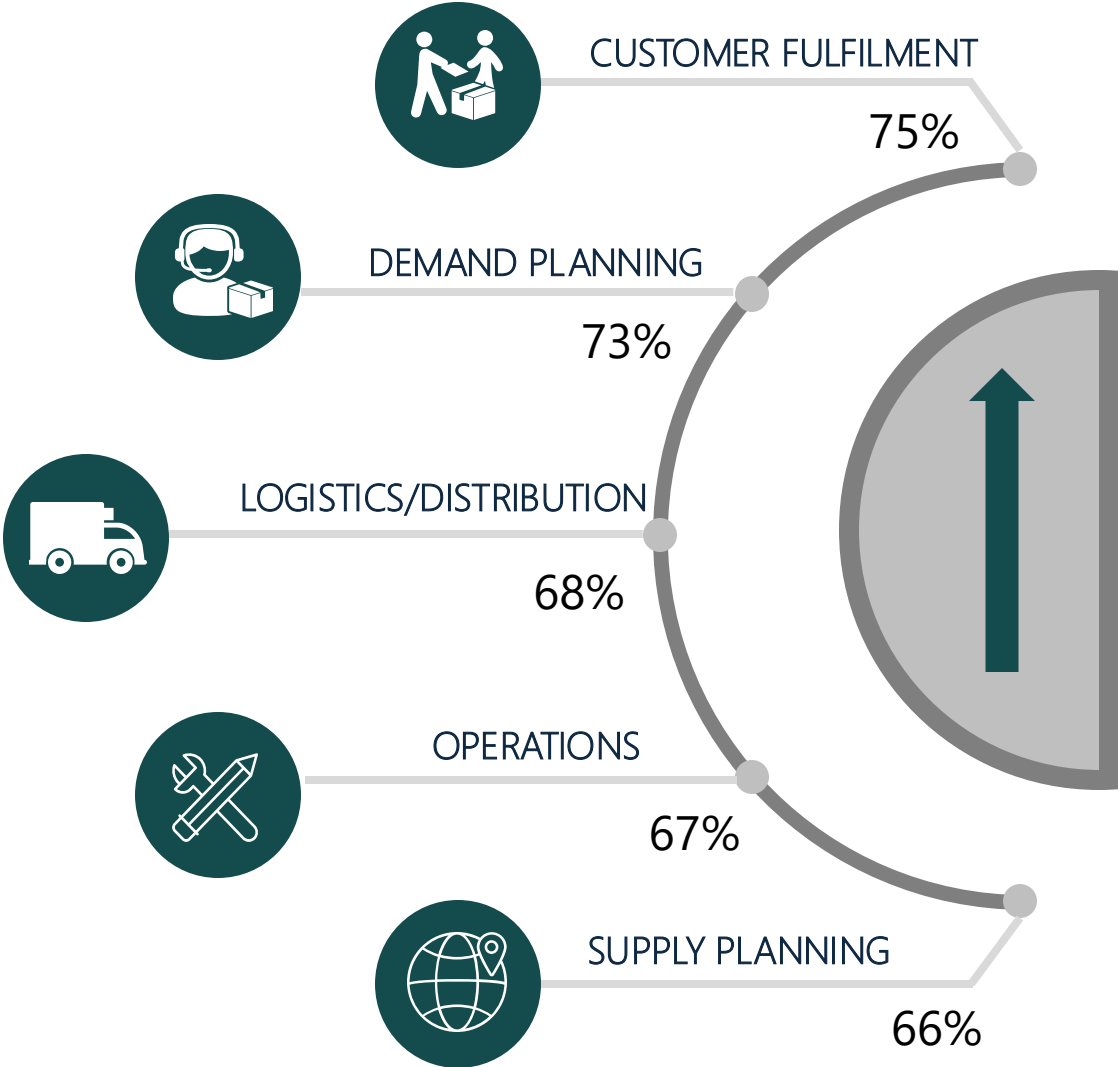


How pervasive is AI in supply chain already today?

32% already using AI today

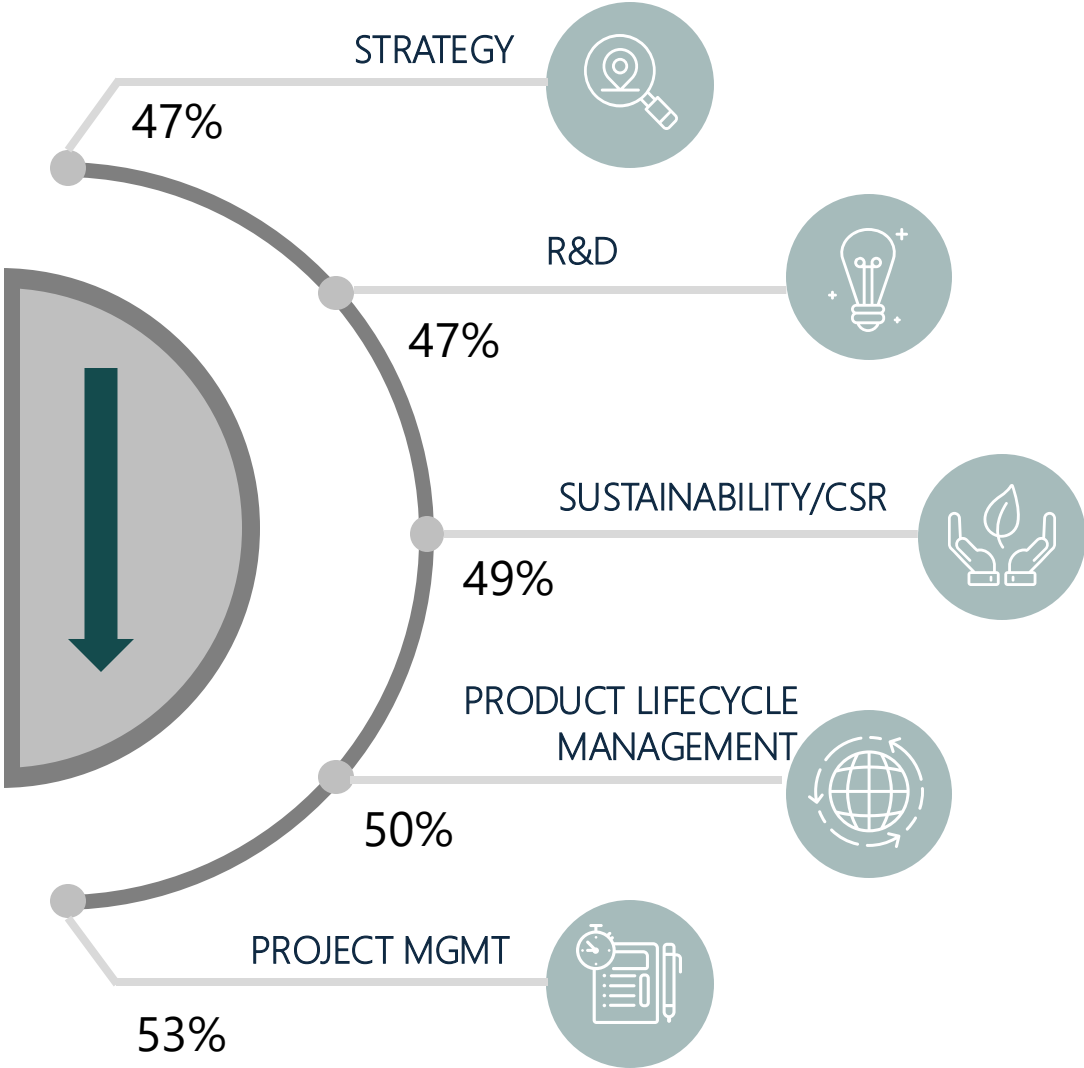


Priority areas where AI is being used or piloted today, or with plans to use in



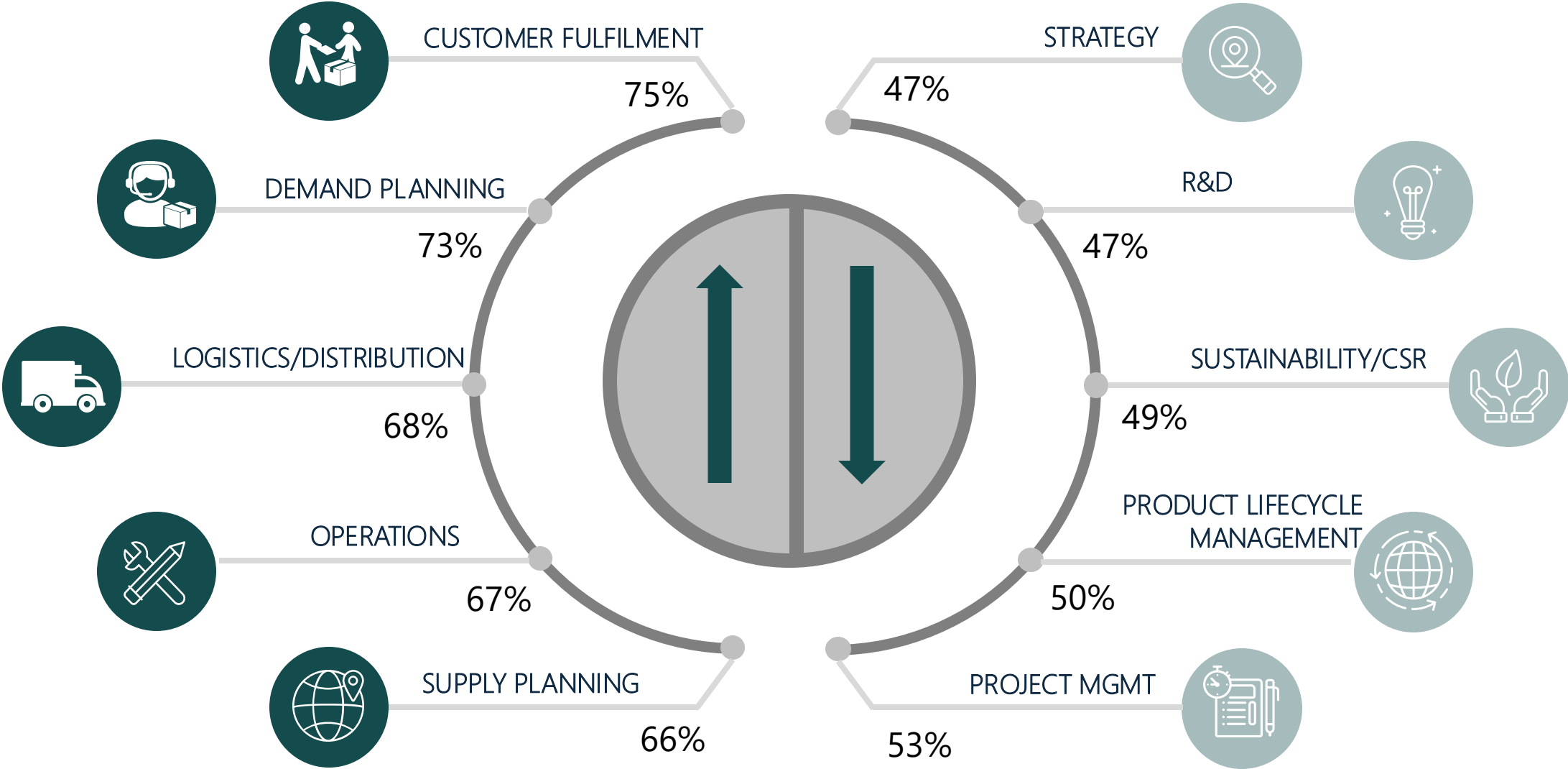
Source: boom! Global Network Voice of the Profession survey 2024, % of respondents (n=155)

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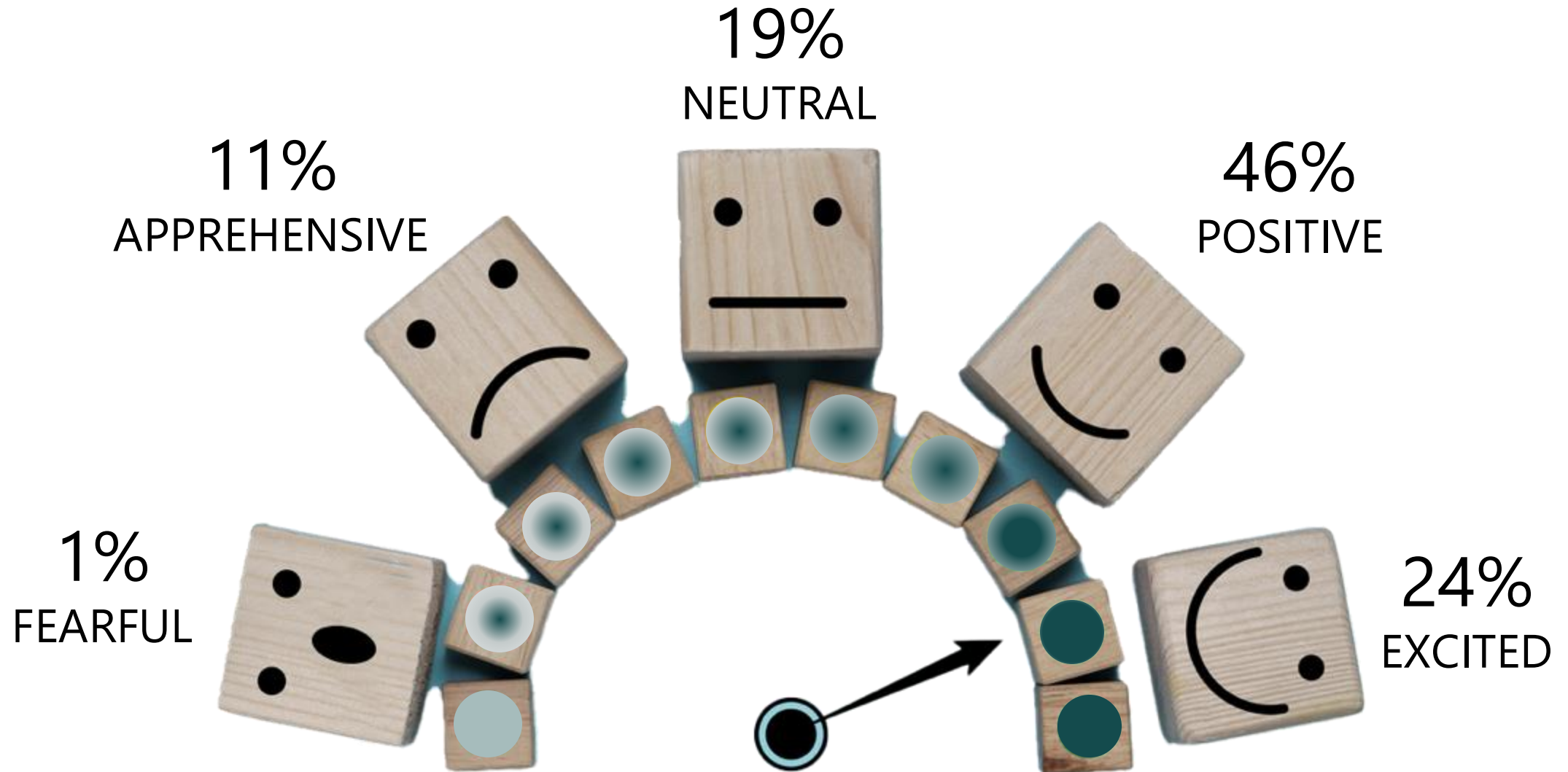
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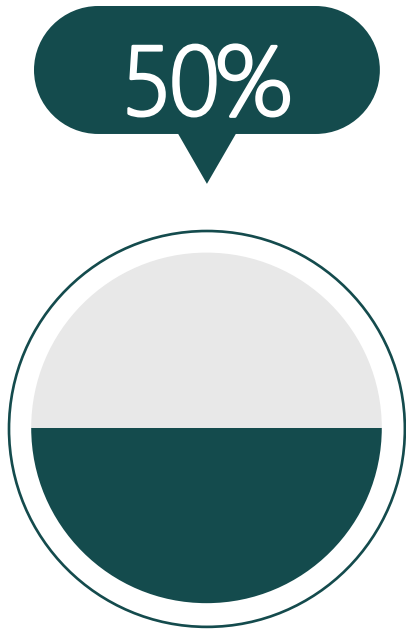


Source: boom! Global Network Voice of the Profession survey 2024, % of respondents (n=155)

How does the advent of AI in supply chain make you feel?



What is the biggest impact AI will have on your role?



Better Insights

It will give me better insights to make better decisions



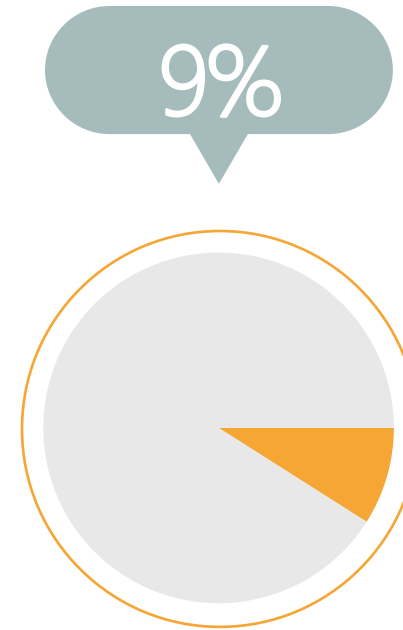
Be More Strategic

It will give me more time to focus on the more strategic aspects of my role



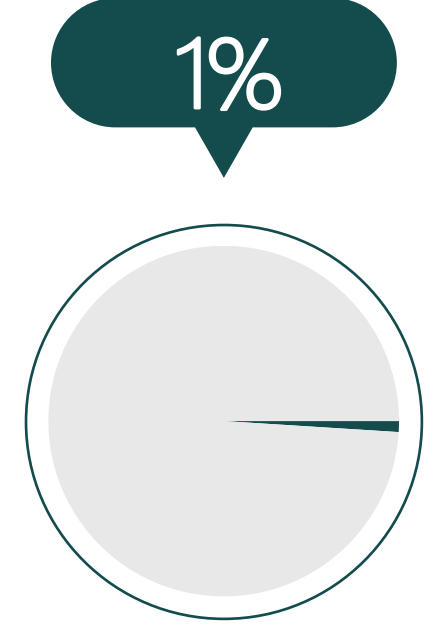
Less Repetition

It will remove most of the manual and repetitive aspects of my role



Complete Change

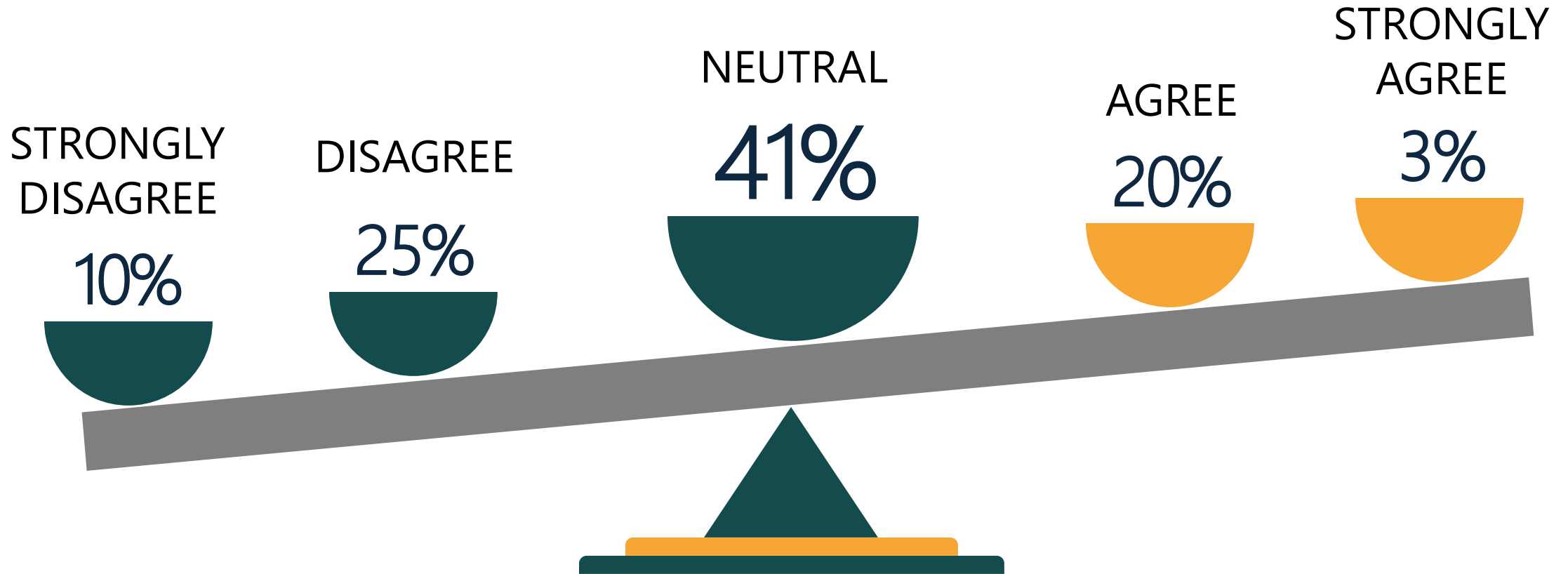
It will completely change how I do my job



Role elimination

It will make my role redundant

Do you have all the skills you need to embrace an AI-based future?



How does the advent of AI in supply chain make you feel, and why?



Source: boom! survey 2024 | n=123 | Word cloud generated by ChatGPT

If you could do, change or be given one thing to boost performance at work...?

#1

Better, integrated
digital tools



Most organisations are still on the journey to digital transformation

18%



Fragmented legacy systems

30%



Separate siloed systems

38%



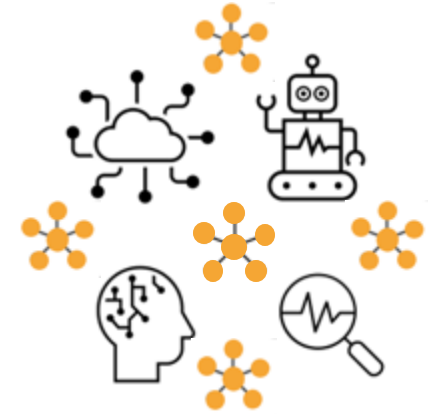
Internal integration

11%



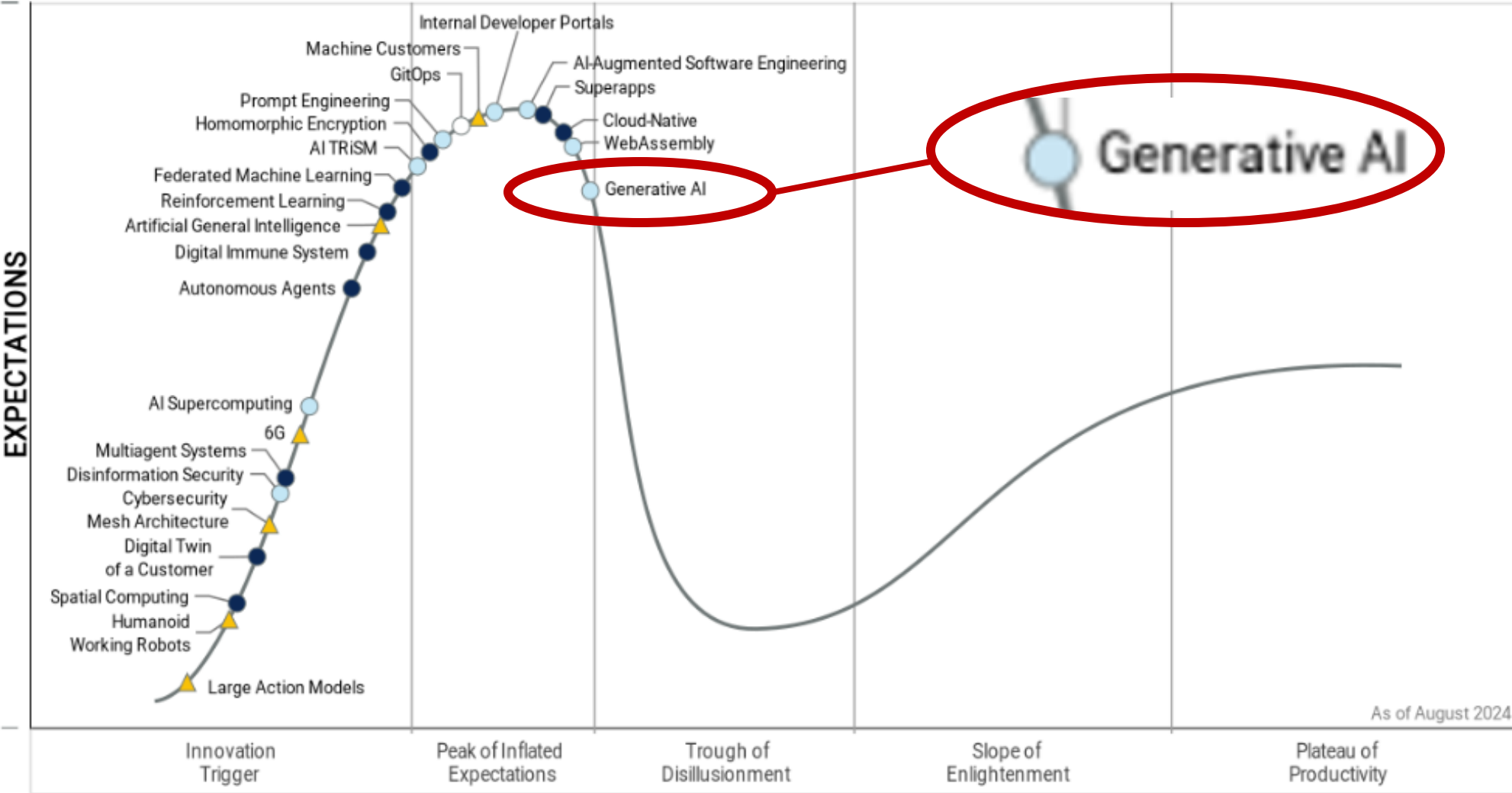
Tier-one integration

4%



Extended real-time integration

Gartner Hype Cycle for Emerging Technologies, 2024



As of August 2024

Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau



What our research interviewees told us: the highlights...

WE'RE PIONEERING

AI is often still a solution looking for a problem to solve. We know it has the potential to help, but how we use it to bigger effect is not 100% clear yet...

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THE DATA CHALLENGE

Data quality is a big issue.
How can we trust the data?
What about hallucinations?
Have we already hit a data/knowledge/insight plateau?

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Five key takeaways from the supply chain profession



41%

Impact

41% of supply chain professionals think that AI will have a revolutionary impact – but 39% are more cautious.



20%

Strategy

Only 20% of supply chain organisations have a clear and well-communicated strategy for AI.



70%

Sentiment

70% of supply chain professionals feel positive or excited about the advent of AI.



23%

Skills

Only 23% of our survey respondents say they have the skills they need – time to educate!



50%

Benefits

50% of supply chain professionals say the biggest impact of AI will be better insights to make better decisions.

Questions?

Where to from here...?



Fei-Fei Li

AI Researcher & Educator

"AI is everywhere. It's not that big, scary thing in the future. AI is here today and changing the world for the better."



Yuval Noah Harari

Historian & Author

"We might create AI systems that take over the world and make decisions for us, not because they're evil, but because we've lost control."



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AI, Gender and Supply Chains

27 February 2025

Erin Duffy
Microsoft

Bawana Radhakrishnan
Colgate-Palmolive

Ekaterina Mangan
Unilever

Registration opens soon

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The Future of Supply Chain

Insights from Leaders

Panel discussion | 30 January 2025 | 4pm GMT



Francesca Gamboni
Chief Manufacturing &
Supply Chain Officer



Debbie Lang
Global Supply
Chain Leader



Maria Pia De Caro
Executive Vice President
Global Operations



Hosted by
Melanie Salter
Director of
Supply Chain Research



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