REPORT

Mastering Supply Chain Complexity with AI



Porsche Consulting

Mastering Supply Chain Complexity with AI

18/02/2026 How to optimize Supply Chains with AI-supported decision-making.

Supply Chain Management combines market demand and operational capacity, where sales, procurement, production, and logistics pursue often competing goals. Here, at the crossroads of planning and product handover, companies make one of their most complex and costly decisions. Choices made here shape customer satisfaction, profitability, and resilience.

Many organizations explore AI and GenAI for task automation. While useful, this narrow view misses AI's greater potential: enabling smarter, faster decisions where they matter most. Beyond automation, AI can unlock insights from unstructured data, support non-linear optimization, and help leaders navigate uncertainty with confidence. A pragmatic approach encompasses two core levers: capacity decision horizons and order book digitalization. Together, they form the foundation for AI-driven decisions that boost operational excellence, profitability, and resilience – in short: delivery performance.

Read the whole report: Mastering Supply Chain Complexity with AI

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