

SCM Agentic AI

Proactive AI for smarter supply chain decisions

Celebal Tech - Our Specializations and Strengths



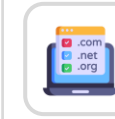
Key Strategic Partnerships



Advanced Specialization



- AI & Machine Learning
- Analytics
- Infra and Database Migration to Microsoft Azure
- Kubernetes
- Cloud Security



Deep Domain Expertise



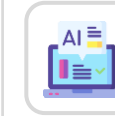
ISD Approved Partner



Azure Open AI industry driven Co-pilots.



ECIF Green+ AMM + Azure Innovate



AI Solutions To Help Retire AI Design Wins



IP Co-sell Partner with Marketplace Transaction and MACC enabled Solutions

3000+
Employees

1500+
Azure Certification

800+
AI Experience Professionals

250+
SAP Experts

Industries We Serve Globally



Manufacturing



Retail & CPG



Financial Services



Energy & Sustainability



Healthcare & Life Sciences

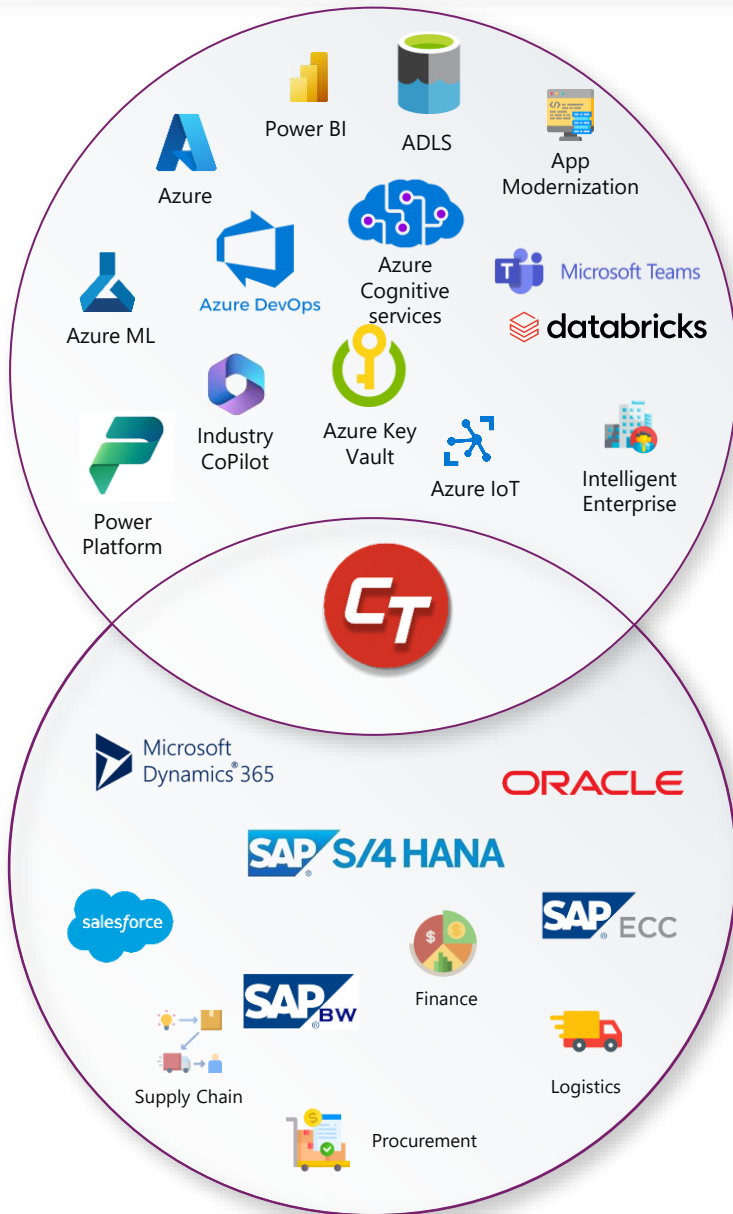


Media & Entertainment

US | INDIA | EUROPE | CANADA | APJ | MIDDLE EAST | AUS



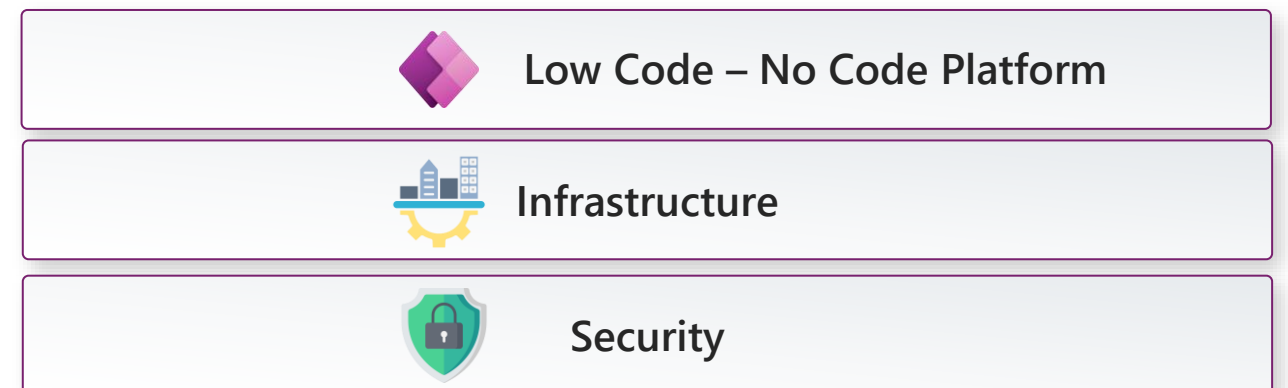
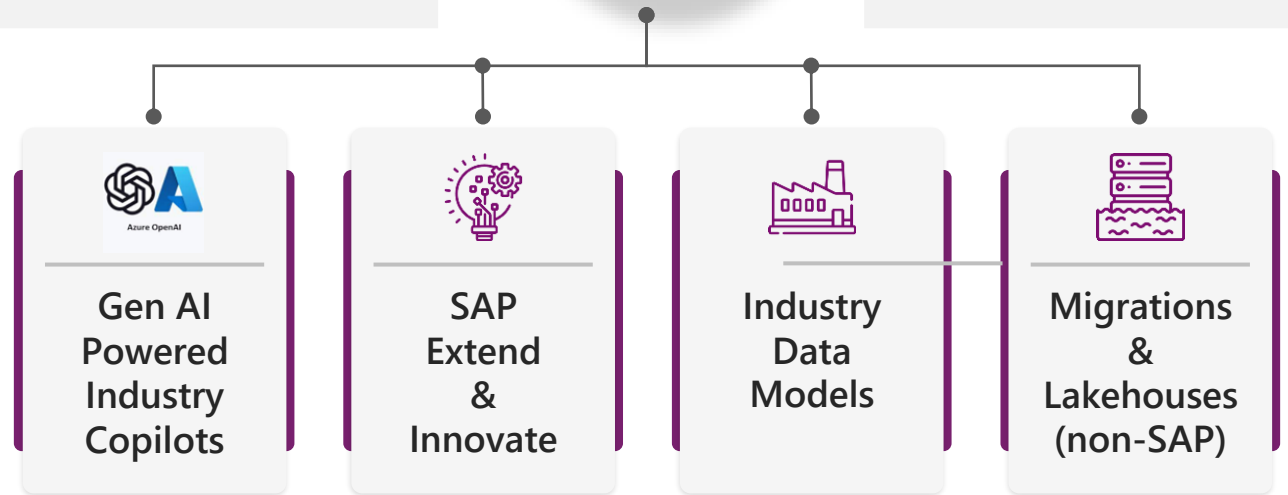
Traditional Enterprise meets Modern Cloud Innovation



- Deep Domain Expertise
- Open AI industry driven Copilots
- Premium Partner for SAP Extend and Innovate
- ECIF Green & Azure Innovate and AMM Cert.



- Partners with Microsoft Research
- IP Cosell Partner with Marketplace Transaction
- MACC enabled Solutions
- ISD Approved Partner



Delayed detection of supply chain disruptions



Disruptions are often identified too late due to limited visibility across the supply chain. This leads to reactive firefighting instead of strategic, proactive intervention.

Delayed query responses lead to missed opportunities.



Decision-makers wait too long for data insights due to slow or manual query systems. As a result, critical windows for optimization or risk mitigation are lost.

Lack of contextual insights for role-specific users



Generic views fail to address the unique needs of planners, buyers, and executives. Without persona-driven insights, decisions become less effective and slower.

Lack of real-time alerts for KPI deviations



KPI breaches go unnoticed without timely notifications and threshold-based triggers. This delays corrective action and impacts overall performance and compliance.

Missing recommendations based on live performance data



Users see metrics but receive no actionable suggestions from real-time analytics. This leads to analysis paralysis and missed chances to optimize operations.

SCM Agentic AI revolutionizes supply chains with autonomous, persona-driven agents that deliver 360° real-time insights, natural language intelligence, and proactive alerts to smarter decisions

Beneficial Personas

Demand Planner



- Enhanced demand forecasting
- Proactive Planning

Procurement Manager



- Supplier performance visibility
- Enhanced procurement planning

Inventory Manager



- Reduced inventory holding costs
- Inventory visibility

Production Manager



- Enhanced production monitoring
- Streamlined operations

Supply Chain Manager



- Supplier performance visibility
- Streamlined operations

Regional Store Manager



- Enhanced merchandising strategies
- Streamlined operations

Marketing Manager



- Create targeted campaigns
- Improved channel spend

Sales Manager



- Sales performance tracking
- Enhanced Channel management

Preconfigured Analytics



Empowers each persona with real-time, data-driven decision-making by providing deep visibility into critical KPIs

Push Notifications & Alerts



Enables proactive issue resolution by automatically triggering persona-specific alerts and push notifications on KPI deviations

Natural Language Query Interface



Enables users to ask business questions in natural language and get contextual answers in text and visual formats

Agentic Capabilities



Autonomous agents monitor metrics and deliver proactive recommendations to boost timely, informed decisions

Business Challenge

- Delayed detection of supply chain disruptions
- Lack of real-time alerts for KPI deviations
- Delayed query responses lead to missed opportunities.
- Missing recommendations based on live performance data



Solution

Transform your supply chain with autonomous, persona-driven agents that deliver 360° real-time KPI visibility, natural language insights, and proactive alerts, powered by intelligent analytics to accelerate decision-making, reduce disruptions, boost productivity and operational precision across Organization

Persona Benefits



Demand Planner



Procurement Manager



Inventory Manager



Production Manager



Supply Chain Manager



Regional Store Manager



Marketing Manager



Sales Manager

Solution Features

Preconfigured Analytics

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Push Notifications & Alerts

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Agentic Capabilities

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Customer Key Facts



Implementation Window
~ 20 – 24 Weeks



Implementation Cost
\$220k

ROI



- ~20 to 35% Improvement in Decision-Making Speed
- ~20-40% Reduction in supply chain disruptions

Dashboards



Demand Overview



Inventory Overview



Supplier Performance



Sales Order Analysis



Promotion Impact

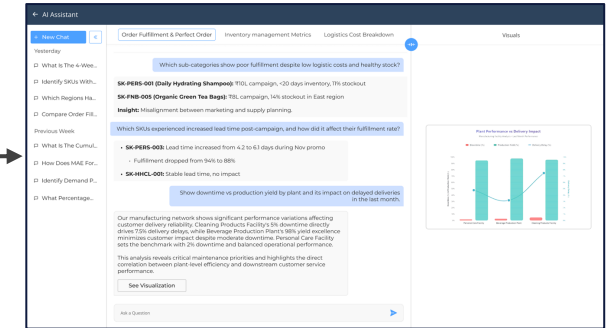


Production Performance

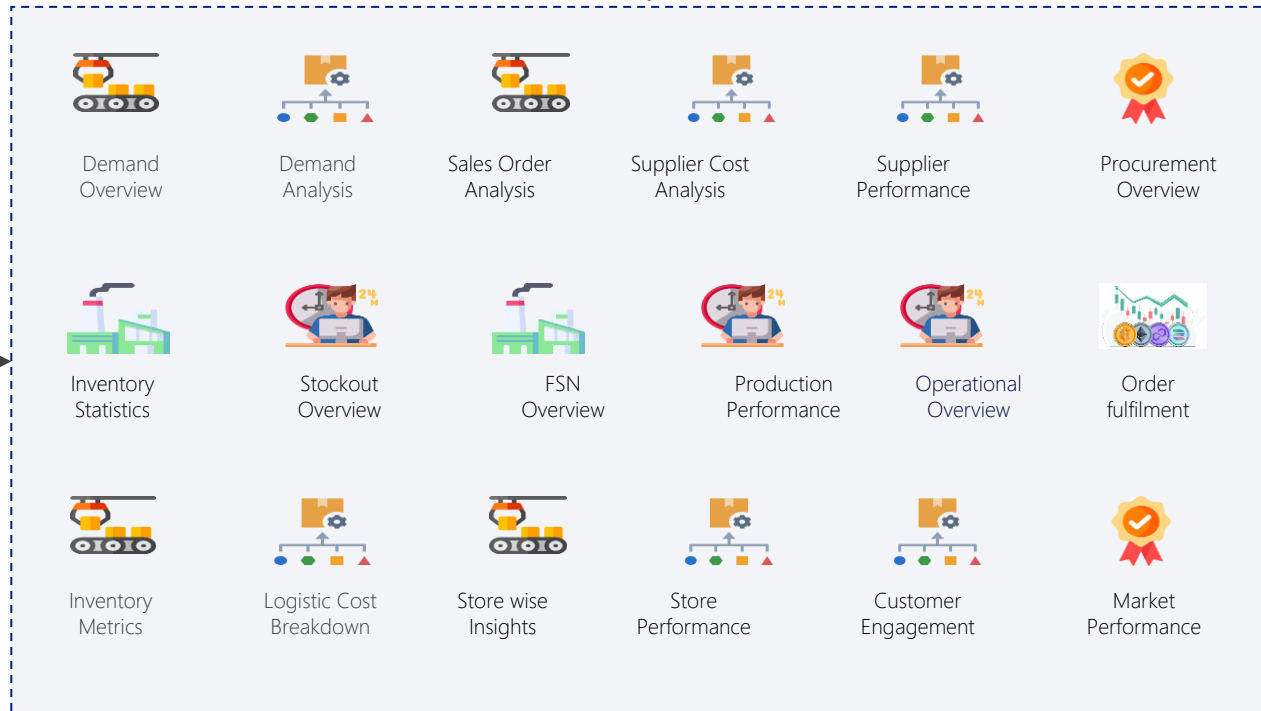
Push Notification/Alerts with Conversational AI (6 Persona)



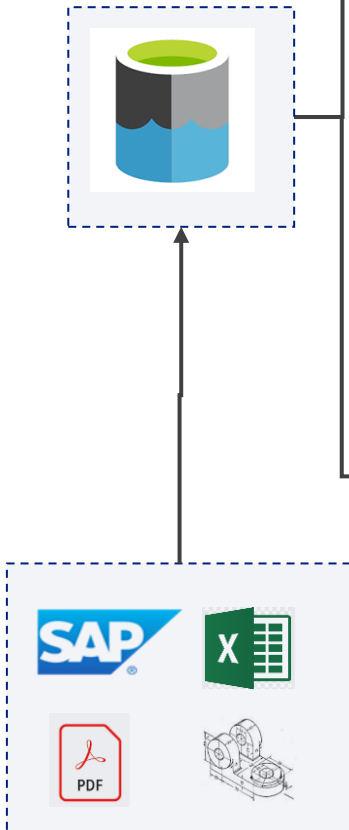
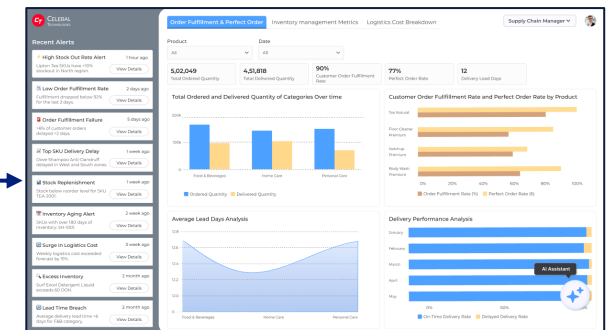
Azure AI Foundry



Analytics



Gen AI-powered dashboards



Tables (20)

EKKO
EKPO
EKBE
BKPF
LFA1
VBAK
VBRK
MARA
MARC
MARD
MSEG
MBEW
RESB
QALS
LIKP
LIPS
AFRU
AFKO
AFVC
KNA1

EKKO

- Total Spend
- Supplier PO Quantity
- Open PO
- Lead time
- Price trend

EKPO

- PO quantity
- Received Quantity
- OTD
- Spend Forecast
- Supplier Analysis

BKPF

- Spend by category

EKBE

- Freight Cost

LFA1

- Supplier Info

LIKP

- On time delivery

LIPS

- Delivery Information

MARC

- Inventory turnover ratio
- Days of Inventory

MARD

- Stockout
- Stock Distribution

MSEG

- Total Delivered quantity
- Order fulfillment rate
- Issue Quantity

KNA1

- Customer Retention
- NPS
- CSAT

MARA

- Raw material costing

RESB

- Consumption

AFRU

- WIP
- Assembly time



VBAK

- Demand

VBRK

- Perfect order rate
- Revenue
- GMROI

AFKO

- Production Target
- Actual Production

AFVC

- Yield
- Downtime

MBEW

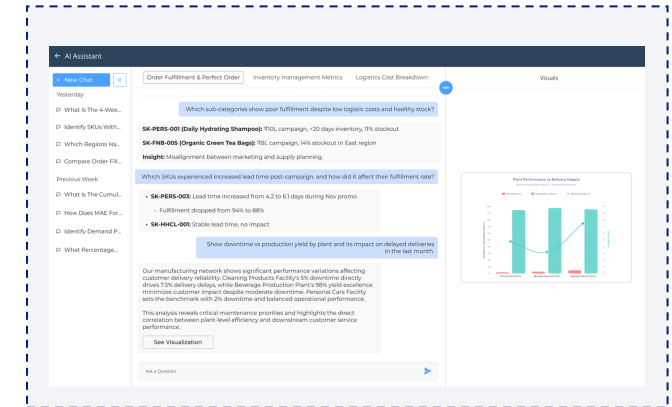
- Procurement Cost

LIPS

- Logistic Cost

QALS

- Defect rate
- Blocked Qty



Data Lake

Data
pipeline

End-to-End Supply Chain Visibility

- Delivers 360° real-time insights into inventory, production, logistics, and procurement KPIs.
- Empowers faster, more accurate decisions by eliminating blind spots across the value chain.

AI-Driven Decision Acceleration

- Uses natural language queries and intelligent agents tailored to planners, buyers, and managers.
- Reduces time spent on analysis by up to 60%, enabling quicker response to supply-demand shifts.

Proactive Disruption Management

- Continuously monitors data to detect anomalies and send alerts before issues escalate.
- Helps avoid stockouts, production halts, and delivery delays through early intervention.

Self-Learning Agents for Continuous Optimization

- Learns from historical patterns, real-time signals, and user behavior to refine recommendations over time.
- Drives continuous improvement in planning accuracy, resource allocation, and risk mitigation.

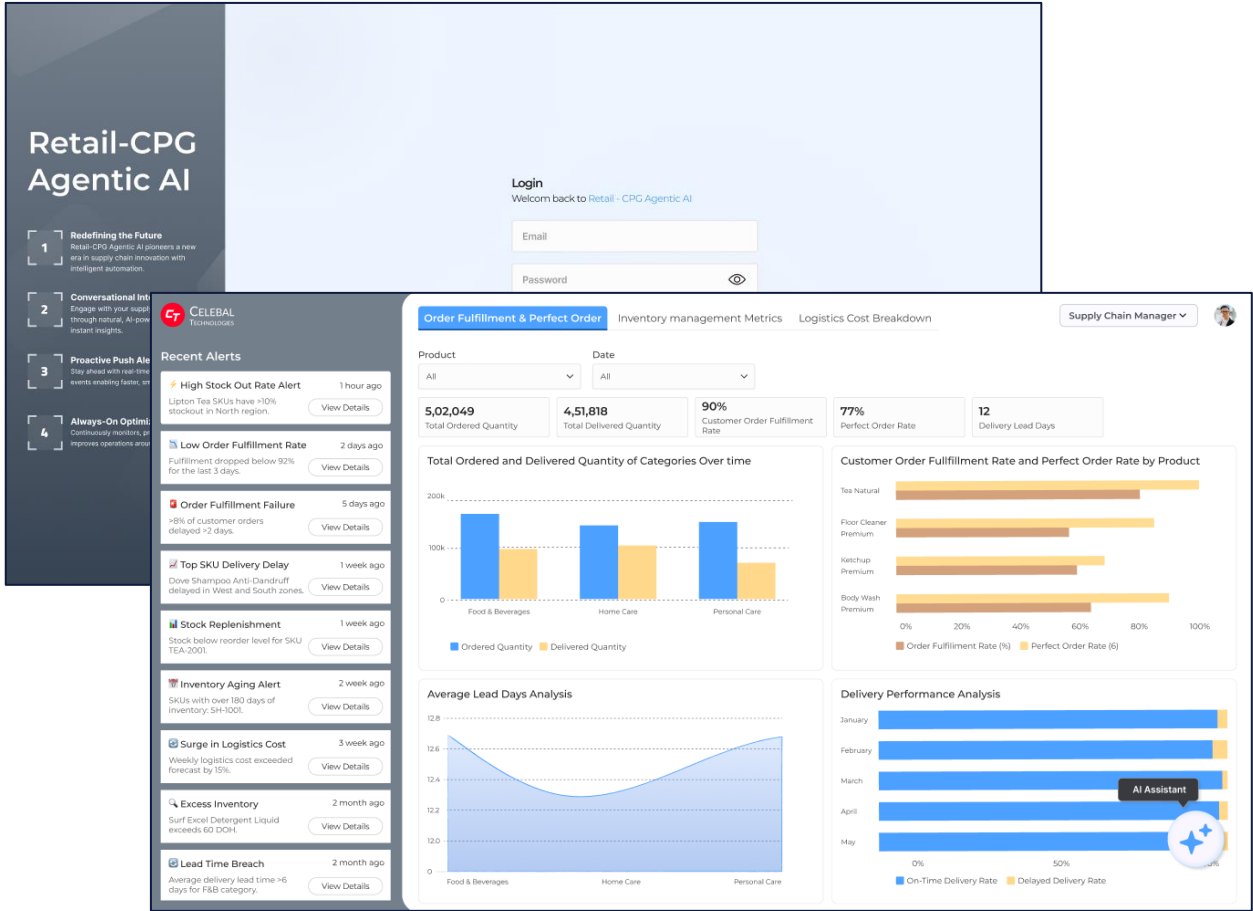
Scalable Across Global Operations

- Deploys across multiple plants, geographies, and business units with localized persona behavior.
- Supports enterprise-wide standardization while allowing flexibility for regional nuances.

- Demand Trend Insights
- Data-driven Decision Making
- Streamlined Supply Chain Coordination
- Collaboration Across Departments
- Enhanced Responsiveness to Promotions

KPIs (14)

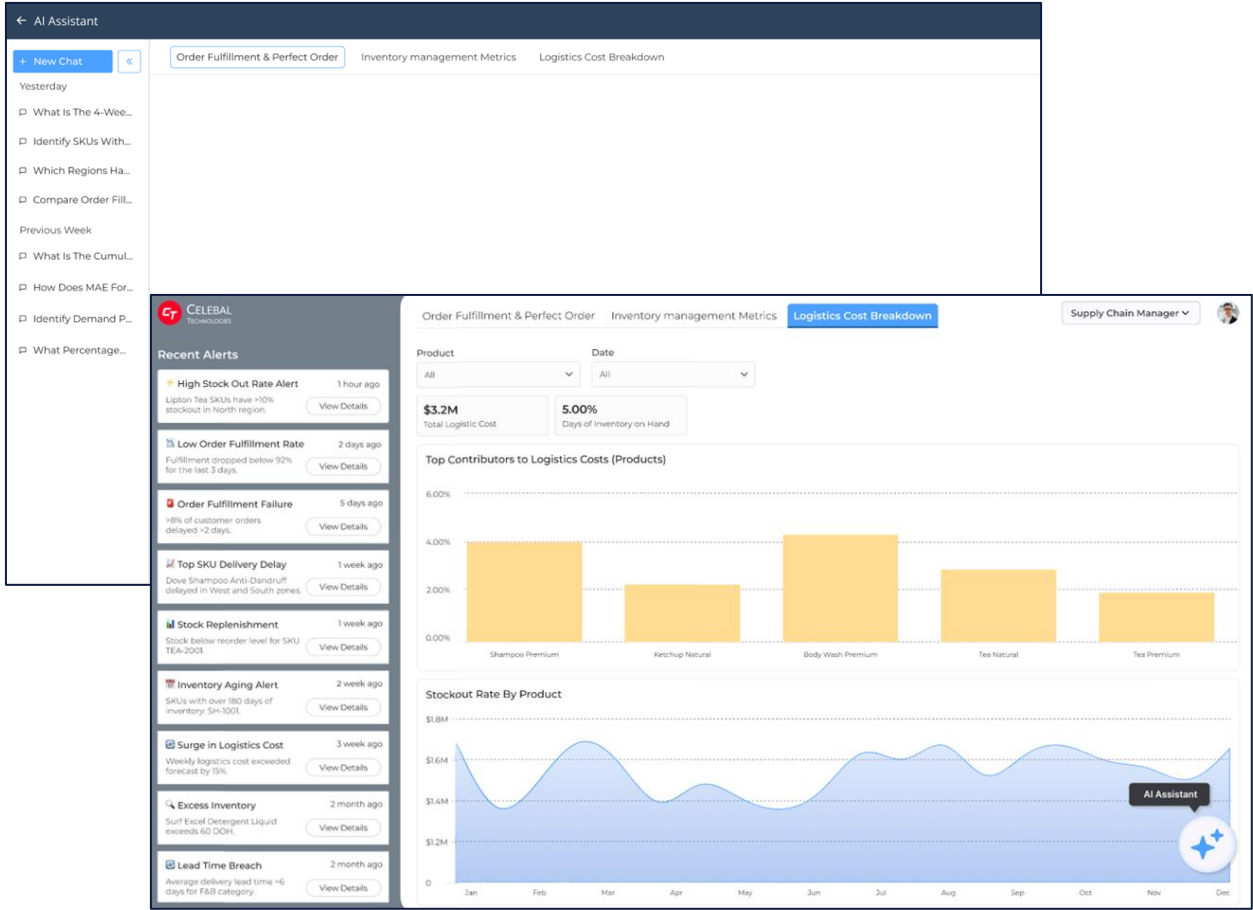
Forecasted Demand	Actual Demand	Forecast Accuracy
Order Fill Rate	Forecast Bias	MAE
Perfect Order rate %	On time delivery %	Promotional Lift
Delta	Seasonal Demand Patterns	Demand Variability
Demand Plan Adherence	Lead Time Variability	



- Supplier performance visibility
- Enhanced demand visibility to optimize procurement planning
- Insights into procurement costs

KPIs (25)

Total PO Quantity	Total Received Quantity	Open PO Quantity
Defective Qty	Top Materials Ordered (In Units)	Total Quantity Ordered vs. Received (In Units)
Monthly Trend of PO Placed (In Units)	Open PO Rate For Category	Total Suppliers
PO Fulfilment Rate	On-Time Delivery	Delayed Delivery
Supplier Defect Rate	PO Fulfillment Rate by Supplier	Supplier Delivery Performance
Supplier Defect Rate Analysis	Price Trend Analysis	Total Procurement Cost
Cost Of Goods Purchased	Total Freight Cost	Average Unit Cost by Material
Procurement Expenses Of Materials	Cost of Raw Material Purchased	Freight Cost Trend



- Ensure Efficient Stock Replenishment
- Prevent Overstock, Stockouts & Deadstock
- Cost Reduction & Waste Minimization
- Enhanced Store-level Efficiency

KPIs (12)

Inventory Turnover
Rate

Inventory Turnover
Rate by Product

Stockout Rate

Stockout Rate by
Store

Stockout Rate by
Product

Overstock Rate

Overstock Rate by
Store

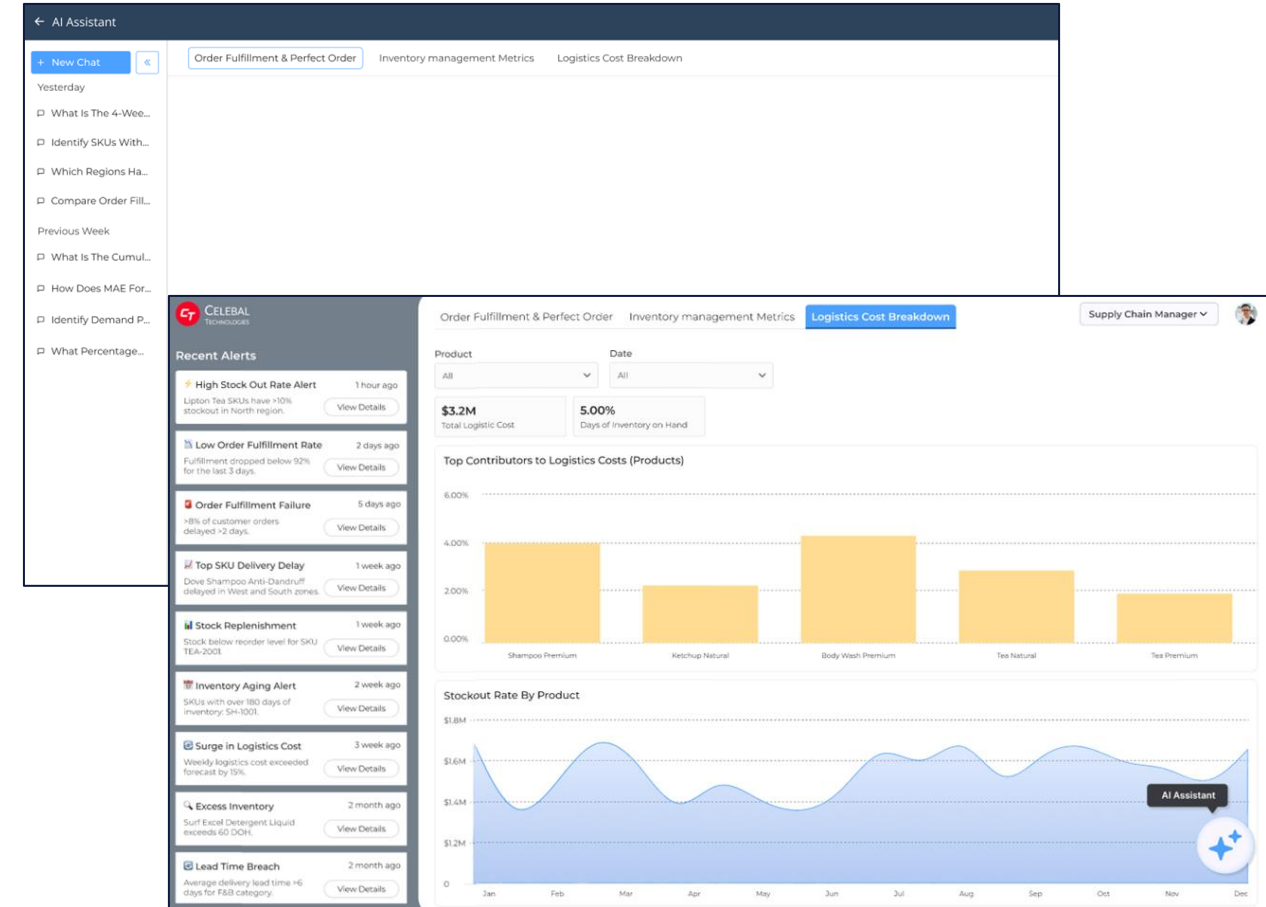
Overstock Rate by
Product

Dead Stock
Percentage

Dead Stock
Percentage by Store

Dead Stock
Percentage by Product

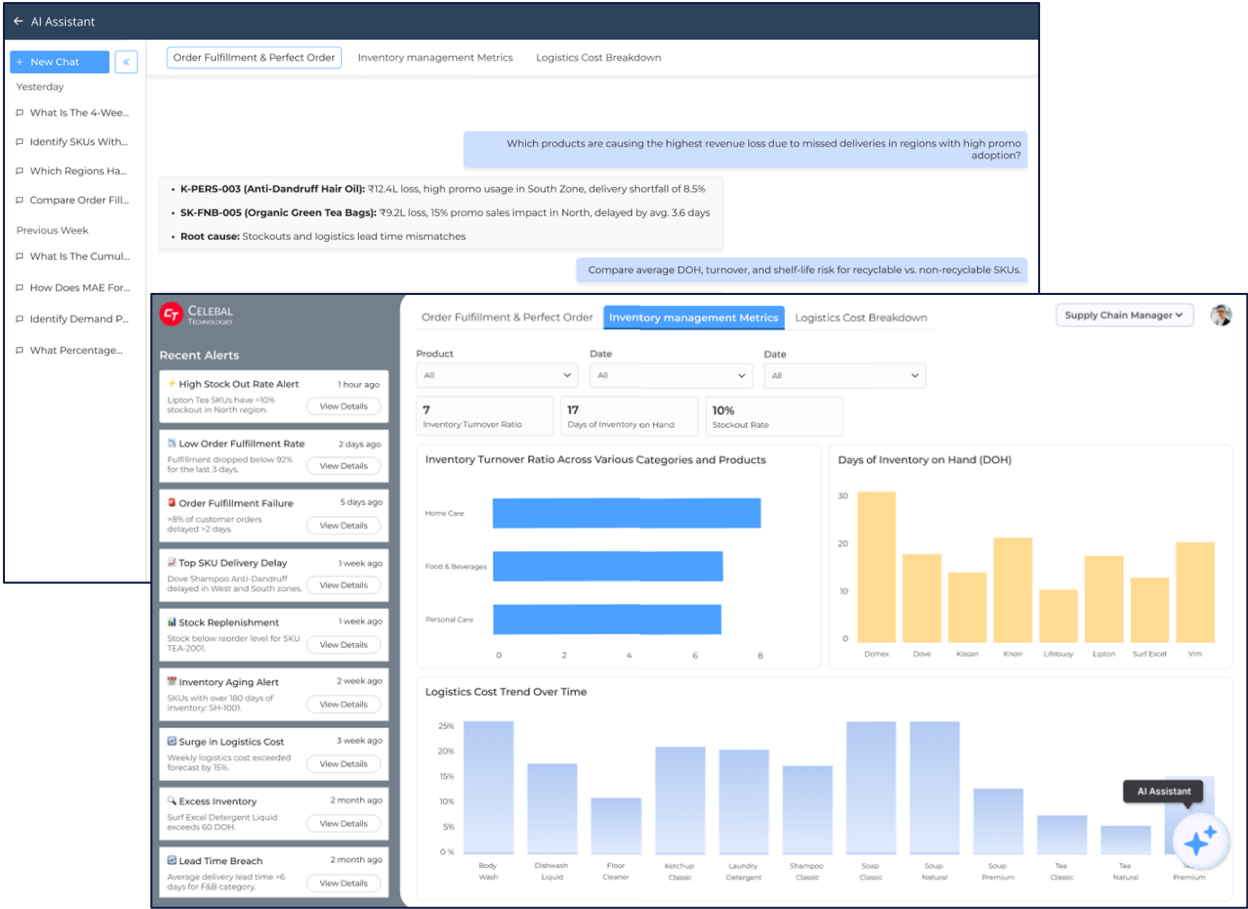
Days of Inventory on
Hand (DOH)



- Production performance visibility
- Reduced downtime through proactive planning
- Improved cost efficiency by analyzing waste and energy usage patterns.

KPIs (17)

Target Production Quantity (In Units)	Actual Production Quantity(In Units)	OEE
Yield	Defect Rate	Target Production Quantity vs. Actual Production Quantity (In Units)
OEE Analysis	Yield Performance Per Product Category	First Pass Quality Over Time
Energy Consumption (kWh)	Average Operating Hours	Average Downtime Hours
Downtime	Energy Consumption By Plant (in kWh)	Average Operating Time at Plants (In Hours)
Average Downtime at Plants (In Hours)	Downtime as Percentage of Scheduled Production Time	



Agentic AI for Supply Chain Manager

- End-to-end visibility of inventory levels across
- Enable better stock planning & minimize stockouts
- Enhanced product availability
- Improved lead time & reduce backorders

KPIs (18)

Total Ordered Qty

Total Delivered Qty

Customer Order Fulfilment Rate

Perfect Order Rate

Delivery Lead Days

Total Ordered & Delivered Qty of Categories Over time

Customer Order Fulfilment & Perfect Order Rate by Product

Average Lead Days Analysis

Delivery Performance Analysis

Inventory Turnover Ratio

Days of Inventory on hand

Stock Out Rate

Inventory Turnover Ratio Across Various Categories and Products

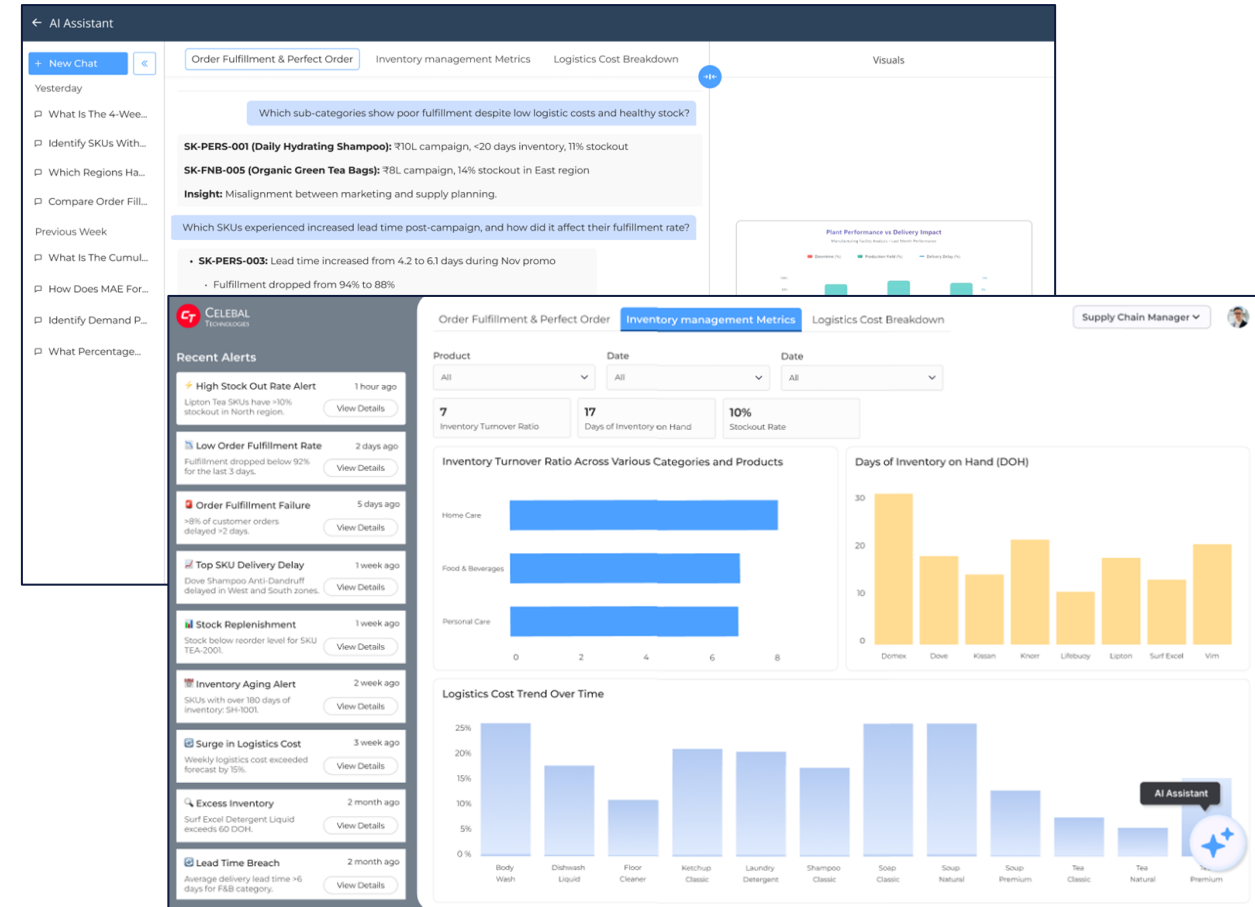
Stock Out Rate by Product

Total Logistic Cost

Logistics Cost as % of Revenue

Top Contributors to Logistics Costs (Products)

Logistics Cost Trend Over Time



Agentic AI for Regional Store Manager

- Enhanced Store-level Efficiency
- Regional & Store-level Insights
- Benchmarking for Performance of Stores

KPIs (7)

Sales per Square Feet

Top 10 Stores by Sales
per Square Feet

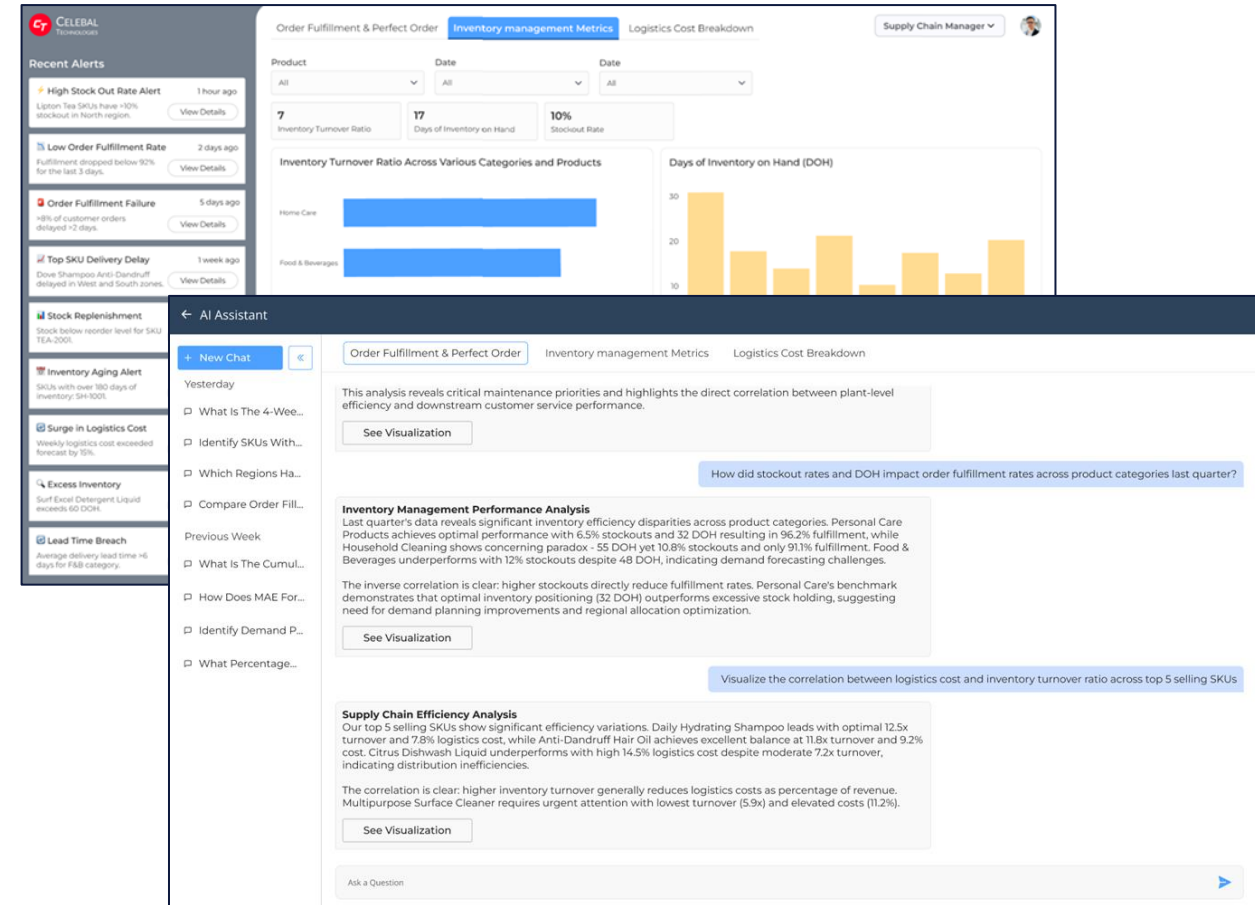
Average Transaction
Value (ATV)

Region wise ATV

Top 10 Stores by ATV

Average Checkout
Time

Average Checkout
Time by Store



- Enhanced Customer Experience & Retention
- Marketing Efforts Effectiveness Visibility
- Insights for Promotional Plans
- Store-level Performance Insights

KPIs (7)

Customer Footfall

Avg Customer
Satisfaction Score

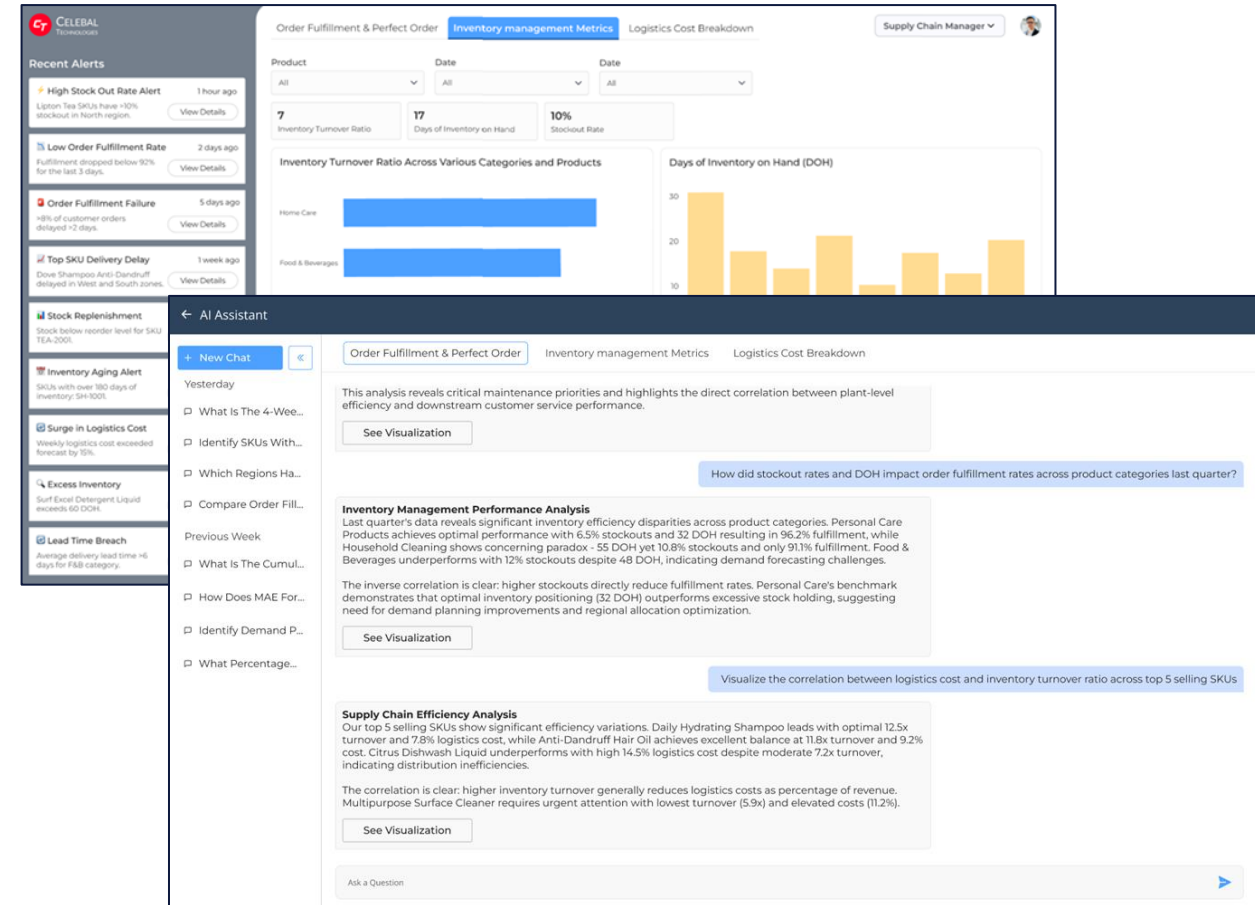
Customer Conversion
Rate

Total Return on
Advertisement

Customer Footfall by
Stores

Top 10 Store as per
Customer Satisfaction
Score

ROAS by Stores



- Enhanced sales strategies to boost overall growth.
- Enhanced customer experience & retention
- Reduced churn with customer-specific insights and targeted sales strategies
- Align with cross-selling and upselling opportunities

KPIs (5)

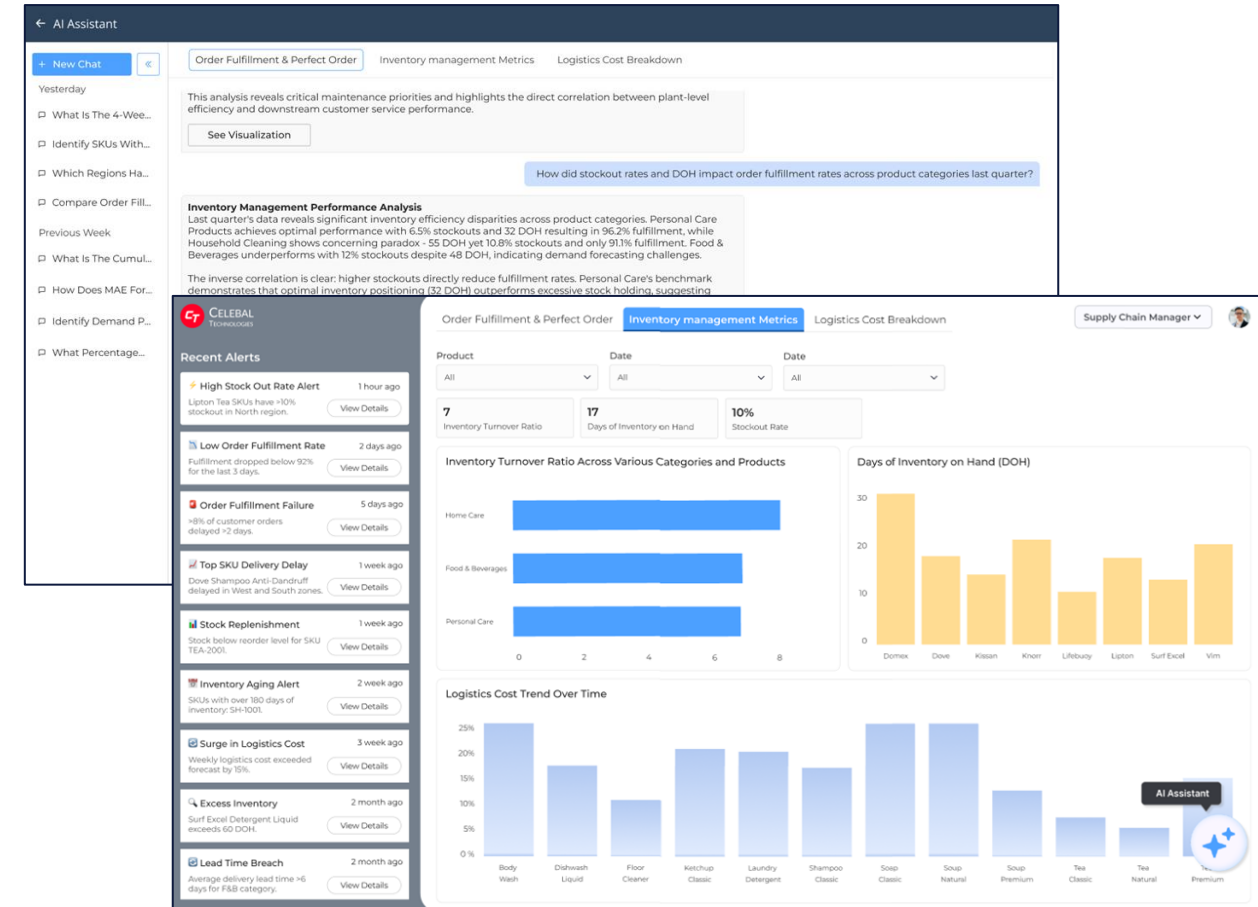
Sales Growth Rate

Customer Retention
Rate

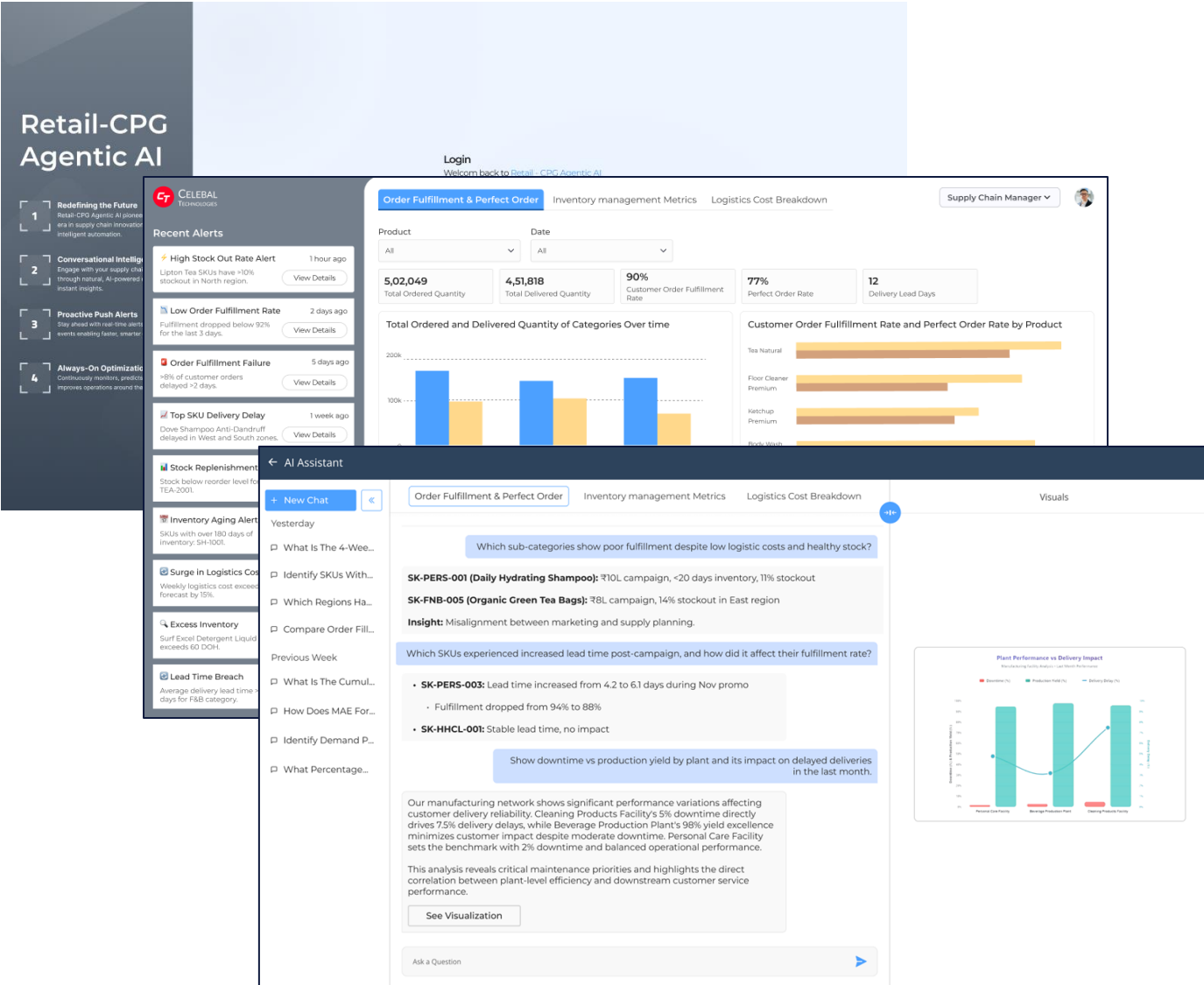
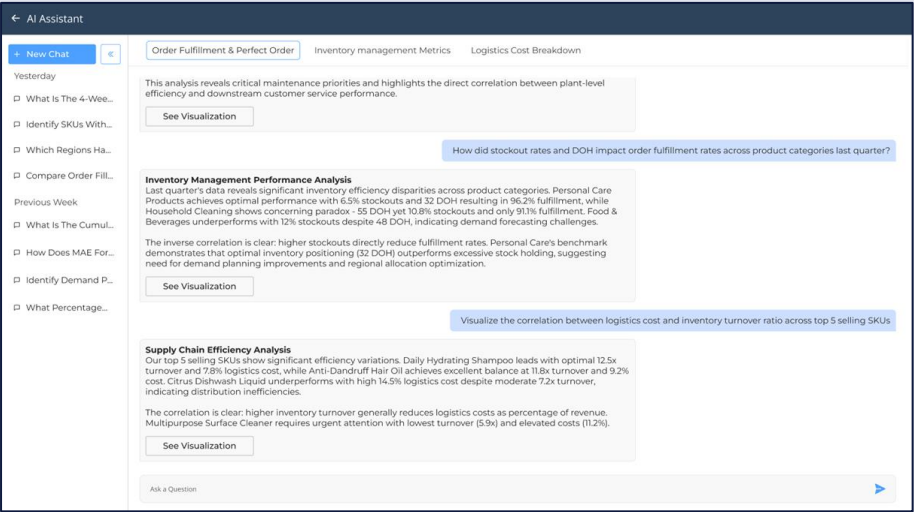
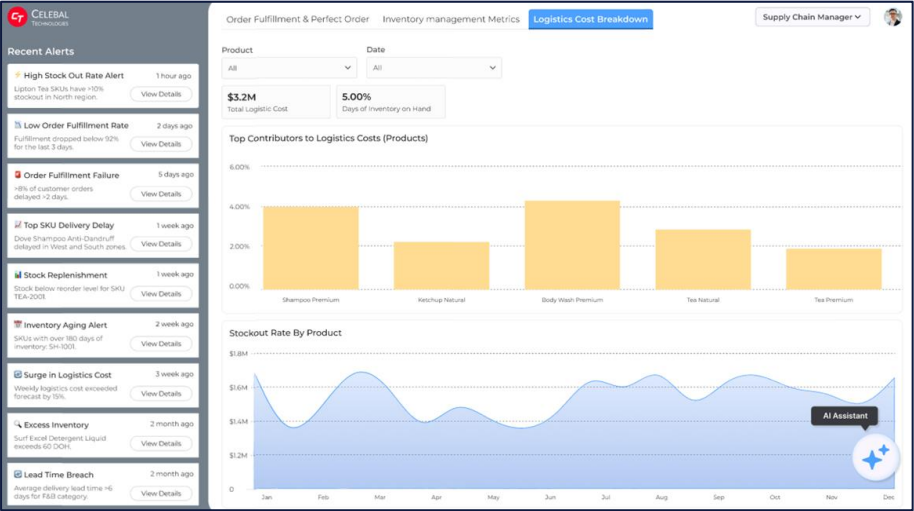
Market Share Across
Different Brands

Category Sales

Customer Lifetime
Value



Solution Snapshots





CELEBAL
TECHNOLOGIES

Thank You