

EBOOK

# The Intelligent Supply Chain Execution playbook

From execution to intelligence:  
turning disruption into advantage

infios

## Foreword

At Infios, we believe supply chains should do more than move goods. They should think, anticipate and adapt in real time. That is what we mean by an intelligent supply chain.

We've entered an era where volatility is constant. From shifting trade routes to labor shortages and rising customer demands, execution alone can't keep up. Intelligence is now the differentiator: the ability to turn complexity into clarity, disruption into opportunity and promises into outcomes.

This playbook is about more than technology. It's about a vision for resilience and growth. It shows how companies can start small, scale quickly and create measurable impact with purposeful AI.

Three key takeaways for leaders:

1. **Resilience now depends on intelligence:** Constant volatility means supply chains must anticipate, adapt and act in real time to stay competitive.
2. **Purposeful AI creates measurable outcomes:** The shift to intelligent supply chains is not about hype. It's about applying AI where it matters most.
3. **Transformation can be incremental:** A modular, intelligence-first approach allows organizations to pilot quickly, prove value and scale with confidence.

I invite you to read these pages as both a guide and a call to action. Because in today's world, intelligence isn't optional. It's the future of supply chains, and Infios is here to help you build it.

**Eugene Amigud**  
Chief Innovation Officer

# The new reality

Disruption is permanent. Global volatility, rising customer expectations and relentless pressure on cost and speed are exposing the limits of traditional supply chains. Businesses can no longer afford to react—they must anticipate, adapt and act in real time. Intelligence, not just efficiency, is now the measure of resilience.

Supply chain companies are waking up to a fundamental shift. Efficiency and visibility alone no longer suffice. Leading organizations are moving beyond siloed planning and reactionary fixes to embrace agentic AI-driven orchestration. This is not about automation, it's about building systems that anticipate, adapt and act autonomously, transforming operations from reactive cost centers into responsive competitive assets.

Early adopters of AI-enabled operations are already seeing tangible results: a significant 35% reduction in inventory levels paired with 15% savings in logistics costs, according to SCMR. These outcomes underscore the power of intelligence to stabilize performance, even amid cascading disruptions.

The question is no longer “Can AI help?” but “Will we transform?” To survive—and to lead—organizations must evolve from managing the chain to orchestrating intelligent supply networks.

## Disruptions per year have multiplied



### RISING FREQUENCY

Recent data shows that major supply chain disruptions lasting longer than one month occur on average every 3.7 years—equivalent to a 27% annual probability.<sup>1</sup>



### ESCALATING FINANCIAL IMPACT

Globally, supply chain disruptions now cost businesses an estimated \$184 billion annually.<sup>2</sup> Companies without agile, diversified strategies may lose up to 42% of a year's EBITDA from a single major disruption.<sup>3</sup>



### HEIGHTENED DISRUPTION INCIDENTS

In 2024, over 76% of European shippers reported experiencing disruptions, with nearly 25% encountering more than 20 disruptive incidents.<sup>4</sup>

# The next frontier

Legacy systems—even when integrated—remain fragmented and slow. The next frontier isn't tighter integration, it's intelligent orchestration: applying artificial intelligence (AI) across order, warehouse and transportation flows to turn the supply chain from a cost center into a competitive advantage.

For decades, supply chains have relied on stitching together order management, warehouse systems and transportation platforms. Integration helped—but only to a point. The truth is, integration alone cannot deliver resilience. It moves data from one system to another, but it doesn't make the supply chain smarter.

The next frontier is intelligent orchestration. It's more than connecting systems, it's unifying them through a central intelligence layer that sees across Order Management Systems (OMS), Warehouse Management Systems (WMS) and Transportation Management Systems (TMS), acting in real time. Instead of waiting for exceptions to escalate, intelligent orchestration anticipates issues, proposes solutions and empowers operators to make confident decisions.

This is the difference between a supply chain that executes and a supply chain that thinks. With intelligence at the core, businesses can:

- Protect customer promises by rerouting before delays occur.
- Unlock revenue by launching new channels in days, not weeks.
- Optimize labor and assets without adding headcount.
- Reduce costs while strengthening service levels.



Integration was yesterday's challenge.  
Orchestration is tomorrow's advantage.

# The intelligence layer

The intelligence layer is the supply chain’s “operating brain.” This layer unifies data, embeds AI into workflows and enables real-time decision-making. It doesn’t just report problems—it prevents them. With intelligence at the core, supply chains gain foresight, agility and the ability to keep promises under any condition.

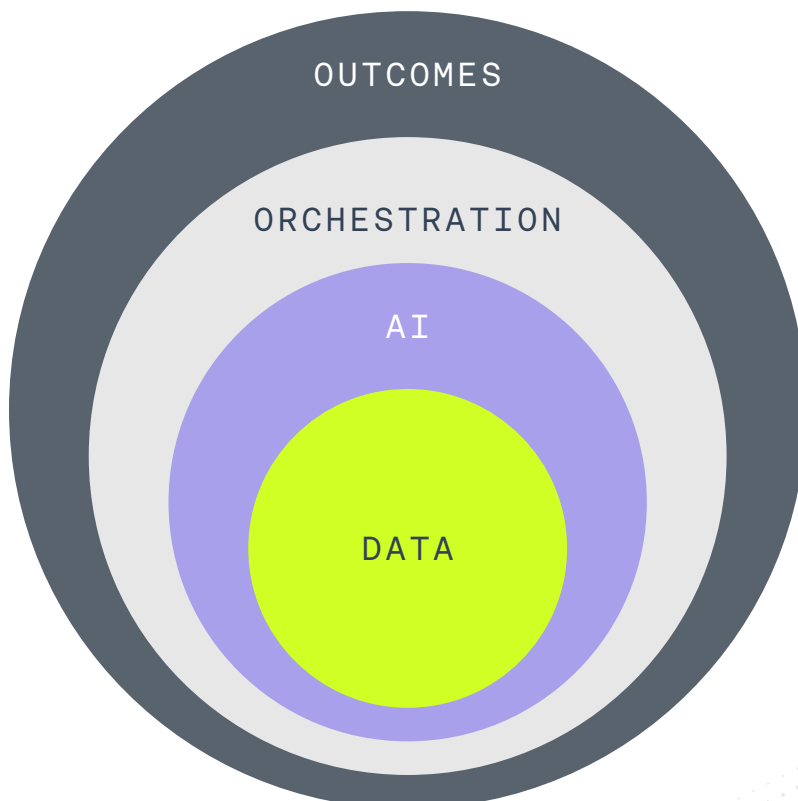
The intelligence layer is the brain of the supply chain: it interprets, learns and acts in real time. It’s not another dashboard. It’s the operating system for resilience, the foundation that makes the intelligent supply chain possible.

Traditional systems provide snapshots: reports, dashboards and alerts that tell you what happened. The intelligence layer changes the game by:

- Unifying data across OMS, WMS and TMS so decisions are made with one source of truth.
- Embedding AI into workflows, turning every action point into an opportunity for foresight.
- Orchestrating execution in real time, recommending or even automating responses before disruptions escalate.

With this brain in place, supply chains stop reacting and start anticipating. Instead of operators chasing problems, AI agents surface solutions. Instead of siloed optimizations, decisions are balanced across the entire network. The payoff is tangible:

- **Speed:** Faster order-to-delivery cycles.
- **Resilience:** Issues resolved before customers notice.
- **Productivity:** Labor freed from manual troubleshooting.
- **Trust:** Promises kept with consistency.



# Use cases that matter

Intelligence is only real when it delivers outcomes.

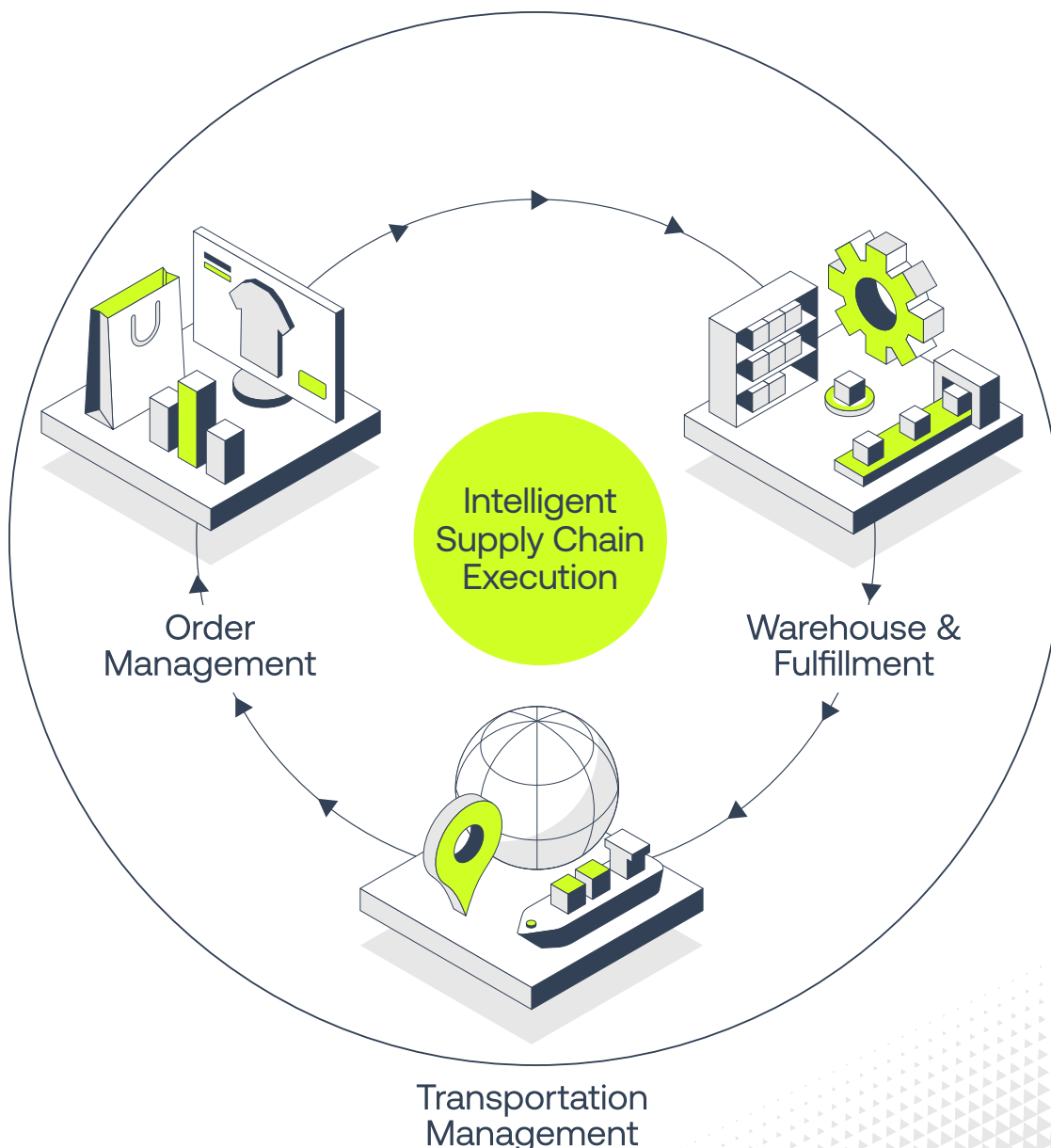
Four areas where impact is proven:

1. **Order Management:** Launching new channels in minutes, not weeks.
2. **Warehouse Management:** Reducing troubleshooting time from hours to minutes.
3. **Transportation Management:** Closing visibility gaps before customers notice.
4. **Cross-Portfolio Orchestration:** Resolving stockouts across OMS, WMS and TMS in real time.

You don't need more theory, you need proof.

Intelligent supply chain execution delivers measurable results in the moments that matter most: launching new revenue channels, fulfilling orders under pressure, keeping customers informed and resolving disruptions before they escalate.

The following use cases show how Infios applies intelligence with purpose—not as a bolt-on, but embedded directly into the workflows that define supply chain performance.





# Order Management in action: launching a new sales channel

## The challenge

Adding a new sales channel often creates chaos. Even if products go viral on TikTok or emerging marketplaces, it can still take weeks of manual configuration. Inventory exposure rises, cancellations spike and margins shrink—especially during peak seasons when errors multiply. What should be a growth lever too often becomes an operational headache.

## The solution

With Infios's intelligent Order Management solution, launching a new channel takes minutes, not weeks. An operator simply requests to add a new channel, and the intelligence layer automatically builds the workflow. It applies business rules (e.g., reserving 10% of inventory for TikTok, applying a 30-minute hold window to reduce cancellations) and presents the setup for approval. The operator can adjust and confirm before it goes live.

## The impact

- New revenue streams go live in minutes.
- Inventory exposure is contained and cancellations drop.
- Teams launch and scale without adding complexity.
- Experiment with new channels confidently, knowing execution won't break.



Infios turns new channels into instant revenue streams, without operational drag.

# Warehouse Management in action: fixing an incomplete order

## The challenge

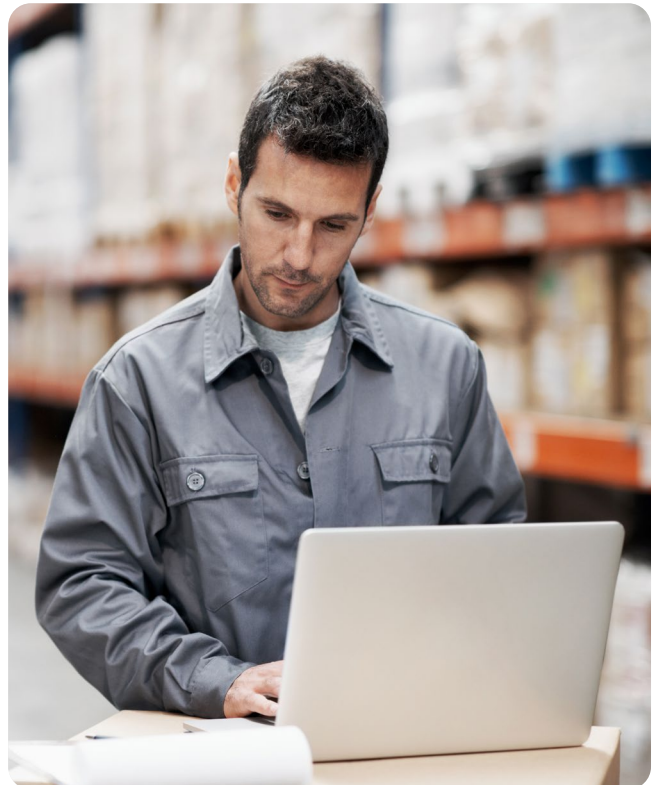
When pickers can't complete an order, managers lose hours tracking the root cause. Was it an inventory error, missed replenishment, or upstream delay? Meanwhile, fulfillment stalls, shipments back up and labor productivity drops.

## The solution

With Infios's intelligent Warehouse Management solution, operators simply ask: "What's wrong with order 1234?" The system traces the issue (e.g., missing item tied to a delayed replenishment), reprioritizes tasks and enables completion in real time.

## The impact

- Resolution time cut from hours to minutes.
- Higher throughput and labor productivity.
- Teams focus on fulfillment, not firefighting.



Infios frees warehouse teams to move goods, not chase problems.



# Transportation Management in action: filling visibility gaps

## The challenge

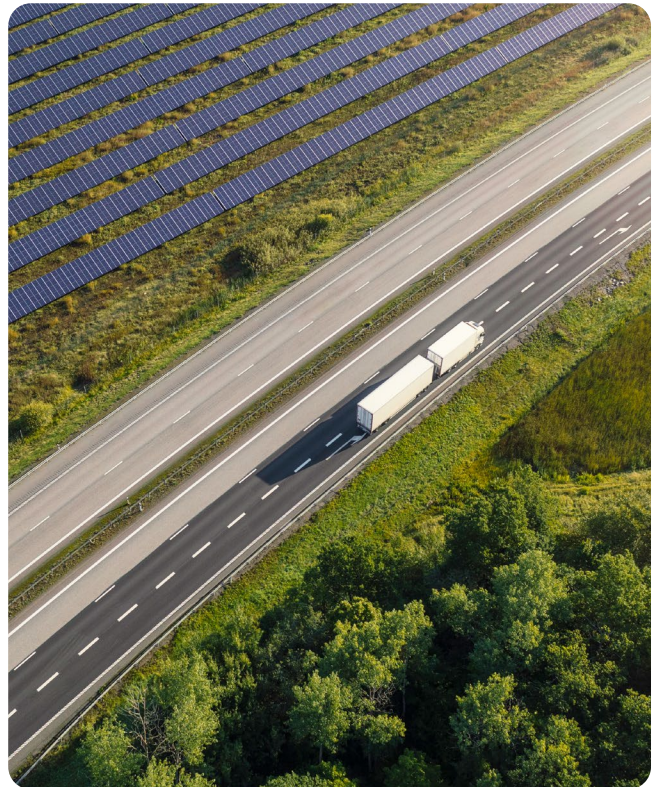
Even with modern tracking, shipments fall into blind spots, offline electronic logging devices (ELDs), missed updates or delayed carrier feeds. Staff scramble to call drivers, update portals and answer customer inquiries. It's manual, costly and doesn't scale.

## The solution

Infios's intelligent Transportation Management solution agents step in automatically: contacting drivers, logging location updates and syncing data into portals. Customers stay informed without extra effort from the operations team.

## The impact

- Visibility restored in real time.
- Staff workload reduced.
- Customers gain trust through proactive updates.
- Operations scale without adding headcount.



Infios eliminates blind spots, protecting both efficiency and customer trust.

# Intelligent Supply Chain Execution in action: solving stockouts

## The challenge

When an item is out of stock, disconnected systems slow the response. The OMS registers the shortage, but without visibility into WMS or TMS, operators can't quickly reroute. The result: delays, higher costs and broken customer promises.

## The solution

Infios's intelligence layer bridges OMS, WMS and TMS in real time. If stock runs out, AI agents identify alternate inventory, evaluate carriers and recommend the fastest, most cost-effective fulfillment path based on SLA.

## The impact

- Stockouts resolved without disruption.
- Orders rerouted confidently, in real time.
- Shipping costs contained.
- Customer promises kept.



Infios keeps orders moving, no matter the disruption.

AREA	CHALLENGE	SOLUTION	IMPACT
Order Management	Channel launches require weeks of manual setup, creating inventory risk and margin pressure.	Infios builds workflows instantly, applies business rules and enables approval in minutes.	New channels live in minutes, cancellations drop, complexity reduced.
Warehouse Management	Managers lose hours troubleshooting incomplete orders, slowing fulfillment and straining labor.	Infios traces issues, reprioritizes tasks and resolves orders in real time.	Hours cut to minutes, throughput rises, labor focused on shipping.
Transportation Management	Shipment blind spots force manual calls and updates that don't scale.	Infios AI agents contact drivers, log updates and sync portals automatically.	Visibility restored, workload reduced, customers proactively updated.
Cross-Portfolio Orchestration	Stockouts are slow and costly to resolve with disconnected OMS, WMS, TMS.	Infios unifies systems and reroutes orders in real time.	Stockouts resolved without delay, costs contained, promises protected.

# The path forward

Transformation doesn't have to mean disruption. A modular, AI-enabled portfolio allows organizations to start small—piloting intelligence where the business case is strongest—and scale as confidence grows. Leaders can evolve at their own pace, reducing risk while building long-term resilience.

The journey to an intelligent supply chain does not require wholesale transformation. Leaders don't need to rip and replace the systems that keep their business running. Instead, they can move with purpose—adopting intelligence in ways that deliver immediate value while laying the foundation for long-term resilience.

The path forward is not about technology for its own sake. It's about reshaping supply chains to thrive in an environment where disruption is constant and expectations are rising. By starting today, leaders can ensure their supply chains don't just keep pace—they set the pace.

Infios enables a modular, incremental path. Each step delivers tangible outcomes: faster revenue, fewer disruptions, stronger customer trust, while building the confidence and momentum to go further.



## START SMALL

Pilot intelligence in a single area, such as channel launch or fulfillment troubleshooting, where value is clear and measurable.



## EXPAND WITH CONFIDENCE

Once proven, extend orchestration across OMS, WMS and TMS to solve broader challenges.



## SCALE STRATEGICALLY

Move toward end-to-end intelligence where every order, shipment and customer promise is orchestrated in real time.

# The Infios advantage

Infios is purpose-built for the intelligent supply chain. With our intelligence layer and connected portfolio, we unify execution with foresight. The result: supply chains that adapt, protect and grow—turning complexity into clarity, and disruption into opportunity



Most vendors promise efficiency. Infios delivers intelligence.

Where others bolt AI onto legacy systems, Infios was designed from the start to make intelligence the foundation of supply chain execution. Our approach is built around three core advantages:

## **The intelligence layer**

A unifying brain that connects OMS, WMS and TMS. It embeds AI directly into workflows, enabling real-time orchestration instead of fragmented, after-the-fact fixes.

## **Modular by design**

Infios empowers leaders to start where value is clearest—launching new channels, resolving stockouts, closing visibility gaps—and expand as confidence grows. This flexibility reduces risk while accelerating time to impact.

## **Purposeful AI**

We apply AI where it matters most: anticipating disruptions, reducing waste, protecting SLAs and strengthening customer trust. It's intelligence with measurable business outcomes, not AI for AI's sake.

With Infios, complexity becomes clarity, disruption becomes resilience and execution becomes a source of competitive advantage. This means a supply chain that adapts as fast as the market changes. For customers, it means promises kept.

**Infios is not just building supply chains that work.  
We're building supply chains that think.**

# Closing insights

Supply chains have always been the backbone of business. In an era of constant disruption, intelligence transforms them into the brain—driving resilience, growth and trust.

The supply chain has always been the backbone of business. But in an era defined by constant disruption, the backbone alone is not enough. To protect promises, unlock growth and build trust, supply chains must also become the brain—intelligent, adaptive and resilient.

Infios makes this possible. By embedding purposeful AI into every layer of execution, we enable organizations to move beyond firefighting toward foresight, from fragmented workflows to orchestrated intelligence.

The path forward is clear: start small, scale with confidence and transform execution into intelligence.

With Infios, disruption becomes opportunity and supply chains become a source of lasting advantage.



Ready to build your intelligent supply chain?  
Let's start the journey together.

CONTACT US

## Sources

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