




UNLOCK REAL VALUE WITH **GENERATIVE AI** IN SUPPLY CHAIN

Increase revenue. Decrease costs. Attract and retain customers.

powered by  aws




Generative artificial intelligence (gen AI) is transforming our world in real time. McKinsey predicts that gen AI's impact on productivity could add trillions of dollars in value to the global economy — even annually. Every industry stands to benefit from its capabilities, and new use cases are emerging every day.

Gen AI will make a monumental impact on human life as we know it across a broad range of industries like healthcare and life sciences. While its power and potential are clear, most organizations are still exploring the art of the possible and determining how to make a valuable difference in their business.


At Storm Reply, we focus more on practical, pragmatic use cases that will gain the attention of boards of directors, galvanize the C-suite, and garner enthusiasm with customers and employees and less on the hypothetical “what-ifs.”

We regularly collaborate with our clients to define and zero in on specific gen AI use cases that make the most business impact by focusing on these three essential outcomes:




INCREASE REVENUE

Gen AI is a powerful tool for business innovation. It is used to design new products, services, and solutions that satisfy customer needs and increase revenue.



DECREASE COSTS

Gen AI is useful when applied to business optimization opportunities. It can help automate tasks, improve efficiency, and reduce errors that cost time and money.



ATTRACT AND RETAIN CUSTOMERS

Gen AI improves engagement through personalized experiences. This leads to attracting new customers along with an increase in brand loyalty and customer lifetime value.

With so many ways gen AI can improve business outcomes, we work with clients to identify where they will achieve the most value. Using AWS’s well-known approach to innovation, we think big, start small, and scale fast enabling businesses to go from ideation to execution at speed.



Global Premier Consulting Partner

Well-Architected Partner Program

Consulting Partner of the Year

Data-Driven Everything (D2E) Certified Partner

AUTOMOTIVE/MANUFACTURING

Achieving AWS Automotive Services Competency status differentiates Reply as AWS Partner Network (APN) members with demonstrated technical proficiency and proven customer success in running cloud solutions on AWS for the automotive industry. This competency is available to AWS Partners with deep industry expertise who help Automotive customers accelerate their transformation through the cloud. To receive the AWS Automotive Competency designation, AWS Partners must undergo rigorous technical validation and provide vetted customer references.

FINANCIAL SERVICES

The AWS Financial Services Consulting Competency signifies Reply as a provider of cloud-based offerings that help accelerate innovation for banks, insurance companies, capital market firms, and payment processors of all sizes. These offerings allow customers to become more agile, strategic, and customer-focused. Businesses and customers are protected by reducing risk, improving fraud detection, and decreasing compliance costs. Reply offerings empower companies to get new products to market faster while meeting constantly changing regulatory, business, and customer requirements.

RETAIL

The AWS Retail Consulting Competency demonstrates Reply’s innovative technology skills that can accelerate retailers’ modernization and innovation journey across all areas in the enterprise. These include Customer Engagement, Supply Chain and Distribution, Physical, Digital, and Virtual Store, Advanced Retail Data Science, and Core Retail Business Applications. By achieving the AWS Retail competency, Reply positions itself as a partner able to offer strategy and deployment services to retailers, accelerating their digital transformation paths.

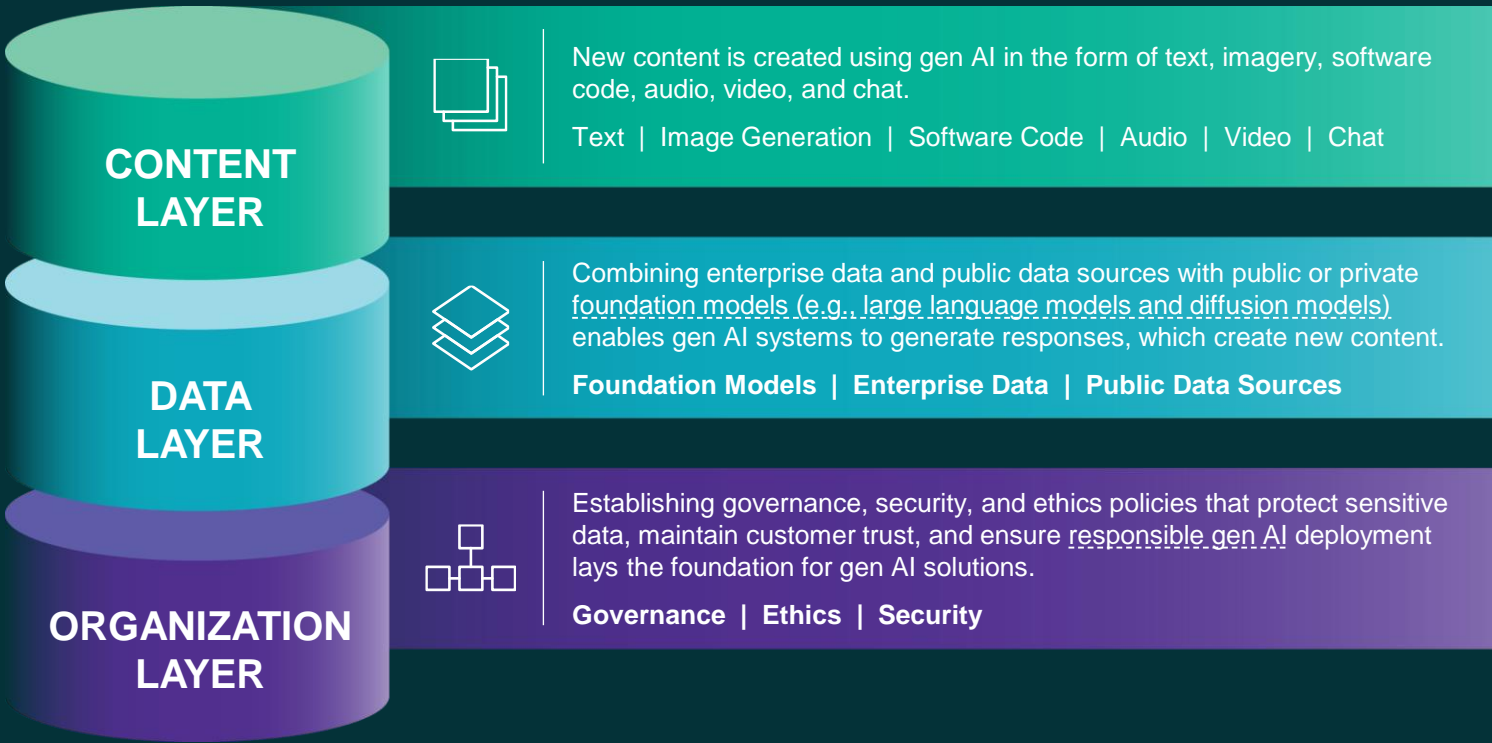
INDUSTRIAL SOFTWARE

The AWS Manufacturing and Industrial Services Competency demonstrates Storm Reply’s expertise as an APN member with technical proficiency and proven customer success managing and building solutions in the areas of Product Design, Production Design, or Production/Operations — Smart Factory. Storm Reply supports its customers in the entire journey toward Industrie 4.0 evolution by designing and implementing end-to-end advanced solutions that provide real-time production monitoring, process analytics, and artificial intelligence powered optimization algorithms.

WHAT DO YOU NEED TO KNOW ABOUT GEN AI?

Gen AI has recently emerged in the public consciousness as a groundbreaking new technology, having an impact like the emergence of the PC in the 1980s and the World Wide Web in the 1990s. The foundations for gen AI have been in place for many years. The combination of cloud computing power and new data models are what has led to this revolution. Gen AI is at the leading edge of innovation, revolutionizing how businesses engage customers, manage data, and make informed decisions.

Storm Reply view the components that make up gen AI as three important layers: Content Layer, Data Layer, and Organization Layer.



GET THE MOST VALUE FOR YOUR ORGANIZATION



Approach adopting gen AI by focusing on how your data can be used to increase revenue, decrease costs, and attract and retain customers.

GEN AI USE CASES



- SUPPLY CHAIN
- MANUFACTURING
- CONSUMER GOODS AND RETAIL
- AUTOMOTIVE

SUPPLY CHAIN

Businesses build agile and responsive supply chains that meet customer demands and deliver new levels of value, speed, and sustainability. By analyzing vast amounts of data, gen AI enables accurate demand forecasting and optimized inventory management. Real-time monitoring capabilities help identify potential bottlenecks and disruptions, allowing for proactive problem-solving and minimizing downtime. Gen AI is also being used to streamline logistics and route planning, reducing costs and environmental impact.

INCREASE REVENUE

Demand forecasting

Gen AI’s ability to process and analyze vast amounts of data, identify complex patterns, and make predictions based on historical and real-time data makes it a valuable tool for supply chain demand forecasting. Accurate demand forecasts lead to more informed decision-making, lower costs, and improved customer satisfaction.

Inventory optimization

AI-driven demand forecasts assist organizations in optimizing inventory levels, enabling them to avoid overstocking or understocking by aligning their supply with predicted demand.

DECREASE COSTS

Supplier selection and management

To identify reliable and high-performing suppliers, gen AI analyzes historical data related to supplier performance, including delivery times, quality of products or services, and adherence to contractual agreements. It also enhances supplier management processes by automating tasks, providing insights, and optimizing supplier relationships.

Warehouse layout optimization

By tapping into gen AI’s ability to process data, simulate scenarios, and optimize complex systems, organizations can create warehouse layouts that increase operational efficiency, reduce costs, and improve overall performance in their supply chain operations.

ATTRACT AND RETAIN CUSTOMERS

Anomaly prediction

By using gen AI’s capabilities in data analysis, pattern recognition, and predictive modeling, businesses enhance their supply chain resilience, reduce risks, and improve overall operational efficiency. This proactive approach to anomaly prediction allows companies to mitigate potential disruptions and better serve their customers.

Route optimization

Gen AI analyzes historical traffic data, weather conditions, and delivery schedules to optimize routes for transportation vehicles. It can provide real-time updates and rerouting suggestions to minimize delivery times and fuel consumption.

DID YOU KNOW?

Global automotive company BMW Group optimizes inventory across the supply chain using the new Amazon Q interface in QuickSight to rapidly convey insights to business leaders needing to make critical decisions quickly.

Source: [Amazon](#)

MANUFACTURING

Gen AI is changing production processes and driving new levels of efficiency and innovation. It is used to generate design prototypes, optimize production workflows, and predict maintenance needs, empowering manufacturers to streamline operations, reduce costs, and enhance product quality.

INCREASE REVENUE

Product design optimization

R&D and engineering teams will generate hundreds of concepts prior to beginning detailed design work in CAD and other systems. Digital elements of products will benefit similarly from gen AI code generation, streamlining development and making it possible to bring personalized products to market quickly.

Pricing optimization

Manufacturers will set and communicate prices and discounts dynamically and in real time, optimizing revenue and profitability at a transaction level.

DECREASE COSTS

Quality assurance

AI-based defect detection is already increasing efficiency and consistency in production. Gen AI will recommend and create work instructions and software changes to correct defects.

Supply chain optimization

Gen AI-influenced route optimization streamlines process, reduces costs, improves overall efficiency, and ensures sustainability across manufacturers' supply chains.

ATTRACT AND RETAIN CUSTOMERS

Marketing content creation

Marketing departments will create increasingly personalized content. This leads to a higher velocity of content creation, digital ads, and communication campaigns, which can quickly be tested and improved.

Personalized product configuration

Physical products and underlying software will become more personalized. Gen AI and software will create real-time visualization and recommendations to support this personalization.

DID YOU KNOW?

Autodesk, the global architecture, engineering, and manufacturing software leader, has incorporated generative design capabilities into its Fusion 360 software, helping product designers create innovative new designs and drastically reduce new product time to market.

Source: [Autodesk](#)

CONSUMER GOODS AND RETAIL

Consumer goods companies and retailers work together closely to anticipate the needs of their mutual customers. Gen AI is used in many ways to understand purchasing signals and to create consumer experiences that are highly targeted and personalized. Virtual shopping assistants, customized product recommendations and configuration, and targeted discounts and offers create shopping experiences that boost customer engagement, conversion, and loyalty.

INCREASE REVENUE



Product and merchandising design

Accelerating the design and customization of new product and merchandising ideas based on market trends, consumer preferences, and existing product data is a core strength of current gen AI solutions. 3D models and prototypes of packaging, online and in-store displays, and product configurations reduce the time to market.

Demand forecasting

Amazon's success is built on the vast number of AI models it has built to forecast demand for consumer products based on historical data, seasonality, and external factors. These types of models, also available on AWS, improve planning throughout the supply chain while ensuring consumers can purchase what they want, when they want it.

DECREASE COSTS



Inventory optimization

AI and, specifically, machine learning (ML), have been used to project and optimize stock levels for retailers and Consumer Packaged Goods (CPG) companies for several years. Gen AI will improve these algorithms by adding signals including unforeseen demand, supply chain bottlenecks, social media influence, and the impact of natural disasters.

Labor optimization

There are three areas where retailers will see opportunities to optimize labor costs: product recommendations through chatbots and kiosks, automated merchandising both online and in-store, and optimized labor scheduling tied to improved demand forecasting. All three of these innovations will allow retail associates to focus on the overall customer experience.

ATTRACT AND RETAIN CUSTOMERS



Personalized marketing content generation

Marketing materials both online and in print, including product descriptions, images, social media posts, and video scripts are becoming increasingly personalized through gen AI. This hyper-personalized marketing strategy increases engagement and ultimately conversion rates and repeat purchases.

Optimized multichannel experiences

A multi-channel approach, that is a fusion between the physical store and the digital realm, creates fluidity in the buying experience. Gen AI creates the content and experience that is personalized, whether online or in-store. These tailored experiences elevate customer satisfaction and loyalty.

DID YOU KNOW?

eCommerce platform Amazon recently launched a new tool enabling its merchants to create AI-generated product descriptions in just seconds.

Source: [About Amazon](#)

AUTOMOTIVE

Automotive manufacturers use gen AI across core business functions. Throughout design and engineering, simulating complex processes accelerates vehicle design. In manufacturing, plant design, quality simulations, and defect detection increase throughput. For the dealers and the aftermarket parts groups, predictive maintenance systems and real-time communication with the owner increase reliability and warranty exposure. Through personalized marketing and customer engagement strategies powered by AI, automotive companies forge stronger connections with their customers, making every journey better.



DID YOU KNOW?

Luxury car manufacturer Audi recently launched an AI chatbot to improve internal knowledge management around risk assessments, project documentation, and contact details, drastically decreasing the time to find critical information.

Source: [Reply, 2024](#)

INCREASE REVENUE

Monetization of connected vehicle

Connected vehicles generate terabytes of data daily. Gen AI combines that vehicle data with consumer data to extract meaningful insights that can be used to market additional services to the owner. These insights may be monetized by the OEM or third parties, such as insurance companies, urban planners, or media partners.

Purchasing propensity modeling

Propensity modeling (predicting the likelihood of individuals or segments of customers purchasing or financing a car or services) improves with gen AI. Existing algorithms are improved by adding signals including unforeseen demand, supply chain bottlenecks, social media influence, and the impact of macroeconomic changes.

DECREASE COSTS

Quality control

AI-based defect detection using computer vision focused on external vehicle components identifies irregularities in real time, leading to increased efficiency and consistency in production. Gen AI allows for the introduction of additional quality signals including shop floor sensor data, warranty claims, and real-time feedback from connected vehicles, making it possible to identify unseen quality issues.

Warranty claim analysis

AI-powered systems automate the processing of warranty claims, while analyzing them in real time. Warranty claims become a signal to the gen AI monitoring quality. AI algorithms also identify potentially fraudulent warranty claims by analyzing historical data and comparing claim details to known patterns of abuse or suspicious behavior.

ATTRACT AND RETAIN CUSTOMERS

Proactive maintenance

Automotive companies can use gen AI for proactive vehicle maintenance, helping vehicle owners and service providers anticipate and address potential issues before they become larger, costly problems.

Customized vehicle configurations

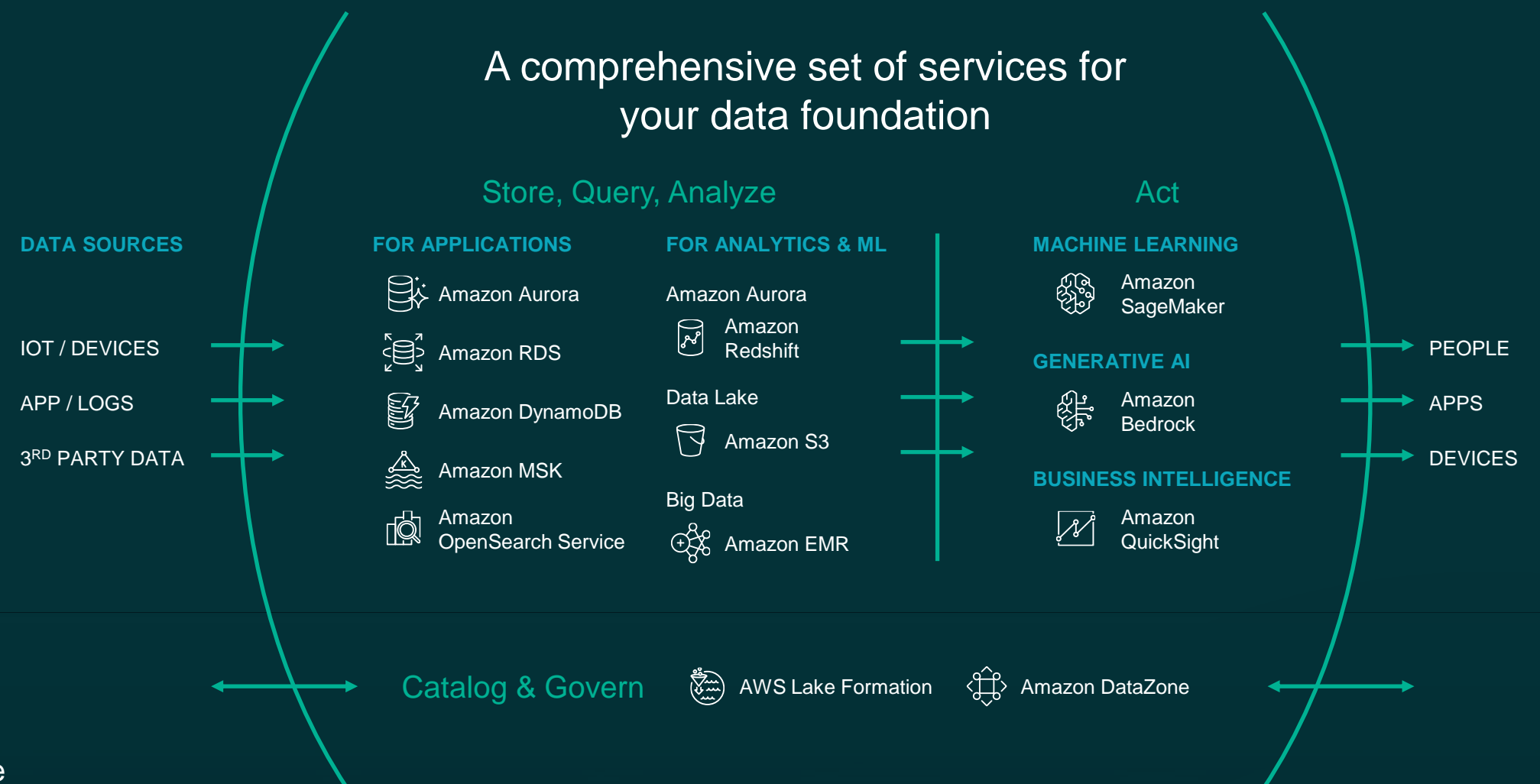
Highly customized physical and software-defined vehicle configurations allow customers to personalize their vehicles according to their needs and preferences. This not only improves the customer experience, but also provides an opportunity for manufacturers to offer unique, tailor-made cars.

WHY AMAZON WEB SERVICES (AWS) FOR GENERATIVE AI?

Amazon has spent more than 25 years innovating in artificial intelligence and machine learning. Machine learning drives many AWS capabilities, and it is part of the Amazon DNA. AWS's pre-trained machine learning models serve as a foundation for many generative AI applications.

As a cloud leader, AWS also provides a scalable and flexible cloud infrastructure capable of handling the computational demands of training and deploying large language models at global scale. AWS provides the most secure global cloud infrastructure and is backed by a set of 300+ cloud security tools.

Beyond the technology, it is important to fully understand the importance of establishing strong Organization and Data Layers as highlighted earlier. It is those two layers that create a foundation for defining, building, and realizing the benefits of generative AI. The diagram at the right highlights Amazon's extensive set of data and AI services that Storm Reply leverages, enabling outcome-oriented gen AI results and capabilities at our clients' organization.



HOW AMAZON IS USING GEN AI



MASTER GEN AI WITH STORM REPLY & AWS

No matter where you are on your gen AI journey — experimenting with the technology or already considering business use cases — we will help you with your next steps.

JUST GETTING STARTED?

In 2 hours, we'll brief your executives on gen AI in your industry and facilitate design-led thinking activities to identify and prioritize key gen AI use cases that will make a real impact.



HAVE USE CASES IN MIND?

The 2-day Data-Driven Everything (D2E) Mobilize workshop is perfect for you. Our alignment to Amazon's structured approach drives you to Think Big, Start Small, and Scale Fast.



READY TO PROVE IT OUT?

We will validate any existing architecture and plans, work with AWS program leaders to facilitate potential co-funding, and execute an MVP/pilot in production with you.



ABOUT STORM REPLY

Storm Reply is a global AWS Premier Consulting Partner. We've worked with leading companies in FinServ, Automotive, Manufacturing, Professional Services, and more, on AWS since 2008. We enable data analytics & AI for our customers by leveraging AWS services and driving toward meaningful business outcomes through the effective use of their data. We balance business requirements and technical constraints while ensuring solid data governance and security for some of the world's biggest and best companies.

We coach our clients in human-centered design and design thinking frameworks to turn "big ideas" into production-ready, enterprise data products that result in real benefits for the business and its customers. With strong competencies in data architecture, engineering, and analytics & AI/ML, along with our business-focused passion, we are a leading AWS partner in the realm of Data-Driven Everything (D2E).



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