



Smarter decisions, stronger supply chains

How Glean connects knowledge
across systems so teams act with
speed and confidence

glean

Executive summary

But the real challenge isn't simply the scale of operations – it's a lack of visibility.

Supply chain leaders today face growing pressure to move faster, manage greater risk, and coordinate across increasingly fragmented systems and teams.

Information is fragmented across tools, buried in inboxes, or locked in documents no one can find. And while most organizations have invested in digital tools, many are still struggling to access the knowledge they need to execute with confidence.

For example, in a PwC survey, 92% of operations and supply chain leaders said their tech investments fell short – most often citing integration complexity and data issues as the top blockers.¹ Without a shared understanding of what's current, complete, and correct, even routine decisions require extra effort.

This paper explores how Glean helps close that gap. As a Work AI platform, Glean, empowers the end-to-end supply chain with secure, accurate, and comprehensive insights.

We examine five key phases of the supply chain lifecycle where visibility and coordination are most often tested – sales, order management, warehouse operations, distribution and customer support. For each phase, we'll highlight how Glean enables cross-functional teams to act with confidence and clarity at each phase.

This includes:

- **Sales leaders**, who negotiate service agreements, drive revenue growth, and develop tailored logistics solutions for customers
- **Directors of operations**, who integrate omnichannel capabilities and manage high-volume order flows
- **Warehouse managers**, who lead high-performing frontline workers, incorporate automation technologies, and prepare orders for shipment
- **Transportation planners**, who analyze carrier performance, plan efficient routes, and collaborate cross-functionally
- **Customer support teams**, who provide real-time inventory and shipment updates, resolve invoice and payment concerns, and deliver post-sales service

By connecting these critical moments, Glean supports complex, multi-modal logistics operations by turning scattered information into shared context. All business-critical data becomes indexed, searchable, and actionable within a single platform, so supply chain teams can work in sync, resolve issues before they escalate, and deliver the resilience, speed, and accountability customers expect.

¹ [PwC's 2025 Digital Trends in Operations Survey](#)

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Why shared enterprise knowledge is today's supply chain advantage



Most organizations use less than 20% of their available procurement data, because it isn't accessible in real time.”

Supply chains have evolved rapidly in recent years, but many of the systems that support them weren't built for today's pace, complexity, or expectations. Enterprise knowledge is still scattered across ERP systems, email inboxes, spreadsheets and PDFs.

Even organizations with the latest technologies often struggle to access the right information at the right time. McKinsey research shows that most organizations use less than 20% of their available procurement data, largely because it isn't processed or accessible in real time.²

It's a clarity problem – teams can't move forward when no one has the complete picture.

Sales, operations, and customer support teams all depend on access to the same facts – but too often, they work from different sources or can't find what they need when they need it. Supplier onboarding gets delayed while teams hunt down compliance forms. Contract terms go unchecked during escalations. Invoice approvals drag on as finance teams dig through supplier records. Even routine decisions can trigger late-night meetings across time zones just to communicate as teams align on missing context.

Glean closes that gap by unifying enterprise knowledge and making it accessible within the tools supply chain teams already use.

With Glean, supply chain organizations can:

- Search across disconnected systems to surface supplier and customer records, contract terms, and order history
- Reduce unnecessary meetings and escalations by giving everyone access to the same up-to-date information
- Automate repetitive checks and validations using AI agents
- Get accurate, context-rich answers to cross-functional questions through natural language queries

By connecting people to the information behind supply chain decisions across tools like SAP S/4HANA, SAP Ariba, Microsoft Office, Google Workspace, and DocuSign, Glean helps organizations shift from reactive adjustments to proactive execution. Glean's API framework extends to custom and legacy applications, so operational data is instantly searchable and actionable no matter where it resides. The outcome is less rework, faster alignment, and stronger collaboration across every stage of the supply chain lifecycle.

² [A new era for procurement: Value creation across the supply chain](#)

How Glean solves coordination challenges across the lifecycle

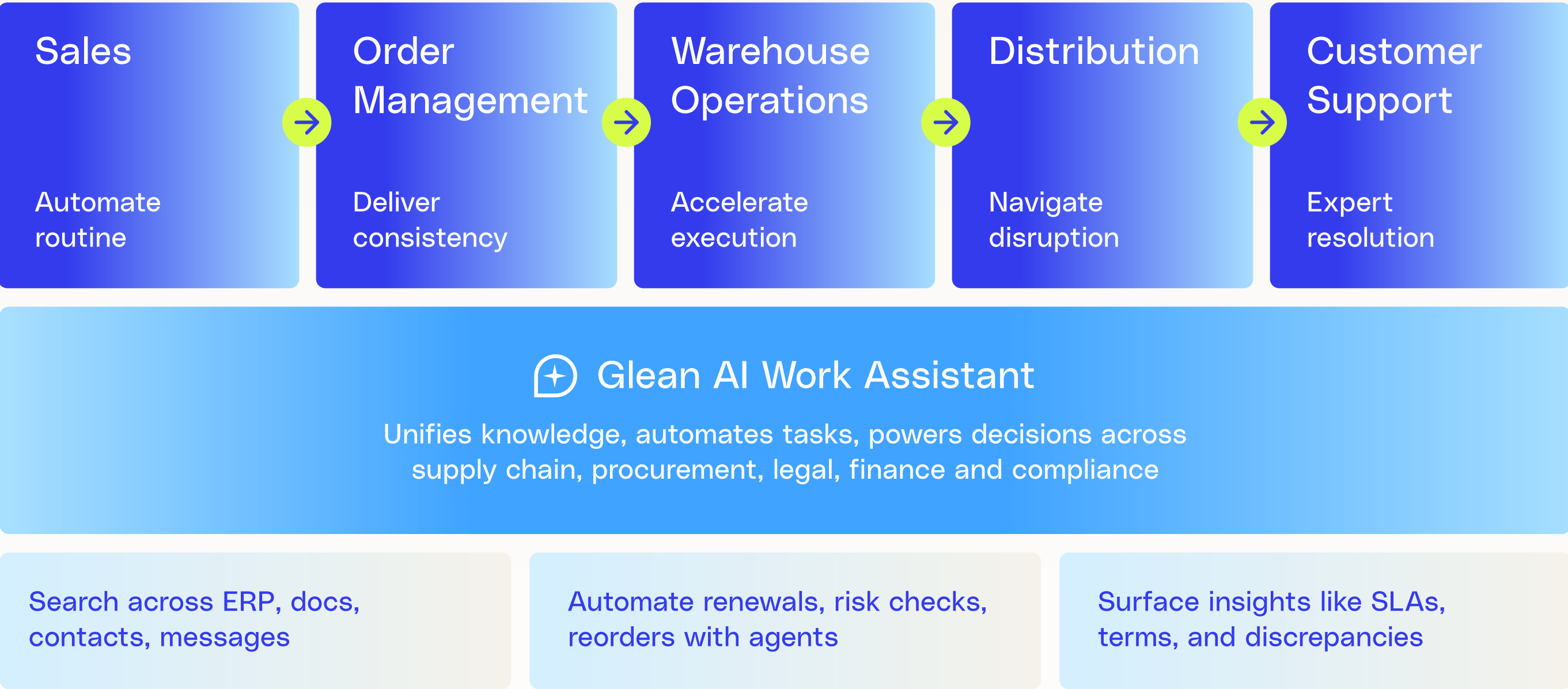
From planning to fulfillment to post-sales support, supply chain teams are expected to move fast, reduce risk, and coordinate across scattered knowledge sources. On paper, the structure is there. But in practice, the process often breaks down because everyone is operating with partial context.

Every phase of the supply chain depends on handoffs between sales, warehouse operations, and distribution. Those handoffs are only as strong as the information behind them. But too often, that information lives in disconnected systems, siloed tools, or documents no one can track down.

A contract gets approved, but the service level agreement (SLA) is never updated. An order is delayed, but planners have to manually rework fulfillment schedules. An invoice comes in, but the terms don't match the signed agreement. The problem isn't the tools. It's the lack of shared understanding.

This section breaks down five critical points in the supply chain lifecycle where poor coordination often slows execution – and shows how Glean connects cross-functional teams to stay aligned and act with confidence.

How Glean can accelerate the end-to-end supply chain



Sales: Automate routine to close with speed

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Customers today are using multiple channels to interact with suppliers, and are increasingly comfortable with making large purchases through online sales channels.³ They also have high expectations of their suppliers – 80% of B2B decision makers will actively look for a new supplier if performance guarantees are not met.⁴ In a competitive market, that means sales teams need a complete view of their customers and the agility to respond quickly at every stage of the deal.

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Building this expertise takes time. Internal enablement sessions and deep customer research are essential, but administrative tasks – like updating CRMs or compiling customer data – often consume hours that could be better spent with prospects.

Glean accelerates this process through every stage. By connecting knowledge across systems, it delivers a 360-degree customer view, automates routine updates, and generates drafts of collateral so sales teams can stay focused on the conversations and relationships that drive revenue.

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With Glean, sales teams in logistics can:

- Prepare for customer calls by instantly pulling shipment histories, on-time delivery rates, and market insights alongside company news and leadership updates
- Deliver tailored pitches with draft RFP responses, route optimization data, and cost comparisons generated from across internal and external systems
- Analyze customer needs by reviewing historical freight spend, capacity utilization, and service performance trends to highlight opportunities for improvement
- Follow up with prospects using call summaries and draft emails generated directly from transcripts, including embedded performance metrics or case studies
- Track sales activities by capturing key details from calls and messages, then updating CRMs automatically with the latest opportunity status and pricing information

For sales leaders, it's critical to have a holistic view of their organization's capabilities and customers' needs. A missed risk signal, a delayed approval, or unclear contract language can ripple downstream, leading to customer churn, lost revenue, or missed SLAs. Glean gives sales teams the tools they need to close with confidence and collaborate with execution teams.

³ [B2B sales: Omnichannel everywhere, every time](#)

⁴ [B2B sales: Omnichannel everywhere, every time](#)

Order management: Deliver consistency across omnichannel

While customers have enthusiastically adopted omnichannel commerce for its flexibility, it has created new challenges for operations leaders. Capabilities like inventory availability and order promising are required to effectively fulfill orders. To meet expectations, businesses must not only keep operations aligned but also deliver a seamless, consistent customer experience across multiple touchpoints.

A strong omnichannel strategy requires more than technology. It demands new workflows, connected processes, and cross-functional coordination. Customers now interact with suppliers through ten or more channels on average⁵, which means any gaps in communication or visibility can quickly undermine service. Teams need to gain experience with digital tools that provide real-time analytics, holistic customer data, and AI-driven workflow automation to integrate physical and digital channels.

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Glean helps operations leaders unify order management workflows by bringing information together in one place. Its platform offers search across disparate systems, making it possible to break down silos, quickly access the right data, and ensure collaboration across teams.

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Glean breaks down silos and gives teams real-time access to inventory, order status, and fulfillment workflows.”

With Glean, operations teams can:

- Access real-time updates on inventory availability, order status, and fulfillment workflows
- Generate customer-facing content, synchronize promotions, and summarize insights from multiple channels
- Analyze channel performance to improve fulfillment efficiency and consistency

For directors of operations, adopting new technologies is key to maintaining competitive offerings. By proactively surfacing order data and facilitating cross-team collaboration, Glean supports the agility, transparency, and responsiveness required to succeed in modern omnichannel commerce.

⁵ [B2B sales: Omnichannel everywhere, every time](#)

Warehouse operations: Accelerate execution with AI-driven automation

In recent years, warehouse operations teams have faced a variety of challenges that demand constant adaptation and problem-solving. To meet rising service expectations, warehouse managers must juggle tight labor constraints, control costs, embrace digital solutions, and maintain flawless execution. All of this happens in an environment shaped by supply chain volatility and shifting market dynamics.

Automation and new technologies promise major efficiency gains, but they also require employee upskilling and process redesign. On top of that, integrating modern tools with legacy, on-premises systems can be both time-intensive and expensive.

Glean deploys enterprise, AI-driven automation to the warehouse floor. Agentic workflows can submit equipment maintenance requests, generate task lists that adapt to changing priorities, and streamline onboarding for new staff. Instead of chasing down data or managing repetitive checks, managers can stay focused on building high-performing teams.

With Glean, warehouse teams can:

- Access real-time inventory records, pick lists, and receiving schedules
- Summarize KPIs such as inventory turnover, stock discrepancies, and Yard utilization
- Onboard new employees faster by centralizing role-specific guides, safety protocols, equipment training videos, and answers to common process questions in a single tool

As fulfillment volumes continue to increase, warehouse operations will need to explore innovative solutions to drive productivity. By unifying operational data, Glean gives warehouse managers the visibility they need to meet service levels and accelerate execution.

Distribution: Navigate disruption across networks

Disruptions in distribution rarely stay contained. What begins as a single delay or missed update can ripple through transportation networks, creating second- and third-order effects across systems and handoffs. When that happens, there is rarely enough time for transportation planners to find the necessary information, develop a new plan and alert the right counterpart. The chain of communication breaks – and with it, the ability to respond quickly.

Even when information is accurate, delays in accessing it can create real financial impact. Between 2020 and 2023, ocean carriers incurred nearly \$13 billion in overage charges. Not because companies ignored terms, but because confirming those terms across contracts, emails, and shipping portals often took longer than resolving the issue itself⁶. Detention and demurrage fees also accumulate in the Yard, where manual data entry and fragmented systems lead to a lack of visibility.

6 [Demurrage & Detention in Ocean Freight:
Reduce Charges With Visibility](#)

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Between 2020 and 2023, ocean carriers incurred nearly \$13 billion in overage charges – often due to delays confirming contract terms across systems.”

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Glean changes this dynamic by connecting planning teams so they are operating with a shared context. Instead of switching between multiple systems, transportation planners can work through a single interface to surface the most relevant data in real time. The result is faster decisions, higher on-time in full (OTIF) rates, and better cost management.

A single interface with shared context drives faster decisions, higher OTIF rates, and better cost management.”

With Glean, distribution teams can:

- Retrieve historical data and analyze carrier performance
- Surface delivery clauses, monitor live shipping exceptions, and track third-party logistics (3PL) notifications
- Automate carrier selection, conduct root cause analysis, and generate compliance or performance reports

For transportation planners, custom AI agents in Glean enable proactive, data-driven decision-making, giving them the visibility and coordination they need to manage disruptions effectively. By embedding intelligence into daily workflows, distribution teams can reduce costs, protect service levels, and build more resilient networks.

Customer service:
Expert resolution
with confidence

Support teams handle a wide mix of customer requests that range from time-sensitive updates to complex service issues. They are often the first line of defense when customers experience shipment delays, damaged goods, or billing discrepancies. For B2B customers, the pressure is even greater, since orders are typically large, recurring, and bound by tight SLAs.

Resolving order fulfillment, billing, and returns issues becomes harder when the information lives in siloed and fragmented systems. Toggling between CRMs, order management tools, billing systems, and shared drives, slows down case resolution and makes it harder to give customers a consistent answer.

Glean brings everything together. By unifying data from CRM, order management, support, and collaboration systems, it gives service teams one place to find the information they need. AI-powered search and intelligent assistants surface case histories, shipment details, product information, and SOPs. With faster access to the right context, team members can focus on resolving issues with accuracy and confidence.



Glean unifies CRM, order management, and support data so agents can resolve issues with accuracy and confidence.”

With Glean, customer service teams can:

- Retrieve product information, shipment status, and order history
- Communicate the latest promotions and submit warranty or repair claims
- Automatically respond to routine queries, summarize customer issues, and draft rapid responses
- Share best practices across the organization to speed up case resolution

For customer service leaders, the impact is clear. Glean helps support teams deliver faster, more consistent resolutions. By improving visibility across every customer touchpoint, it builds trust and strengthens loyalty. And by reducing the time spent searching for answers, Glean helps support teams deliver service that keeps pace with the demands of modern omnichannel commerce.

Why context is the key to coordination

Supply chains have always been complex, but expectations have shifted from managing operations to orchestrating them. Every decision carries more pressure, more visibility, and more interdependence than before.

The problem isn't the number of decisions. It's the lag that happens during handoffs, escalations, and last-minute searches for missing information. These delays cost time, increase risk, and erode trust across teams.

Context breaks that cycle.

When sales, operations, and support teams all work from the same trusted information, coordination becomes a natural part of the process. Issues can be resolved before they escalate. Risks are flagged early. And opportunities aren't lost because of misalignment.

Glean provides that missing context.

By unifying information from across systems and making it accessible in one place, Glean creates a single layer of intelligence that connects fragmented data and applications, so every team member can move forward with confidence.

And it works across every phase of the supply chain lifecycle: from sales to order management, warehouse operations to distribution, and customer support. Glean connects the moments where coordination tends to break down and turns them into opportunities for action, speed, and shared accountability.

That kind of shared visibility improves execution and transforms how teams operate.

Closing the gap between knowledge and execution

Today's supply chain leaders are driving resilience, speed, and accountability across every link in the chain. Achieving that requires more than incremental process improvements. It requires better access to the knowledge that drives action.

The challenge isn't the number of tools or the amount of data – it's the disconnect between them. That disconnect is what Glean was built to solve.

By turning scattered information into shared insight, Glean eliminates data silos and bottlenecks that typically slow supply chain execution. Teams can collaborate more effectively, streamline workflows, and make decisions grounded in trusted, real-time information.

As supply chains adapt to greater complexity, digital transformation, and rising customer expectations, Glean's AI-powered automation, search, and analytics become essential enablers. Glean accelerates productivity, reduces manual work, and supports continuous improvement at every stage of the supply chain journey.

To learn more about how Glean empowers the supply chain, [request a demo](#) today.