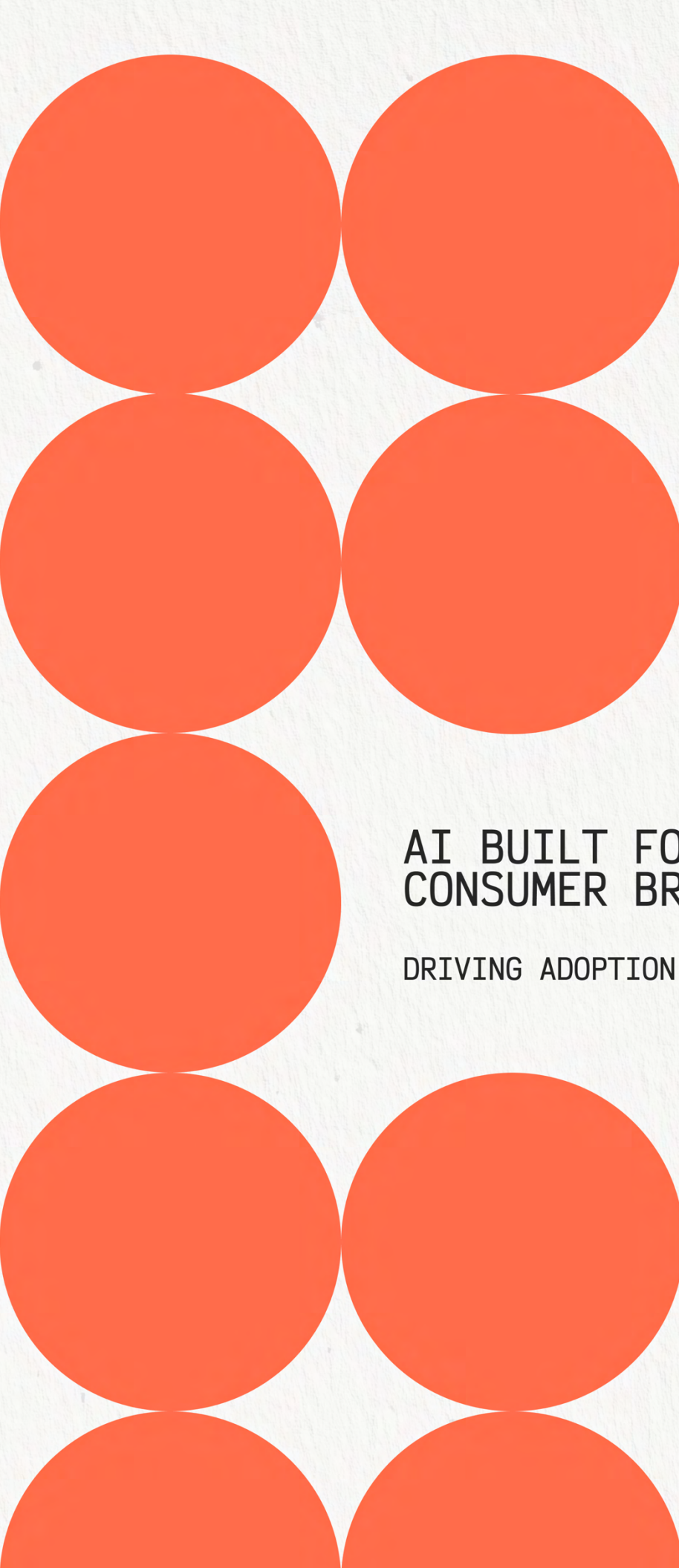




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AI BUILT FOR
CONSUMER BRANDS

DRIVING ADOPTION OF AI IN IBP

The Challenge

Sales and Operations Planning (S&OP) or Integrated Business Planning (IBP) is a critical and often unoptimized process for Consumer brands. Many brands struggle with fragmented data, manual planning, reactive decision-making and slow execution.

Roughly 4 out of 5 large Consumer brands continue to rely on siloed demand or supply planning with limited AI enablement or real-time alignment across functions. This results in missed revenue due to suboptimal pricing, promotions, stock-outs, excess costs from overproduction, and inventory write-offs, or expedited shipping.

Leading companies are demonstrating that meaningful performance gains can be achieved by embedding data and infusing artificial intelligence agents into S&OP and IBP processes. Recent research across the industry shows an integrated, AI-assisted approach can increase revenues by up to 10%, reduce inventory levels more than 10%, and cut supply chain costs by about 10%.

Demand: Driving Growth via Pricing, Promotion and Channel Optimization

Trade spend, promotions and pricing are major value levers for consumer brands. Trade spend and promotions often consume 15–25% of revenues yet many fail to achieve positive ROI. Overpricing or underpromoting also causes lost sales across Consumer verticals.

After broad-brush price hikes post COVID leading brands are shifting to elasticity-based pricing using analytics and AI to set optimal prices, design high-ROI promotions, and tailored channel strategies. Research finds modern pricing tools can improve sales by 4-6% on average, while also boosting margins.

Reallocating budget from the bottom quartile of promotions to average-performing events can lift promotional ROI by 10–25%.

Finally, Bain finds simplifying product portfolios can add 2–5 points of sales growth while improving gross margins by 1–4 points. And making sure that the right channels get the right investments has proven to drive incremental revenue across physical and digital channels.

Lever	Impact	Financial Impact
Trade Spend Optimization	Revenue Uplift	+10–25% promo ROI & 4–6% revenue
Pricing Optimization	Revenue Uplift	+3–5% revenue, +2–3% margin
Assortment & Channel Optimization	Revenue Uplift	+2–5% sales growth

Supply: Cutting Costs through improved Forecasting Inventory Mgmt and Logistics

On the supply side, companies face increased operational costs and perishability risks. AI-driven demand sensing can improve forecast accuracy by 10–12%, enabling >10% inventory reductions and 3–5% higher fill rates.

Better inventory planning reduces waste — leading CPGs have cut scrap costs by 10–25% using AI-driven replenishment. Aligning inventory to local demand also minimizes cross-shipping, which can consume up to 5% of sales.

Lever	Impact	Financial Impact
Inventory Reduction and Out-Of-Stock	Cost Savings	–10–25% scrap cost
Distribution & Logistics Optimization	Cost Savings	–Up to 10% supply chain cost
Capture unmet demand from OOS	Revenue Uplift	+3–5% lost sales recovered



INSIGHT TO IMPACT BEFORE YOUR COFFEE GETS COLD.

Sciemo is the first end-to-end AI platform built for consumer brands. We optimize IBP to drive revenue and allow you to go from insight to impact in minutes.

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How Sciemo Helps Capture These Opportunities

Sciemo provides an end-to-end AI platform specifically designed to help consumer brands execute on these demand and supply optimization opportunities.

Sciemo integrates all your valuable data into one place for you to make decisions.

We both explain what's happening and show you what's next to drive revenue, all in a familiar chat interface.

Integrated IBP AI Agents with Unified Data Foundation

Sciemo embeds agents across the IBP cycle, powered by its Catalyst AI data mart — a unified data layer that merges customer operational data (sales, pricing, inventory, channels, workflows, SOPs..) with third-party market data (scanner data, consumer demographics, pricing benchmarks, logistics metrics, unstructured (web) data).

This lets teams:

- Interactively design and edit demand and supply plans with the support of an AI agent.
- Drive and cross team collaboration to ensure the plans get to full impact (e.g., refinements, approvals, financial reviews)
- Run scenario simulations to understand revenue vs. margin vs. share trade-offs.
- Continuously update plans based on live data, freeing teams from spreadsheet-driven coordination.
- Use a GenAI-powered interface to interact conversationally with their data, accelerating decision making.

Demand Optimization

- **Promotion Optimization:** Builds data-driven trade plans, models multiple demand drivers (depth, seasonality, competitor actions), and recalculates ROI in real time — driving 4–6% gains in incremental revenue from promotion optimization.

- **Dynamic Pricing & Price Package Architecture:** Machine Learning models assess elasticity and competitor pricing to recommend price points and pack/bundle configurations, capturing 5–15% of pricing-related margin opportunity.

- **Channel and Assortment:** AI agents analyze internal and market data to identify high-potential channels and (new) product mixes while minimizing cannibalization.

Supply Optimization

- **Right-size Inventory:** Provides interactive forecasts, inventory projections, and alerts on scrap or out-of-stock risks, reducing total scrap costs by 12–25%.
- **Improve Logistics Efficiency:** Plans replenishment to match local demand, reducing cross-shipping and increasing truck utilization, directly cutting freight costs.
- **Align Demand and Supply:** Links market insights (e.g., scanner data, consumer insights) to shipping and production data, ensuring supply plans follow demand shifts in near real time.

In short, Sciemo delivers an end-to-end execution-ready AI platform that enables sales, marketing, and operations teams to collaborate seamlessly, helping consumer brands get predictable, profitable and consistent revenue growth and cost savings, as outlined in this white paper.

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