

Infusing GenAI into Supply Chain Commerce

The Promise of GenAI

The advent of generative artificial intelligence, or GenAI, creates transformative possibilities for how we interact with our systems. People no longer need to learn the computer's language. With GenAI, the computer understands our languages. At Manhattan, we believe it represents the single largest leap in the computer-human relationship since the jump from punch cards to the green screen. It fundamentally reshapes those interactions, making them more intuitive and efficient than ever before.



Transforming How We Work

In the near future, instead of learning to navigate through multiple configuration screens or learning complex dashboards, a supply chain manager will engage with the system conversationally. He or she could simply ask, “What’s causing the delay in the Northeast distribution centre?” and receive an instant, detailed response that includes not only the root cause but also actionable recommendations. This seamless interaction promises to drastically reduce the time spent on analysis and issue resolution.

But GenAI is not just about making tasks easier; it’s about revolutionising the way we work with machines. By simplifying complex interactions, it frees up valuable time for supply chain commerce professionals, enabling them to focus on strategic initiatives rather than getting bogged down by operational details. The promise of GenAI lies in its ability to not only make systems more responsive and adaptive, but easier to interact with, leading to more efficient and effective logistical management.



“Artificial intelligence (AI) has been a buzzword for quite some time, but GenAI takes it a step further—using large language models to create new content and more human-like interactions. This is a game-changer for supply chain commerce organisations, and I’m excited Manhattan is pioneering its implementation.”

Sanjeev Siotia
Chief Technology Officer
Manhattan Associates



Enhancing User Experiences

The benefits of enhanced user experiences extend beyond operational efficiency. GenAI's ability to understand and respond to natural language queries makes systems more accessible to a broader range of users, including consumers. Whether it's a seasoned supply chain professional, a customer service representative or a new store associate, the intuitive nature of interactions ensures that virtually everyone can easily engage with the system. This democratisation of technology is key to unlocking new levels of efficiency and experiences in the warehouse, on the road and in stores.



Accelerating Integration and Configuration

One of the constant challenges in omnichannel commerce and supply chain management is the time-consuming nature of system integration and configuration. Traditionally, these tasks can take months, involving dozens or even hundreds of resources, performing intricate interface mappings, data migrations and extensive testing.

With GenAI, we can let the technology automate a significant portion of the system integration—mapping interfaces, configuring settings and even testing the integrations, all in a fraction of the time it would traditionally take. What once took months might now be accomplished in days, or even hours, depending on the task.

What does this mean? In today's fast-paced markets, GenAI-infused solutions empower businesses to be more responsive to change, whether it's a sudden shift in customer demand, a new regulatory requirement or the adoption of new technology. That agility represents a huge competitive advantage.

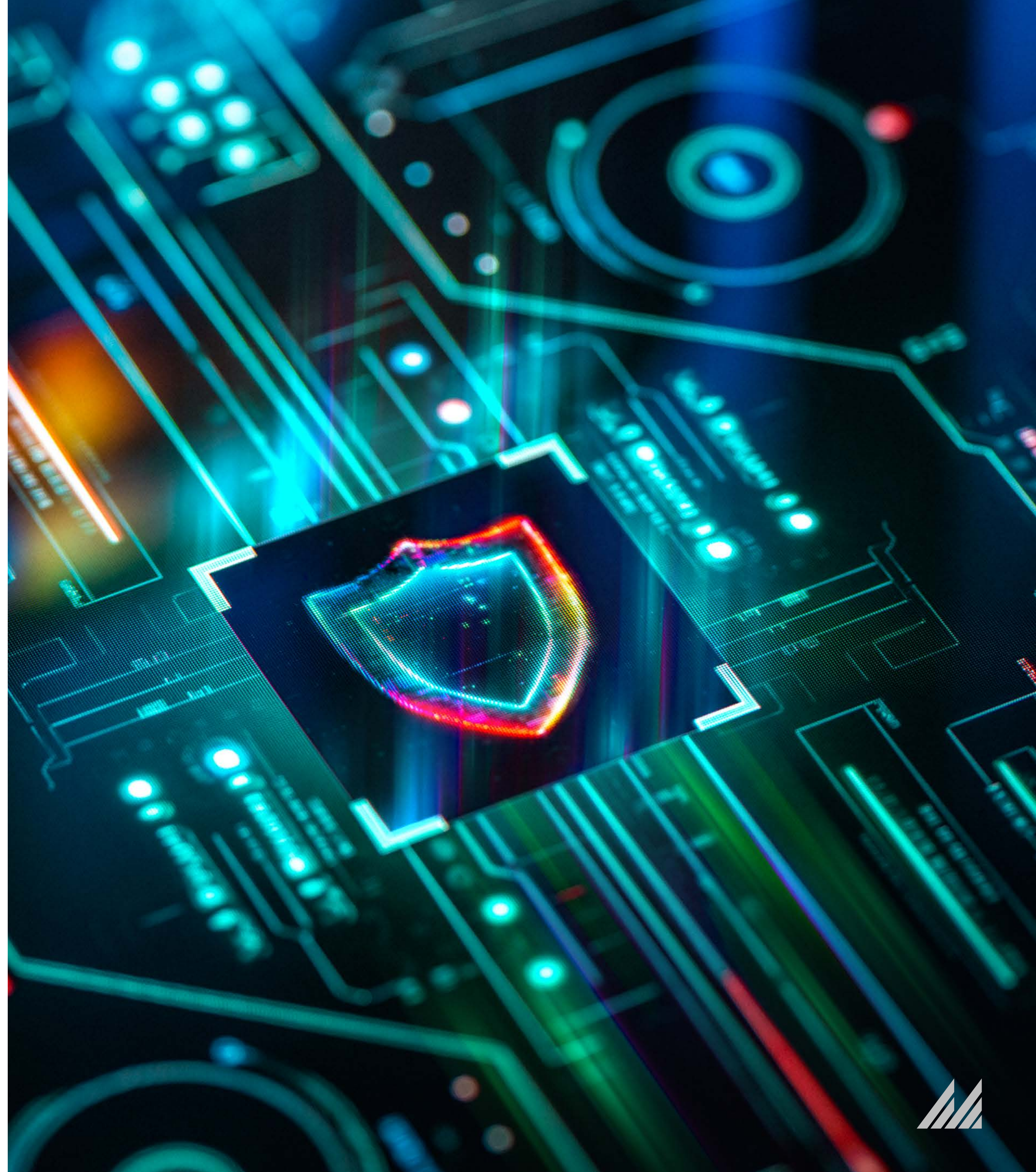


Ensuring Data Accuracy and Reliability

As with any emerging technology, GenAI deployment comes with its own set of challenges. One of the most critical is ensuring data accuracy and reliability. While powerful, GenAI models are not infallible. A key risk is the phenomenon of “hallucination,” where the machine generates plausible sounding—but incorrect—information. In a business context, decisions based on inaccurate data can have significant repercussions.

To mitigate the risk, Manhattan is investing heavily in grounding techniques to ensure that the outputs from our GenAI technologies are both accurate and reliable. This involves rigorous testing, validation and continuous improvement of the models. We’re also implementing multi-layered verification processes, where GenAI outputs are cross-checked against known data sources and validated by human experts when necessary.

Data accuracy and reliability is not just about preventing errors, it’s about building trust. For GenAI to be widely adopted in supply chain commerce operations, businesses need to be assured that the system is providing accurate, actionable information. That’s precisely why Manhattan is prioritising data integrity.



GenAI in Action: Manhattan Assist™

At Manhattan, we've already begun to see tangible benefits of integrating GenAI into our operations.

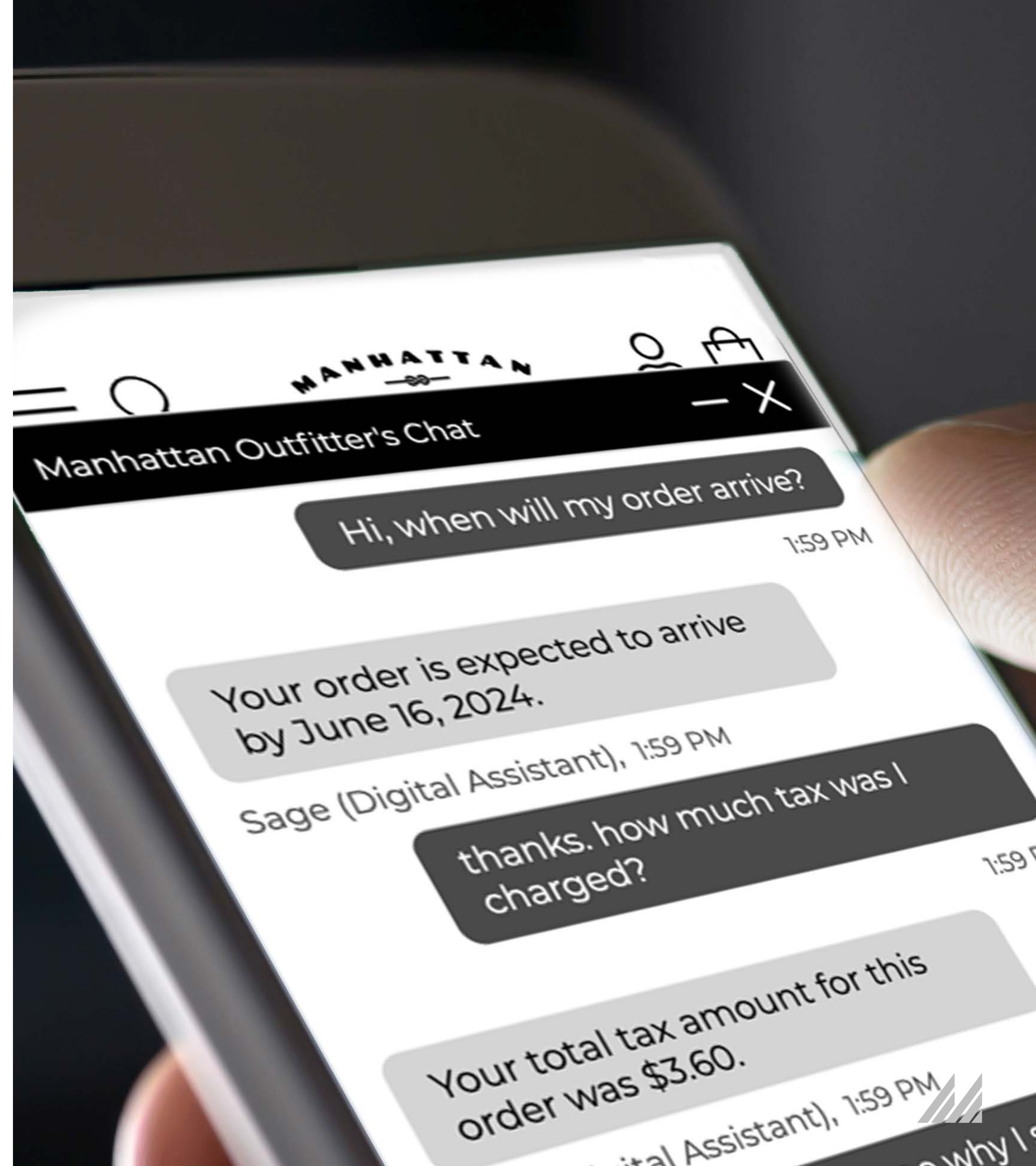
One area where GenAI has made a significant impact is in enhancing product knowledge, which has traditionally been labour-intensive, requiring a constant commitment to understanding the latest product features and functionalities. By integrating GenAI through Manhattan Assist, we've developed a dynamic knowledge base that can be queried in real time. This means users can now get instant, accurate answers to specific questions through a large language model chatbot interface. This not only improves efficiency but also offers increased satisfaction, as anyone can now quickly find the information they need.



GenAI in Action: Manhattan Active[®] Maven

Another use case of GenAI is customer support automation. Traditional chatbots, while somewhat useful, often fall short when dealing with complex queries. They require extensive configuration and are limited in their ability to understand and respond in a human manner. GenAI-powered chatbots, like Manhattan Active Maven, can handle a much broader range of queries with greater accuracy, even adjusting for customer tone and sentiment. When paired with our API-first architecture, these next-generation chatbots also have access to every transaction or interaction the customer has ever had. They can understand context, learn from interactions and resolve a much higher percentage of inbound conversations.

Manhattan Active Maven improves operational efficiency in the contact centre, too. A routine task that consumes a significant amount of time for customer service representatives is summarising calls and extracting actionable insights from the conversation. With Maven, this process is now automated, allowing agents to focus more on value-added activities. Saving a few minutes each interaction can add up when a retailer is handling hundreds of thousands of calls each year.

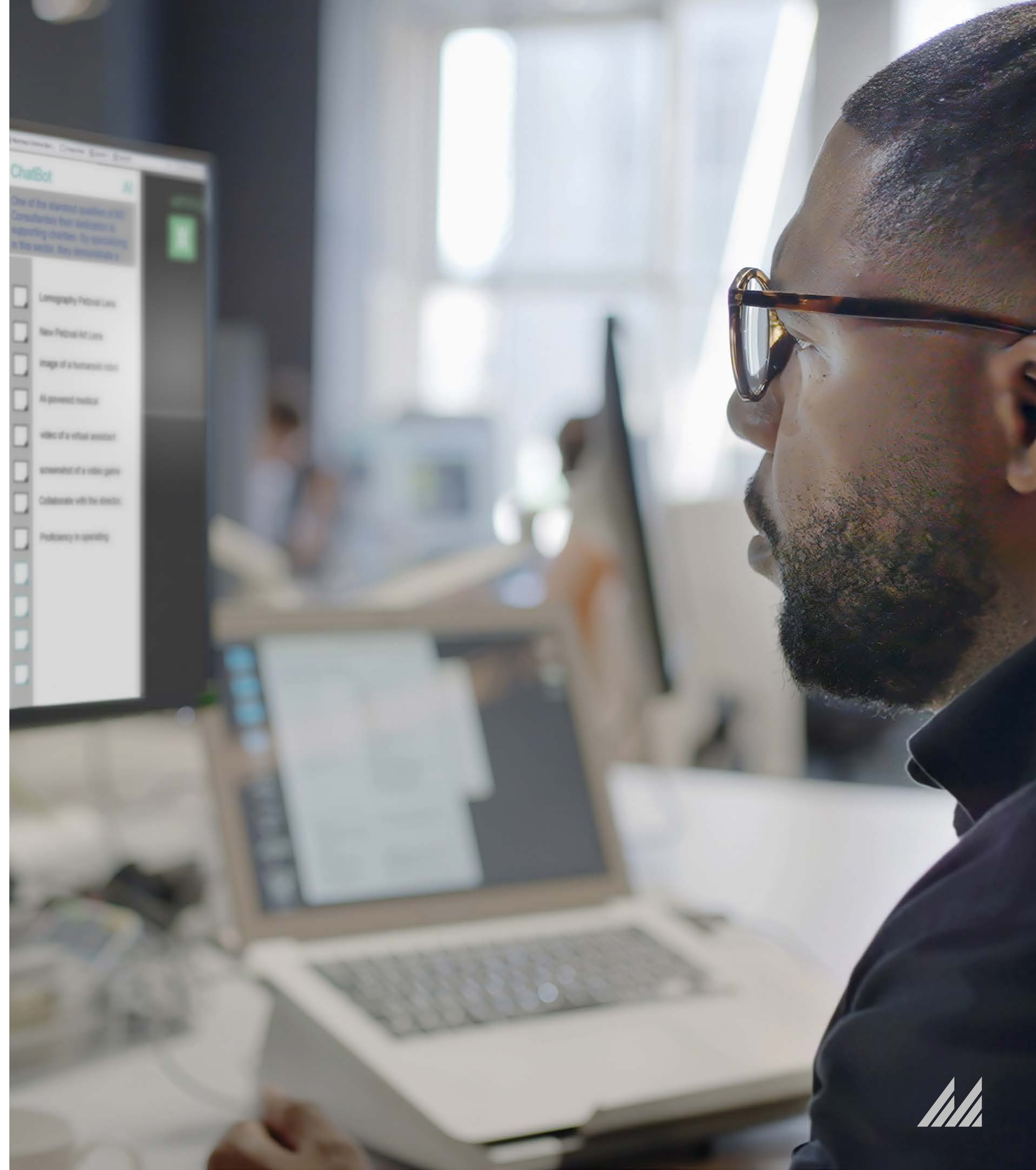


Challenges and Considerations

While the potential of GenAI is immense, it's important to have a clear understanding of the challenges involved. Data accuracy, as mentioned earlier, is one of the most critical considerations. It's crucial to implement robust, prompt engineering techniques and validation processes to ensure that the outputs from GenAI are reliable and actionable.

Data privacy and security are also paramount concerns. As Manhattan integrates GenAI into our solutions, we are implementing stringent security measures and complying with all relevant regulations to safeguard the privacy of our users and customers.

Finally, there is the challenge of ensuring that GenAI is accessible to all users. While technology has the potential to democratise access to complex systems, it's important to provide adequate training and support to ensure that everyone can use it effectively. This will help maximise the benefits of GenAI and ensure that it drives value across the organisation.



Leading the GenAI Revolution

GenAI is poised to reinvent supply chain commerce by enhancing user experiences, accelerating system connections, delivering efficiencies to operations associates and providing real-time insights. It offers the ability to make existing workforces faster and better at their jobs.

At Manhattan, we believe infusing GenAI effectively into our solutions will empower our customers to increase efficiency, innovation and competitive advantage in a rapidly evolving landscape. The journey ahead is exciting, and we're thrilled to be part of it



