Informatica®

eBook

Mitigate Supply Chain Risks Now: Data and AI Tactics for Resilience

Where data & AI come to LIFE™

Contents

Executive Summary

Your supply chain faces relentless pressures — from geopolitical shocks and tariffs to climate events, cyber threats and logistical bottlenecks. Yet just 8% of companies say they have full control over their risks, while 86%[1] believe their risk management tools fall short. The main culprit? Fragmented and siloed data that clouds your ability to act quickly.

This eBook reveals how AI-powered cloud data platforms unify your supplier, product and location data into a single source of truth. Armed with real-time insights, you can proactively detect disruptions, ensure compliance, accelerate responses and reduce costs. The outcome is a more agile, resilient supply chain that thrives amid uncertainty. Don't let volatility catch you off guard — explore how transformative these solutions can be for your organization.

[1] https://www.wtwco.com/en-gb/insights/2025/05/wtw-global-supply-chain-risk-report-2025
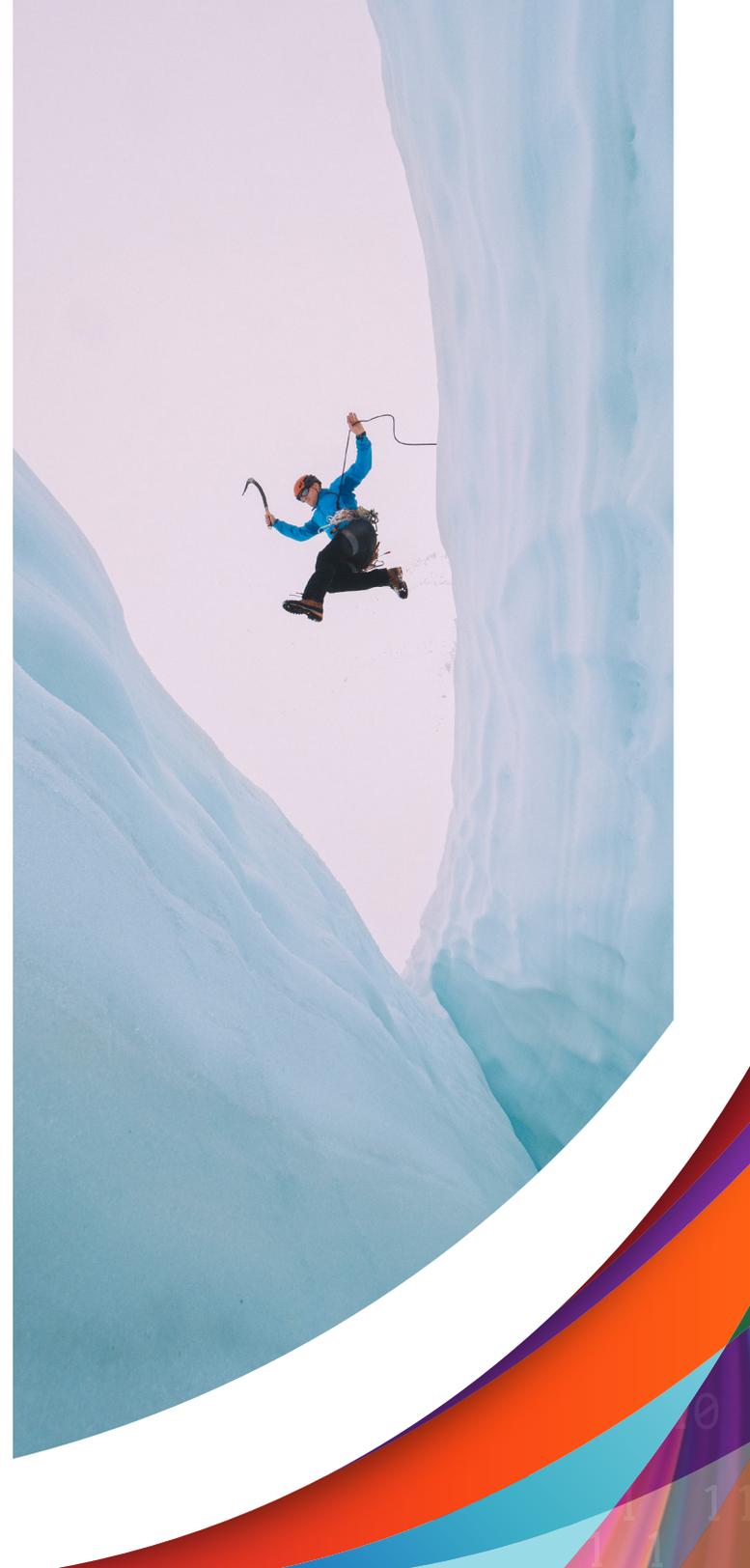
The High Stakes of Supply Chain Risk

Today's supply networks are under pressure from rising tariffs, geopolitical conflicts, climate disruptions, cyberattacks and fragile logistics. For example, 64%[2] of businesses report increased costs due to tariffs, while 45%[2] face interruptions delaying production and delivery. Multi-tier supplier structures and complex regulations compound these challenges.

Traditional risk management is reactive and siloed. You may find yourself scrambling to fix issues only after they escalate, risking costly delays, fines and damaged trust. Without unified data visibility and AI-driven insights, anticipating and preventing risks becomes nearly impossible.

To stay competitive, you need to move from fragmented data and outdated approaches to unified AI-powered platforms. These centralized systems offer real-time risk detection, compliance oversight and faster decision-making — helping you reduce surprises, control costs and build agility that stands up to any disruption.

[2] https://iccwbo.org/news-publications/policies-reports/icc-pulse-survey-2025-business-reactions-to-new-u-s-tariffs/#top
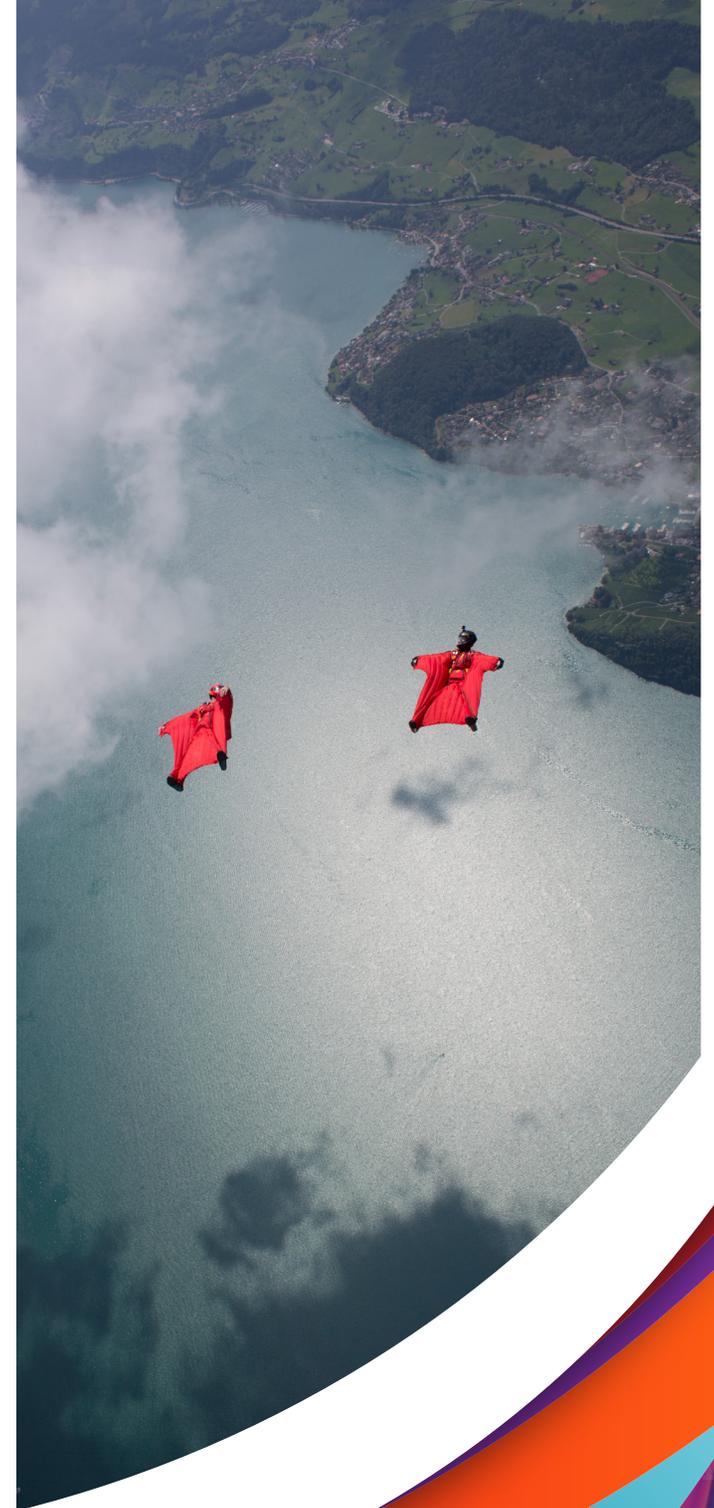
The Strategic Role of Data in Supply Chain Resilience

Data is your foundation for resilience. While 87%[3] of leaders agree that supply chain visibility is critical, almost half lack clear insights into supplier performance or key risks. This gap can leave you exposed to unforeseen disruptions.

By integrating data from diverse sources into a cohesive ecosystem, you enable faster product launches, improved compliance and stronger customer trust. Automation — expected to take over 63%[3] of routine supply chain tasks — frees your teams to focus on innovation.

AI-powered platforms help you monitor supplier risk, inventory, shipments and market conditions holistically. Trusted, accessible data enables the agility needed to pivot quickly when disruption strikes. How confident are you in your ability to respond?

[3] https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2023/09/kpmg-future-of-supply-chain-report.pdf

Common Supply Chain Risk Factors and Digital Mitigations

Supply chain data is often scattered across enterprise resource planning (ERP), supply chain management (SCM), product lifecycle management (PLM) and legacy systems. These silos obscure critical insights, slowing responses and weakening risk management. Without a unified and reliable view of suppliers, products and locations, your mitigation efforts may be uncertain, compliance gaps may widen and customer satisfaction may suffer.

The good news: your data exists. The challenge is turning it into clean, governed, actionable intelligence.

Consider these key risks and matching digital strategies:

- **Geopolitical and Tariff Risks:** AI analytics can evaluate tariff exposure and recommend alternative suppliers or routes to reduce cost and disruption.

- **Climate and Environmental Risks:** Real-time environmental monitoring plus AI-driven scenario planning support effective contingency operations.

- **Cybersecurity Threats:** Centralized, secure data platforms offer anomaly detection and strict access controls to safeguard your digital supply network.

- **Logistical Bottlenecks:** Predictive analytics optimize routing and inventory buffers, reducing costly delays.

Investing in a unified **data management** platform that cleanses, connects and governs your diverse data sources enables faster risk detection, clearer compliance and confident decision-making. Such platforms deliver end-to-end visibility, AI alerts, **master data management (MDM)** for clean information and scalable automation to reduce manual errors — driving efficiency and outcomes.

Transitioning to Unified AI-Powered Data Platforms

If fragmented tools and manual processes hinder your risk visibility and agility, take these steps:

- ✓ **Assess data silos and integration gaps:** Map where your data fragments and overlaps to identify hotspots for improvement.

- ✓ **Adopt cloud-native, vendor-neutral platforms:** Choose solutions that unify supplier, product, location and transactional data without locking you in.

- ✓ **Implement AI-enabled risk detection and real-time analytics:** Enhance data quality automatically and gain insights instantly.

- ✓ **Establish robust data governance:** Promote shared ownership and accountability, securing your data's integrity over time.

By adopting scalable, intelligent platforms incrementally, you minimize disruption and replace tool sprawl with cohesive, manageable ecosystems. This shift accelerates your journey towards an agile, responsive supply chain.

Emerging Supply Chain Scenarios that Require Trusted Data

Trusted, integrated data is essential to address and adapt to critical supply chain scenarios, such as:

Supplier Risk Management: Consolidate and enrich supplier data to identify vulnerabilities, assess supplier performance holistically and quickly pivot to reliable alternatives when disruptions arise.

Digital Twins: Integrate sensor, maintenance and supply chain data to create predictive models for proactive maintenance, reducing downtime and optimizing operational efficiency.

Digital Product Passports: Deliver full product lifecycle transparency to meet regulatory expectations, build customer trust and mitigate risks associated with non-compliance.

Product Recalls: Ensure product and supplier data linkage to trace affected materials accurately, allowing faster recalls while minimizing errors and complying with strict regulatory protocols.

Sustainability and ESG Reporting: Unify fragmented data to create auditable and accurate ESG reports that ensure compliance with tightening regulations and position your business as a sustainability leader.

AI Agent Readiness and Omnichannel Experiences: Streamline and harmonize data across platforms and channels to empower AI agents, deliver superior customer experiences and enhance operational agility.

Digital Nameplates and Asset Administration Shells: Use machine-readable, standardized data to manage asset lifecycles seamlessly, ensuring efficiency and compliance with industry regulations.

Trusted data isn't just an enabler for these scenarios — it's the foundation for operational resilience, innovation and future-proof supply chain strategies.

Informatica's AI-Powered Cloud Data Management

Managing supply chain risk requires more than fragmented tools — it demands clean, connected, governed data powering every decision. Informatica's Intelligent Data Management Cloud™ (IDMC), shown in Figure 1 (see next page), creates a golden record of your suppliers, products and locations, fueling faster, smarter risk mitigation.

With AI-driven automation, you'll spot potential issues before they escalate into costly disruptions or compliance breaches. Avoid patchy point solutions that create silos. Instead, choose a cloud-native platform built to scale with your business, streamline workflows, reduce tool sprawl and offer a friction-free user experience.

How Informatica helps you build a proactive AI-powered risk platform:

- **Data Readiness Assessments:** Identify data maturity gaps to focus efforts for maximum impact on risk, cost and compliance.

- **Multidomain Master Data Management (MDM):** Gain 360-degree visibility across suppliers, assets, products, locations, etc. to optimize procurement and improve supplier reliability.

- **Seamless Integration:** Connect ERP, SCM, PLM and analytics systems to ensure smooth data flow without creating silos or governance issues.

- **Data Governance:** Enforce policies for regulatory compliance and risk reduction.

- **Advanced Data Engineering:** Leverage AI forecasting and automation to optimize inventory—preventing stockouts and overstock.

- **Operational Data Integration:** Synchronize transactional data in real time to remove bottlenecks, cut costs and improve collaboration.

- **Data and Pipeline Monitoring:** Maintain transparent data lineage and quality for accurate, trusted analytics and insights.

Investing in a vendor-neutral, scalable platform with embedded AI and data quality capabilities is your foundation for future-proofing supply chain resilience and competitiveness. With Informatica, you gain clarity, decisiveness and the ability to thrive amid uncertainty.
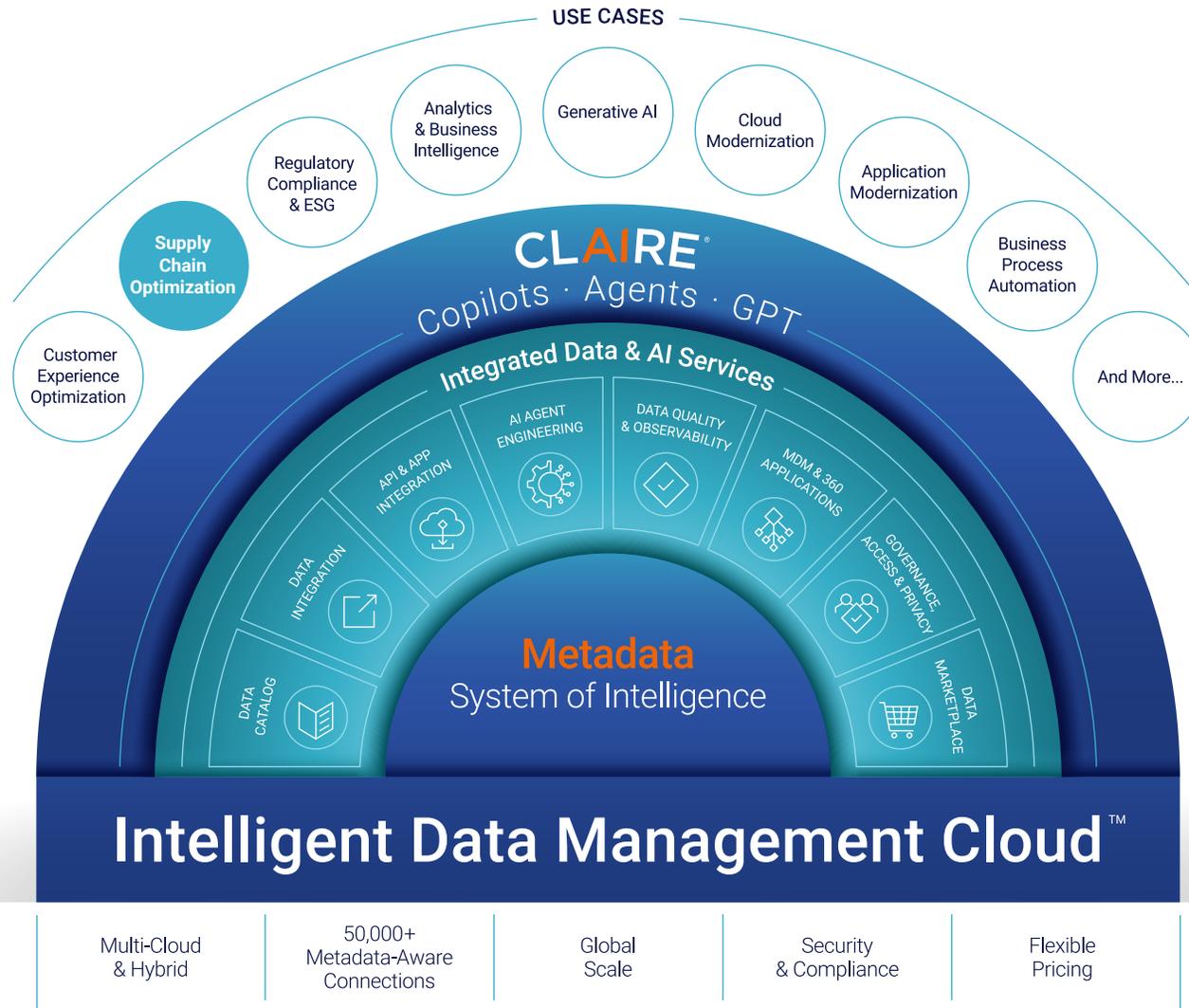
Figure 1. Informatica's Intelligent Data Management Cloud and **AI-Powered CLAIRE**

Proving the ROI: Real Results Matter

Intelligent data management delivers measurable returns by streamlining supply chains, enhancing transparency and optimizing costs. Real-world successes showcase the powerful ROI of Informatica's AI-driven platforms.

☑ **Psycho Bunny:** This omnichannel fashion brand integrated Informatica's Intelligent Data Management Cloud (IDMC) to enhance its order management system within six months. As a result, Psycho Bunny opened 30 new stores across North America, increased revenue by 30%, improved inventory visibility to 99% accuracy, reduced short shipments by 93% and cut split shipments by over 50%. Read more about their **supply chain transformation.**

☑ **Lagardere Travel Retail:** Leveraging IDMC, Lagardere optimized inventory planning and automated manual supply chain processes as part of a cloud-first strategy. Their seamless data integration increased operational efficiency and reporting accuracy, enabling rapid adaptation to market changes while maintaining transparency. Explore their journey in this **case study.**

ROI at a Glance: Informatica customers achieve ROI through:

☑ **Revenue Growth:** Better inventory management drives sales.

☑ **Cost Optimization:** Automation cuts labor and waste.

☑ **Regulation Compliance:** Minimized penalties and risks.

☑ **Efficiency Gains:** Real-time data accelerates decision-making.

Driving User Adoption for Lasting Success

Adopting technology isn't just about implementation — it's about creating lasting impact. Avoid quick fixes that lead to tool overload and inefficiencies. Choose platforms that are intuitive, scalable and powerful. Build trust by automating tasks and making data clear and accessible. Break silos with shared data ownership, transparent communication and ongoing training that empowers your teams.

Sustained adoption starts at the top with executive sponsorship, continuous feedback and tailored incentives. When teams are aligned and engaged, your investment doesn't just work — it transforms your business.

Take Control Today

The supply chain waits for no one. Fragmented data can be your biggest weakness — or your greatest strength. With Informatica, turn confusion into clarity, risk into resilience and data into your most valuable asset. **Contact us** or **explore more resources** on the topic and start transforming your supply chain today!
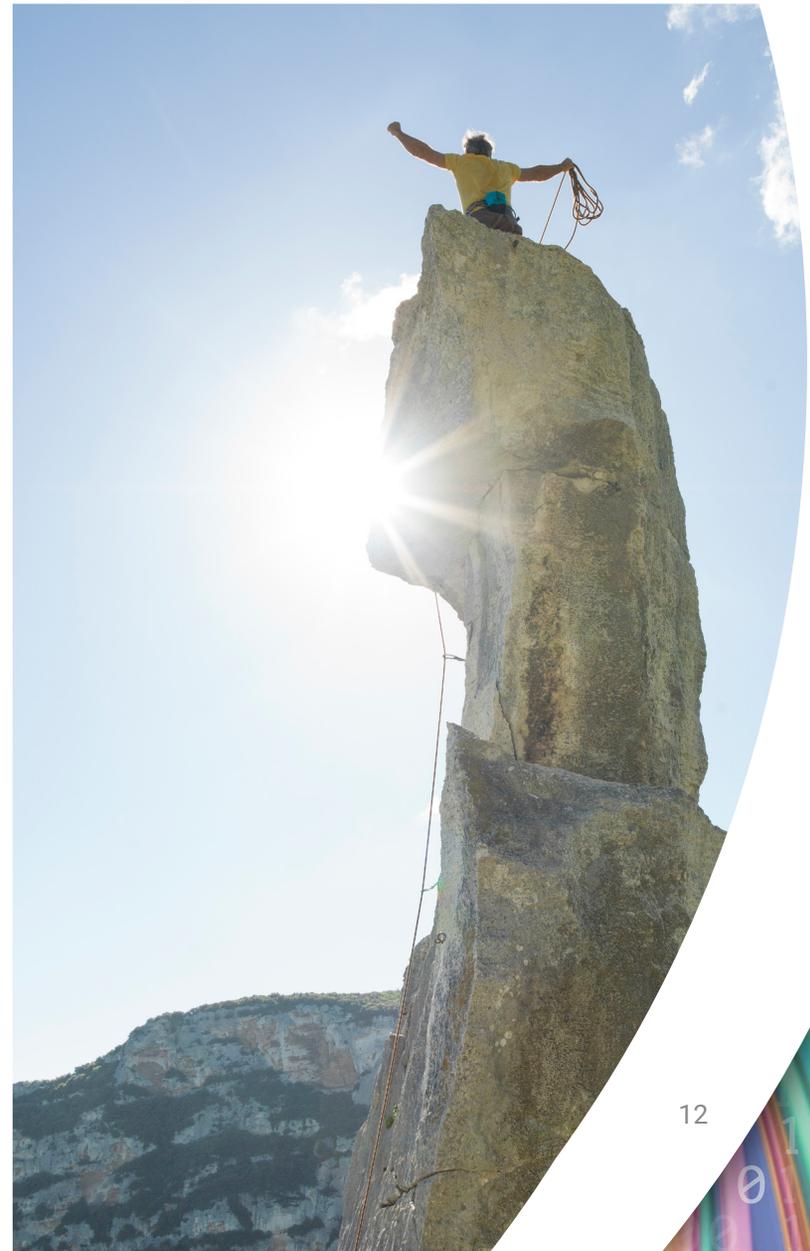
Additional Resources

CIO's Guide: 4 Ways Data and AI-Driven Strategies Revolutionize Supply Chains

Supply Chain Optimization Solution Brief

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About Us

Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and analytics tools — giving organizations the freedom of choice, avoiding vendor lock-in and delivering better ROI by enabling access to governed data, simplifying operations and scaling with confidence.

Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation. **Informatica. Where data and AI come to life.™**

Where data & AI come to

LIFE™

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