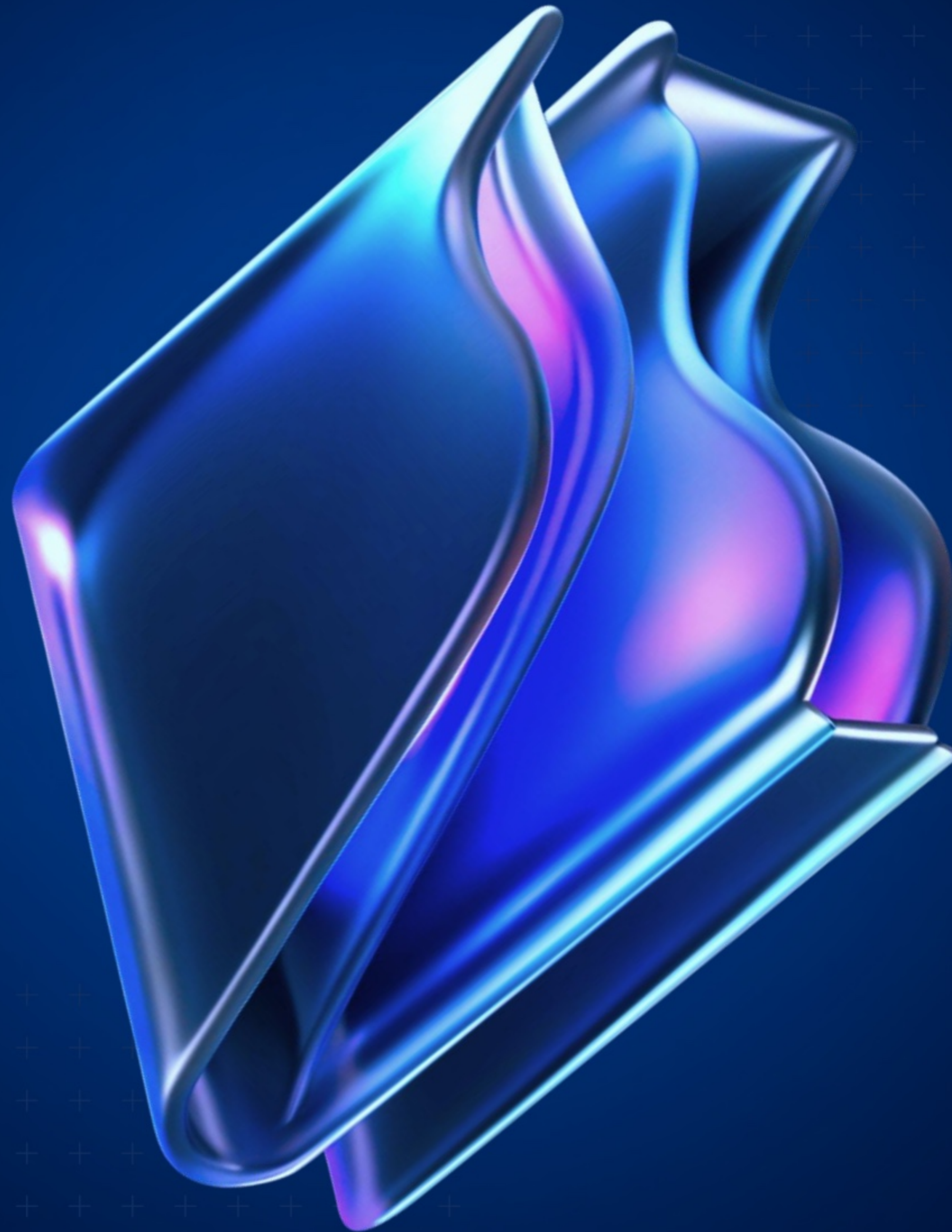




Decision Intelligence

From Buzzword to Business-Critical
Capability



Executive Introduction: Why Decisions Are the Real Bottleneck

1000s

Decisions made daily

~10%

Data actually used



The growing gap

The Current Reality

Despite massive investments in data, analytics, and AI, most decisions are still made using intuition, partial information, or outdated reports.

The result is a widening gap between the data organizations have and the decisions they actually improve.

Decision Intelligence: Closing the Gap

This ebook explains what decision intelligence really is, why it matters now, and how organizations are using it to move from insight to action at scale.



Organizations that win make the best decisions, consistently

What Is Decision Intelligence?

Decision Intelligence is the discipline of designing, scaling, and continuously improving how an organization makes and automates decisions, by combining data, AI, and human feedback to optimize each decision in the context of the entire business



One-Off Events

Traditional approach treats decisions as isolated moments



Repeatable Assets

DI treats them as structured, measurable processes

Core Capabilities:



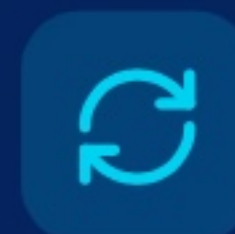
Simulated
Before execution



Executed
Consistently



Measured
After the fact



Improved
Over time

From "data-informed" to "decision-engineered"

Why Decision Intelligence Matters Now



Unprecedented Volatility

Supply chain disruptions, inflation swings, labor shortages, and rapid AI advancement have made slow or inconsistent decision making a competitive liability.



Supply Chain Disruptions

Constant volatility requires rapid response



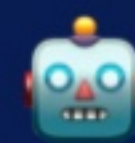
Inflation Swings

Pricing and planning become critical



Labor Shortages

Resource allocation needs optimization



AI Advancement

Technology enables new approaches



The DI Advantage

Decision intelligence **explicitly connects data and AI to specific decisions**, then measures whether those decisions worked.



Organizations with DI

Don't just analyze faster — **they adapt faster**

The Business Benefits of Decision Intelligence

Decision intelligence delivers value at **multiple levels**



Operational Benefits



Automation

Reduced manual effort



Consistency

Fewer errors



Speed

Faster response



Tactical Benefits



Forecasts

More accurate



Optimization

Balanced constraints



Resources

Better allocation



Strategic Benefits



Resilience

Scenario planning



Advantage

Consistent execution



Innovation

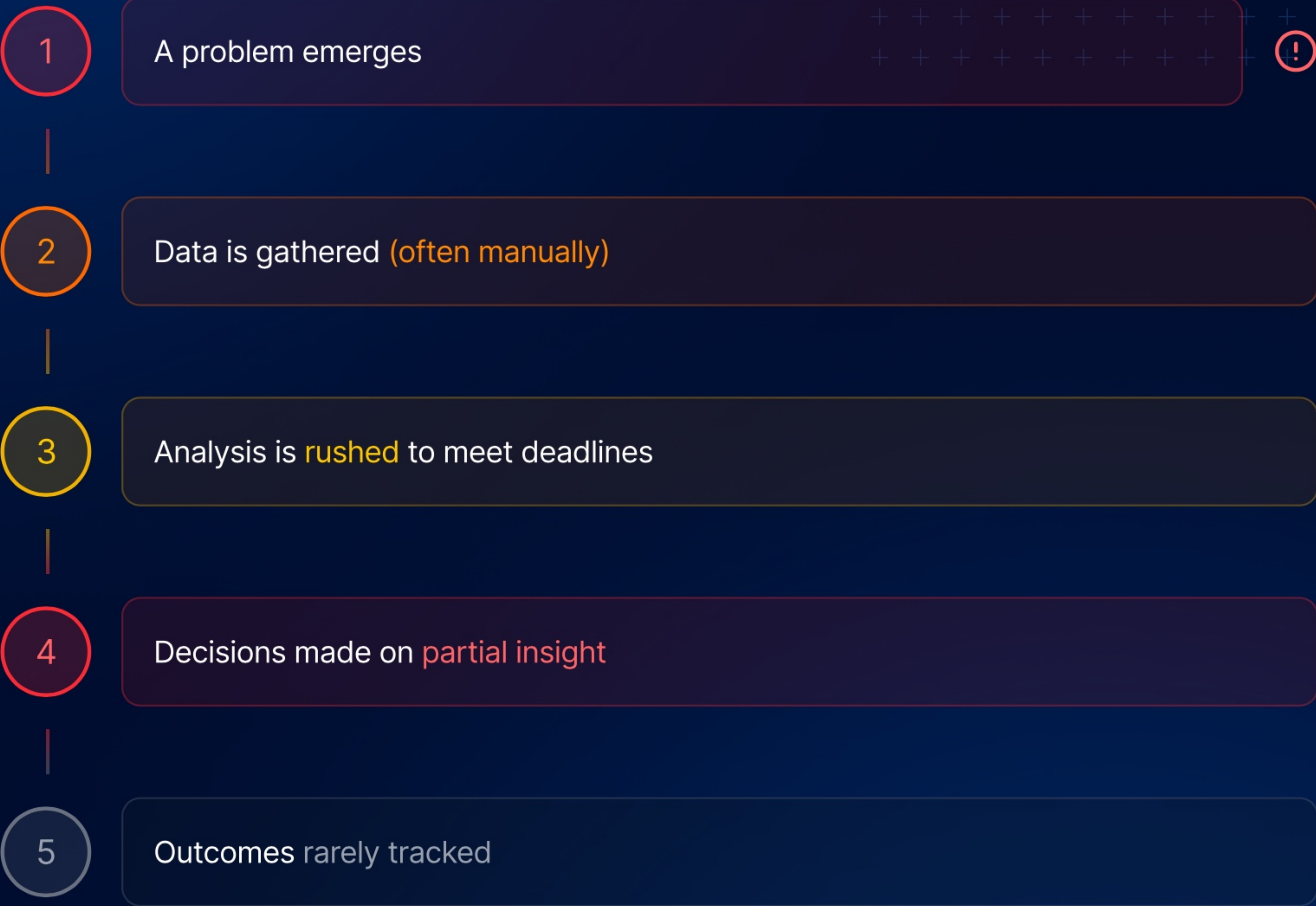
More time to create



Measurable Outcomes

Reduced inventory • Improved service levels • Faster payback cycles

How Decisions Actually Get Made Today



Decision Intelligence Formalizes This

It embeds analytics, AI, and automation directly into decision workflows

Consistent

Explainable

Continuously Improved

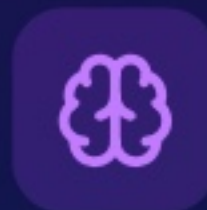
Core Components of a DI Platform

A decision intelligence platform acts as an operating system for decisions



Data Integration

Internal & external sources



AI & Analytics

Prediction & optimization



Decision Modeling

Workflow orchestration



Simulation

"What-if" analysis



System Integration

Operational systems



Closed-Loop

Feedback & learning



Governance, Auditability & Explainability

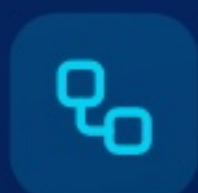
Ensure compliance, track decisions, and maintain transparency

These components ensure decisions don't stop at insight —
they flow into execution



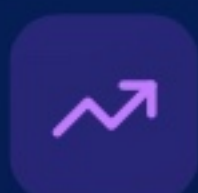
Capabilities That Define Mature DI Solutions

What users experience day to day matters more than architecture



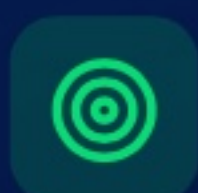
Decision modeling and ownership clarity

Define who owns what and how decisions flow



Scenario simulation before execution

Test outcomes before committing to decisions



Prescriptive recommendations, not just forecasts

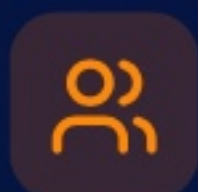
Get actionable guidance, not just predictions



Automated execution for routine decisions

Let AI handle repetitive choices

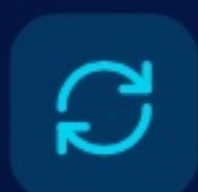
AUTO



Human-in-the-loop control for higher-risk decisions

Maintain oversight when it matters

MANUAL



Continuous learning from outcomes

Get smarter with every decision



Global standardization with local flexibility

Scale consistently while adapting locally



Scale both strategic and high-volume operational decisions

Who Uses Decision Intelligence (and How)

Decision intelligence is already transforming multiple industries



Retail & eCommerce

- Pricing optimization
- Promotions planning
- Inventory allocation



CPG

- Demand planning
- Trade spend optimization



Manufacturing

- Capacity planning
- Predictive maintenance



Financial Services

- Credit decisions
- Fraud detection
- Risk management



Healthcare

- Patient outreach
- Resource allocation



Used By:

Supply chain leaders • Marketers • Finance teams • Product managers • Operations leaders

Anyone who needs faster, more reliable decisions

Agentic AI and the Future of Decision Making

Agentic AI introduces autonomous systems that can plan, act, and adapt across multiple steps

Within decision intelligence, AI agents:

-  Monitor live data streams
-  Run scenarios continuously
-  Select actions within policy constraints
-  Execute decisions automatically
-  Learn from outcomes over time
-  **DI Provides the Guardrails**
Rules, thresholds, approvals, and audit trails that ensure autonomy remains responsible



Without DI

Agentic AI is risky



With DI

Agentic AI becomes scalable

Measuring ROI: KPIs, OKRs, and Payback

Successful DI initiatives start with performance, not technology

🔑 High-performing organizations:

🎯 Focus KPIs
Anchor DI efforts to a small KPI set

💰 Define ROI
Set ROI hypotheses upfront

🎯 Align to OKRs
Connect initiatives to objectives

📈 Measure Fast
Impact in months, not years

Common Results:

10–25%

Inventory Reduction

15–30%

Forecast Accuracy

5–15

Point OTIF Gains

3–8x

ROI (12–36 months)

Decision intelligence works when outcomes are tracked as rigorously as models



Final Takeaways & How to Get Started

Decision intelligence is not about dashboards.
It's about engineering better decisions

📌 Key Takeaways

DI treats decisions as assets, not events

Closes the gap between data and action

Enables automation without losing control

Turns AI into business results, not experiments



Start Rapid AI Assessment