

NFPA Business Intelligence

Artificial Intelligence Series - Survey #2

Use cases related to supply chain, operations, sales and marketing

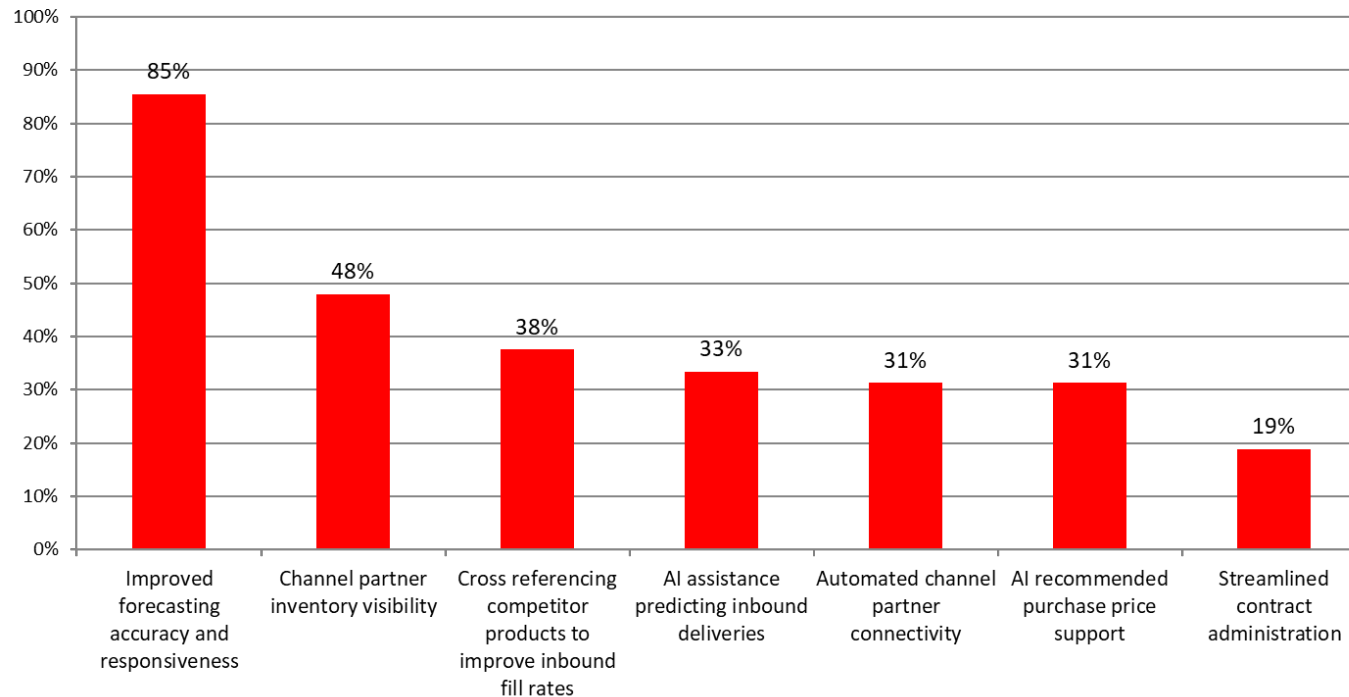
Conducted June 2024. 50 respondents.



Use cases related to supply chain and channel



Please look at the list of AI supply chain related use cases below, and place a check by the top three in terms of short term impact and ease of implementation.



Improved forecasting is the clear favorite in terms of short-term impact, and ease of implementation.

Although, as one commenter indicates, it's very difficult to assess ease of implementation at this stage.

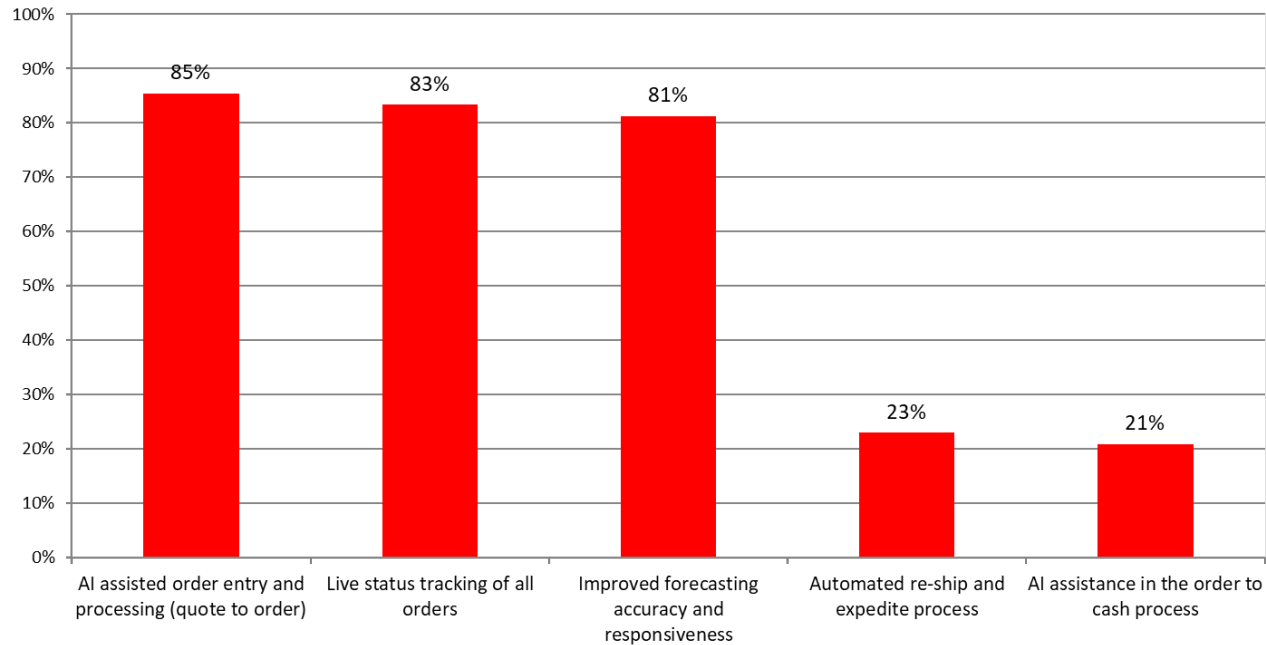
Comments from respondents:

- Automated channel partner connectivity and inventory do not require AI. Those use API connections that have been around for 20-30 years.
- Ease of implementation is a complete unknown!

Use cases related to transactions and related operations



Please look at the list of AI transaction related use cases below, and place a check by the top three in terms of short term impact and ease of implementation.



AI assisted order entry and live status tracking, along with improved forecasting as on the prior question.

Comment from respondent, below, suggests not everyone sees a role for AI in improving these functions.

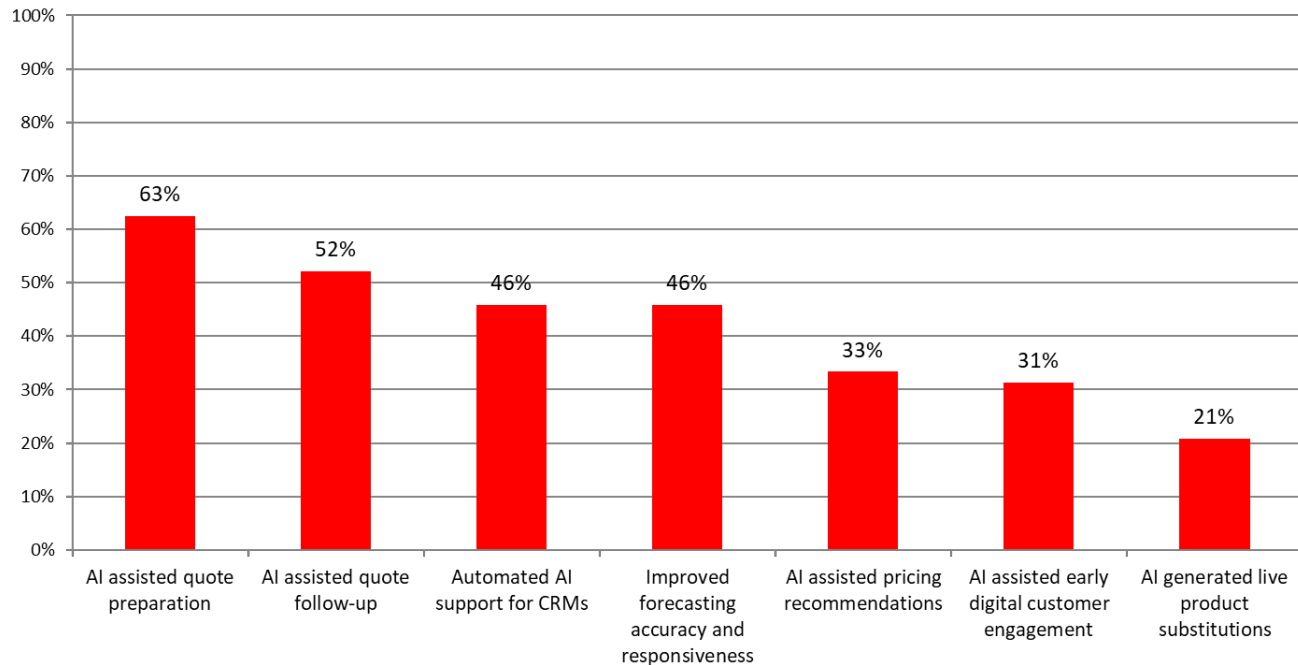
Comments from respondents:

- Again, AI is not the appropriate use for several options here. MRP systems do order tracking and re-ship and those have been in manufacturing for decades.

AI sales related use cases



Please look at the list of AI sales related use cases below, and place a check by the top three in terms of short term impact and ease of implementation.

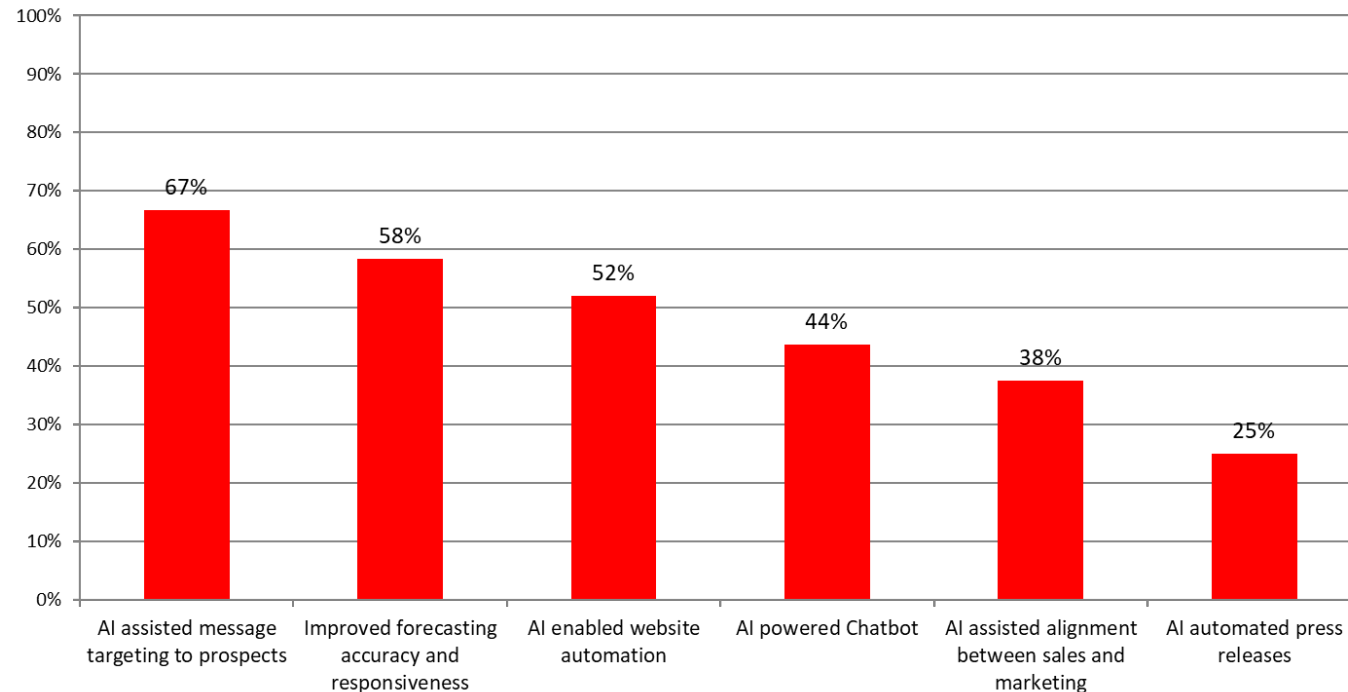


AI that helps with quote preparation and follow-up are the clear top two, followed by AI for CRMs and forecasting.

AI for marketing use cases



Please look at the list of AI marketing related use cases below, and place a check by the top three in terms of short term impact and ease of implementation.



Assisted message targeting was selected by 2/3 of respondents.

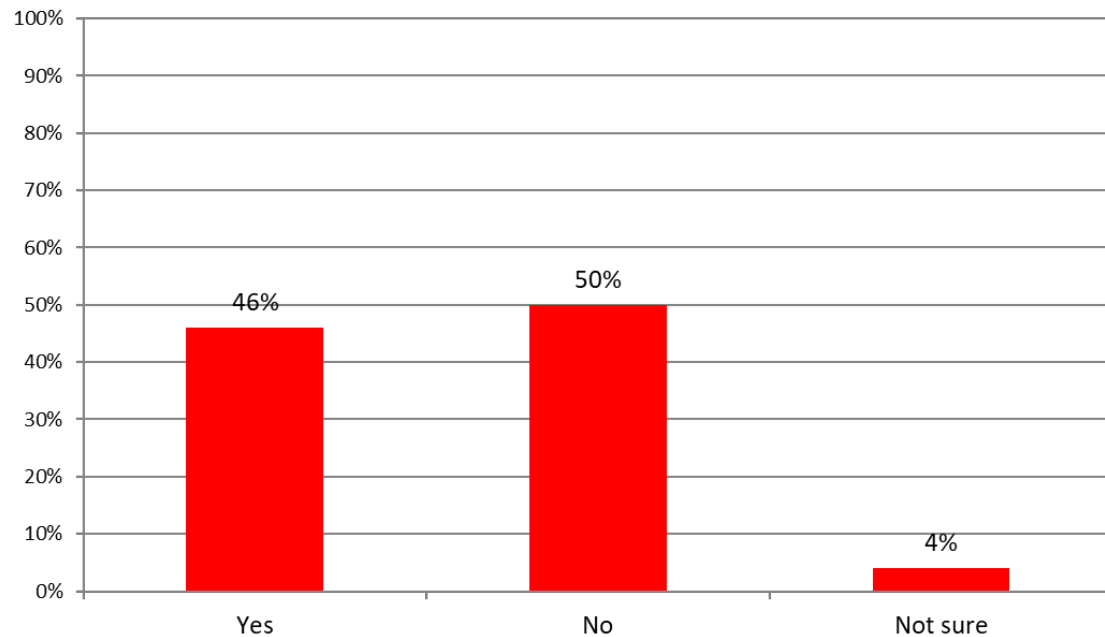
Forecasting appears high on the list in each context.

AI enabled website automation chosen by more than half.

Use of data analysis tools, and restrictions



Has your company made use of the advanced data analysis features of ChatGPT, Microsoft CoPilot, or other similar AI data tools?



About half have used advanced AI data tools. NFPA staff is also experimenting with the ChatGPT advanced data tools using publicly available data sources.

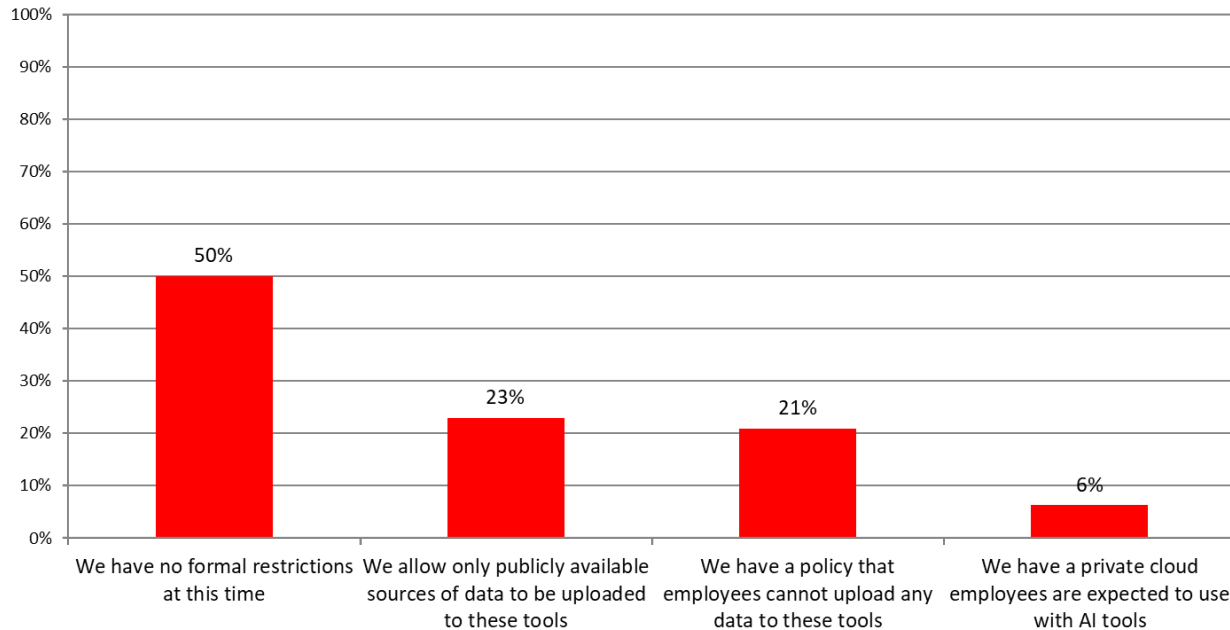
Comments from respondents:

- We discussed this a lot and know that we need to start implementing this new technology as it will help to streamline processes and procedures.
- Limited up until now; deploying and training employees during 2nd half of 2024
- ChatGPT, looking into Amazon Bedrock, ChatPDF
- just the basic version

Use of data analysis tools, and restrictions



To what extent has your company placed restrictions on the data employees can upload to ChatGPT, MS CoPilot or similar AI data tools?



Half indicate no formal restrictions at this time. Others are split on the level of restriction, whether employees can upload publicly available data, or no uploads allowed.

Several have a private clouds employees are expected to use with AI tools. The following is a link to an overview of private clouds; including types of private cloud services, private cloud architecture, and benefits of using private clouds, which includes data security.

<https://www.ibm.com/blog/private-cloud-use-cases/>

Comments from respondents:

- Very new into this but have discussed no internal data can be downloaded, especially financials.
- Compliance with organization with and data privacy policies is the base expectation.
- We struggle to understand how AI will directly impact our business model, with the obvious exception that it would be a useful tool to convert the product of one manufacturer to the "like" product of another.
- This was the first question that was fully relevant to AI. All other questions appear to have been prepared by people who don't understand AI, or are just using AI as a buzzword. This survey was frustrating because the lack of awareness is very evident.

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Thank you to those who responded to this survey.

Questions about this survey, or suggestions for future survey topics...
contact Pete Alles at 414-778-3350 or palles@nfpa.com

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