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JUNE 19-20 – University of Verona
VERONA, ITALY



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European Research Seminar
(ERS) ON LOGISTICS & SCM



UNIVERSITÀ
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A3. How a Leading CPG Company Uses AI to Avoid Wrong Decision Making?



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European Research Seminar
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Panelists



Maria J. Marti

CEO

ZeroError



Oscar Diaz

*Sr Director Supply Chain
Planning Americas*

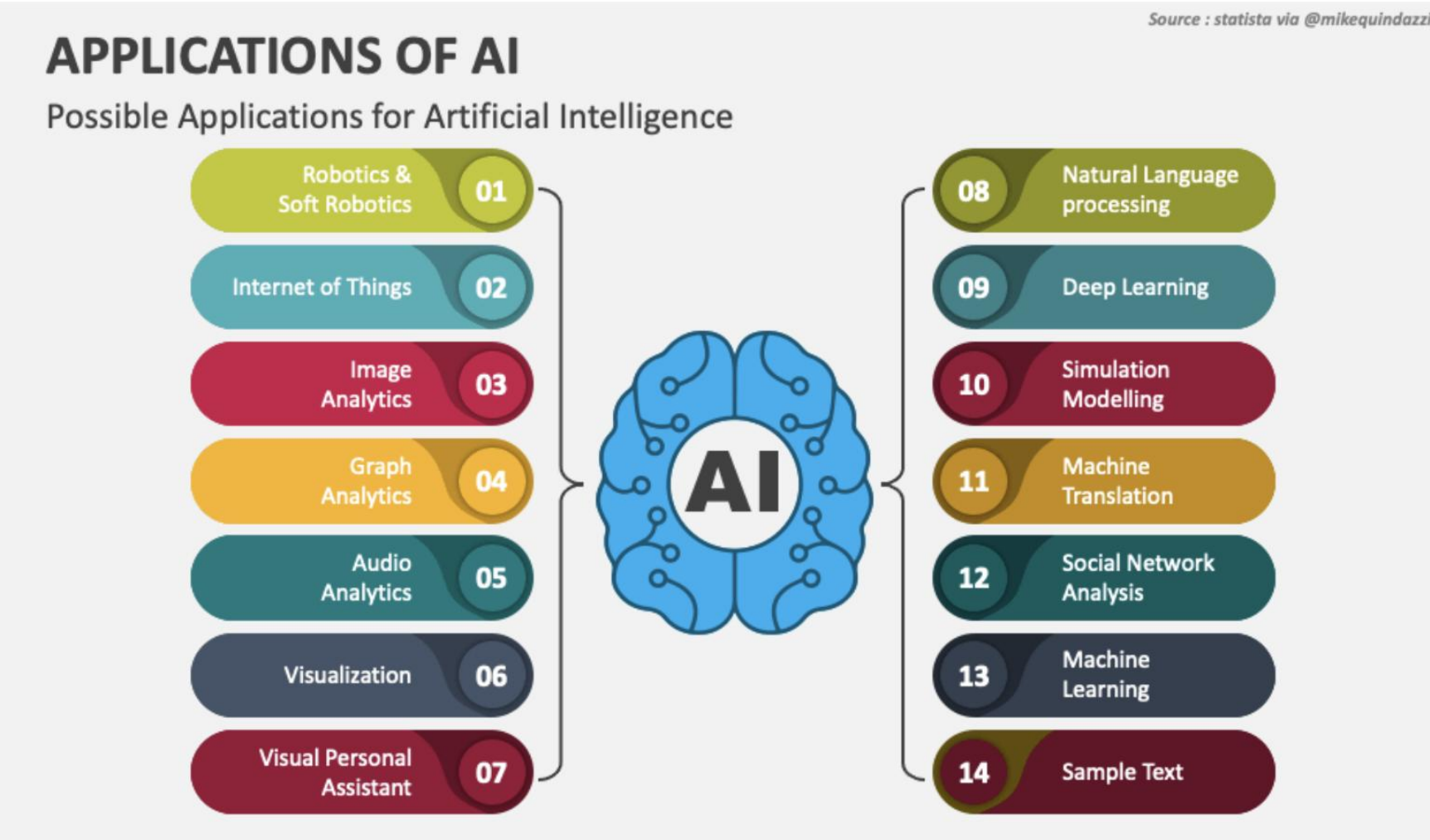
Campari Group

Artificial Intelligence: AI Models

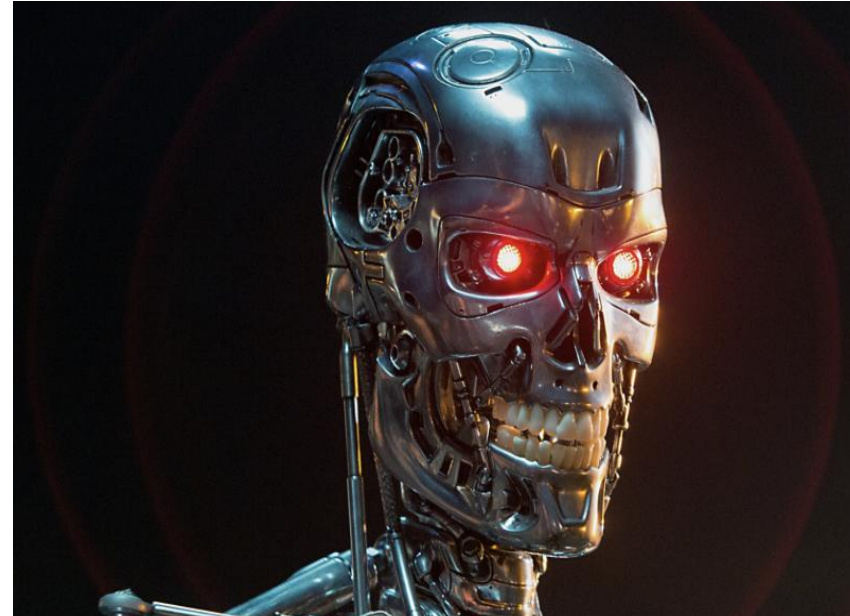
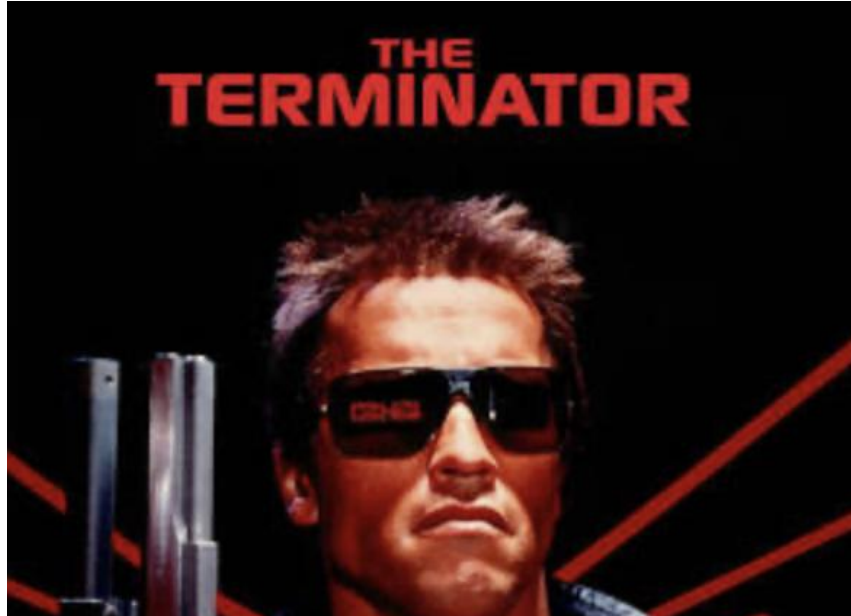


- Require \$\$\$ investment
- Huge valuations...but not much revenue yet
- Competition is good: faster and cheaper
- Commodities?

Artificial Intelligence: Models & Applications



Artificial Intelligence: Should we be concerned?



Less about Terminator or the toaster, more on responsible use of AI, treatment of the data

Data paradise: what you are PROMISED or what your boss THINKS that you have



Data reality: what you REALLY have



Corporate systems such as SAP or Oracle are built on the premise of accurate data.

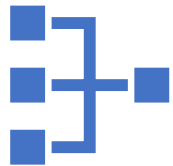
However, massive data sets, SKU proliferation, complex integrations, and rapid technology evolution make **data errors and outdated configurations unavoidable.**

Poor data quality has high cost to organizations

AI projects stalling in data cleaning efforts and/or AI models learning from wrong facts



ZeroError – Solving data quality



Pre-built catalog for complex anomaly detection and analysis tailored to specific industries and functions



Uses Generative AI to narrow down analysis to what is relevant and adapt it to the specific data



Fast and efficient execution engine optimized for complex anomaly detection and analysis, built on best-in-class platforms



To maximize results and continuously improve, ZeroError solution is constantly calibrated based on expert feedback and human in the loop adjustments

Why ZeroError is superior to commonly used data quality controls?

ZeroError data quality analyzes more dimensions than any other data quality tools

How would ZeroError evaluate the quality of this data? Just a few examples

SKU	BRAND	MATERIAL TYPE	CAPACITY	PROCUREMENT TYPE	LOT SIZING PROCEDURE	ROUNDING VALUE	SAFETY STOCK	DELIVERY DATE	CURRENT STOCK ON HAND	CURRENT DEMAND	CURRENT ORDER RESERVATION
1000001	MAGN	GLASS	20 F		W2	111,930				4,288,872	
1000002	MAGN	CARDBOARD	20 F		W2	1,000				0	
1000003	WRAY	GLASS				30,870	1,303			456,000	
1000004	WRAY	GLASS				22,176	610			144,000	
1000005	ND	GLASS				29,841	733			192,361	
1000006	WRAY	GLASS				30,640	1,566			918,192	
1000007	APPL	GLASS				24,192	123,075	01/03/2024	592,215	12,572	
1000008	CAMP	GLASS				33,075	0	10/31/2023	2,149,665	73,980	
1000009	CAMP	GLASS				30,640	842,217	10/30/2023	1,941,648	485,760	
1000010	ND	CARDBOARD				0	316,890	10/03/2023	838,989	177,542	
1000011	ND					94,710	1,280,844	01/26/2024	3,690,380	607,789	
1000012	RED					11,930	227,700		550,074	340,032	
1000013	APPL					18,816			237.00	211,560	
1000014	SANG					15,120	78,66		21,666	113,752	
1000015	APPL					21,294	228,80		59,258	254,517	
1000016	APPL					13,608	50,91		94,076	12,468	
1000017	WRAY					34,251	339,58		01,330	0	

1 Are SKU descriptions consistent with product characteristics? Is the same product being entered multiple ways with same description?

2 Is Material Type classification consistent with product characteristics?

3 Is rounding value reasonable given historical demand and purchase orders?

4 Is safety stock within acceptable range given demand requirements and common safety stock practices?

5 Are delivery dates in line with historical and cross-product common delivery timelines?

6 Is demand consistent with historical product demand? Is demand when aggregated by different time, geographical and customer dimensions always reasonable?

How much scope of data management does ZeroError cover?

Report

Identify, detect and resolve data issues for critical reports

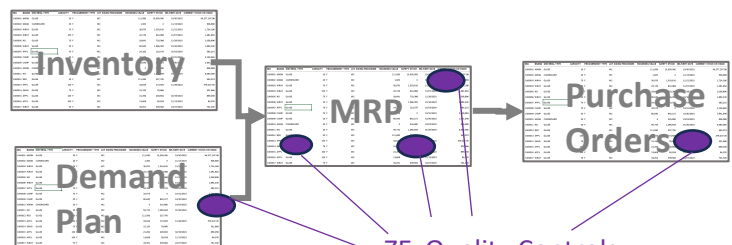
ID	BRAND	MATERIAL	TYPE	CAPACITY	PLANT	TYPE	CAP	DATE	PROCEDURE	REMAINING STOCK	SAFETY STOCK	SAFETY STOCK DATE	CURRENT STOCK ON HAND
000001	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000002	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000003	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000004	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000005	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000006	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000007	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000008	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000009	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000010	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000011	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000012	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000013	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000014	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000015	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000016	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000017	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000018	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000019	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100
000020	MADE	GLASS	20 F	100	100	100	100	100	100	100	100	100	100

ZE Quality Controls

- Master Data Tables
- Reports (Sales, Purchasing, Inventory, Production)

Process

Improve data quality across multiple tables supporting a process

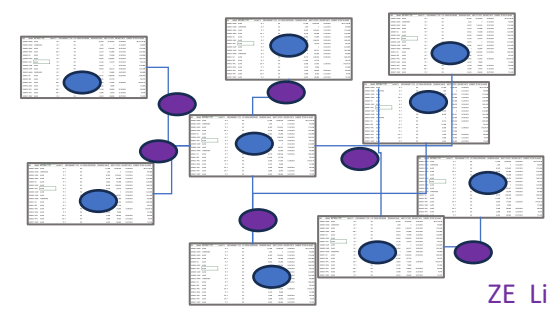


ZE Quality Controls

- MRP, Production Planning
- Emissions Model
- Purchasing
- Inventory Management

Data Warehouse

Data Warehouse Discovery and Cataloging



ZE Lineage Analysis
ZE Catalog Completeness

- Data Catalog
- Data Lineage
- M&A



A vibrant tropical beach scene. In the foreground, there's a white sandy beach with long, dark shadows cast by palm trees. To the left, there are lush green bushes. The middle ground shows a clear, turquoise ocean with a small white boat visible in the distance. The background is filled with several tall palm trees with green and yellow fronds against a bright blue sky with a few wispy clouds.

JAMAICA LOOKS LIKE THIS...



WAIT A SECOND... SEEMS THIS INSTEAD!





HOUSTON, WE HAVE A PROBLEM...



MDM & MRP Planning Case Study

Problem Statement: no confidence MRP is driving the right decisions on how/when to buy

BACKGROUND

- SAP S/4HANA implementation impacting negatively MRP set up and flow
- Low maturity in place (organization & process)
- Combination of excess of inventory on materials and stockouts with financial and service impacts
- Task force in place to recover control and confidence on MRP

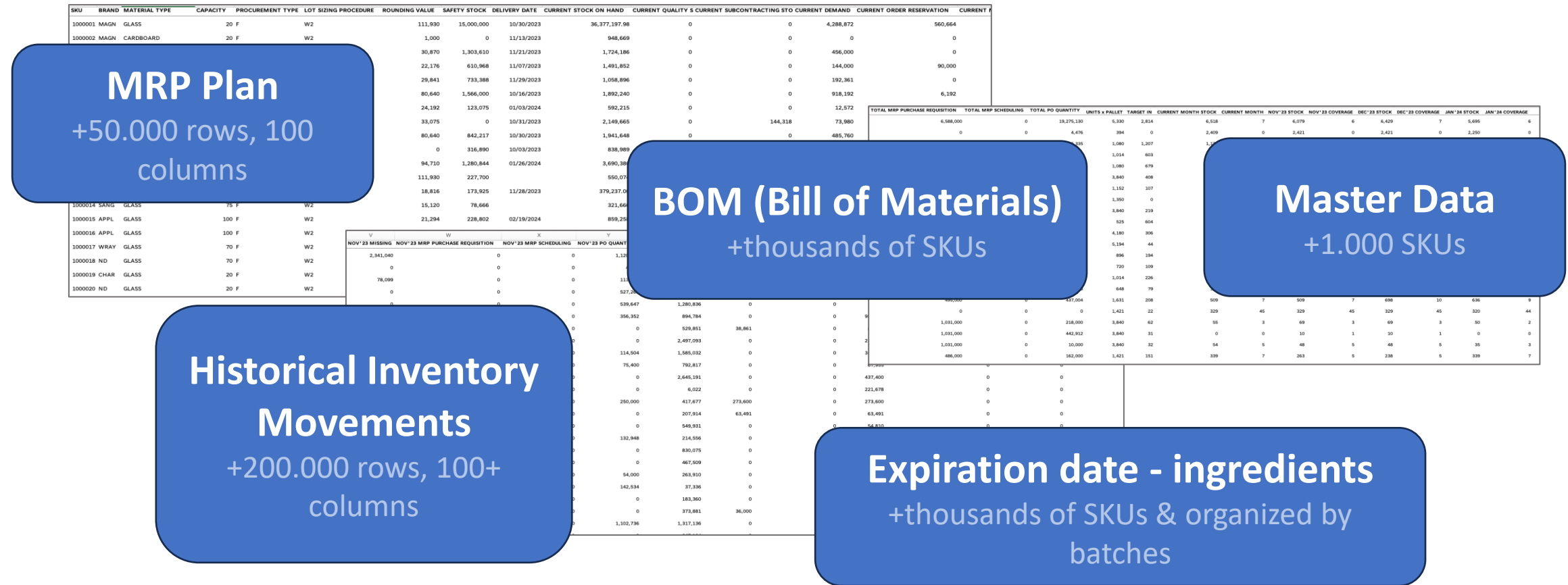
... Yet issues persisted

CHALLENGES

- Master Data reliability & BOM errors
- Wrong planning parameters (safety stock, lot size & rounding value, reorder point...)
- Supply variability and/or intermittence leading to unintended MRP plans
- Inconsistent between supply plans and history
- Purchase, Production Orders, and Material Movements not adjusted/rescheduled in a timely manner
- Phase In Phase Out management

Supply Chain Use Case - Data Quality Challenge

To identify and prevent planning issues, planners would have had to review large amounts of data on a recurring basis



Supply Chain Use Case - Data Quality Challenge

What would it take to solve it in a traditional way?

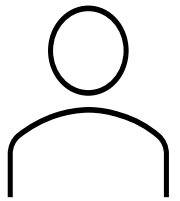
- ▼ Hire several planners - Good luck getting the business case & approvals!)
- ▼ Spend \$\$\$ fixing all MDM - When are you going to start that project?
- ▼ Set up & maintain thousand of “business rules” - To all SKUs?
- ▼ Implementation timing, at least 12 months - If lucky)
- ▼ ...are you sure will that fix it?
- ▼ ... how long until the “fix” is obsolete again?

Client turned to ZeroError to improve their data quality fast and efficiently

ZeroError - Experience & key features

ZeroError Tool Overview - User Dashboard

Supply Chain Managers can control in one single views data health (quality score) for Processes, Master Data, Planning, and key Controls.



Supply Chain Manager

Process

Master Data

Planning

Controls



New report

All reports

MM Maria M
Zero Err

Reports

Status

Users

Date

Quality

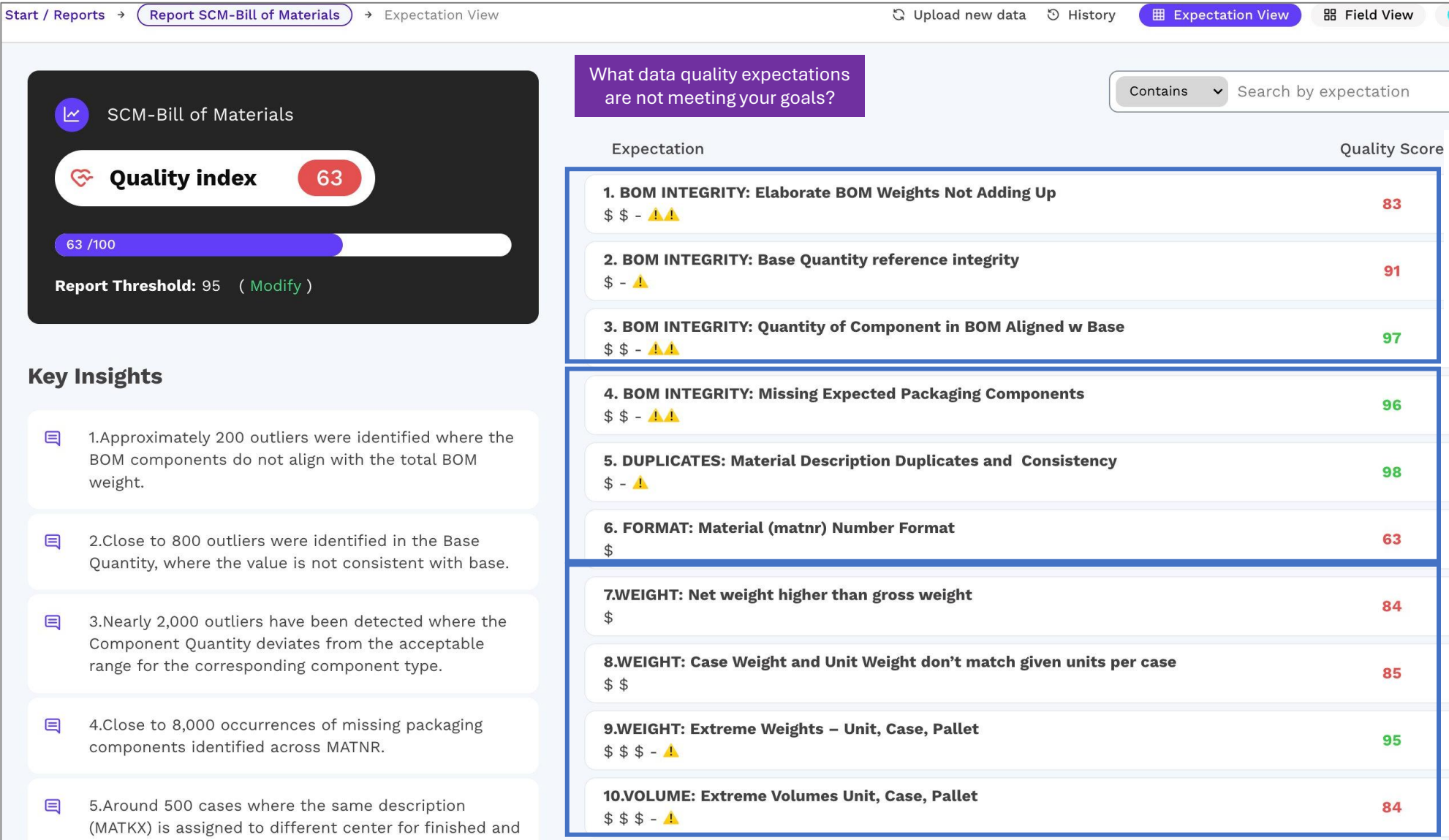
Starts With SCM

Quality Scores give an immediate diagnostic on data quality for each domain

Owner	Report	AI Method	Date	Status	Quality	Actions
MM Maria Marti	SCM-Tariffs Master Product - Tariffs and cost impact	75008-Tariffs and Master Product	5/18/2025, 5:49:38 PM	Completed	78	View Certificate
MM Maria Marti	SCM-Bill of Materials Demo for Bill of Materials (BOM)	75006 Bill of Materials 2025	5/18/2025, 4:45:42 PM	Completed	63	View Certificate
MM Maria Marti	SCM-Material Master Demo for material master - SAP	750081 Material Master	2/13/2025, 8:49:52 PM	Completed	97	View Certificate
MM Maria Marti	SCM-Material Requirements Planning Demo for MRP	75002 MRP	1/20/2025, 7:44:10 AM	Completed	74	View Certificate
MM Maria Marti	SCM-ESG ESG report for visualization testing	75001 Sustainability	12/19/2024, 5:03:30 PM	Completed	84	View Certificate
MM Maria Marti	SCM-Inventory Movements Demo for Inventory Movements	750082 Material Movements	12/18/2024, 8:40:22 AM	Completed	92	View Certificate
MM Maria Marti	SCM-Shelf Life - Expirations Demo for Shelf Life - Expirations (ingredients)	75003 Expiration	12/14/2024, 12:53:34 PM	Completed	96	View Certificate
MM Maria Marti	SCM-Manufacturing Quality Control TEST1 PROD	75004 Product Quality Control	12/12/2024, 10:14:16 AM	Completed	90	View Certificate

ZeroError Tool Overview - Comprehensive Data Quality Control by Domain

Bill of Materials - Data Quality Control can *detect and resolve persistent errors building up in master data leading to excessive inventories, stockouts, and sub-optimal production, storage, and transportation costs*



Incorrect BOM component quantities create costly errors in supply planning, inventory management, and product costing. BOM are also critical for Tariffs or Emission models, where errors create regulatory and reputational risk.

Consistency in Material Codes and Descriptions are critical to avoid costly mistakes when selecting a material for planning, production, ordering, and shipping.

Correct weight and volume characteristics are critical for optimizing transportation and storage costs. However, with SKU and packaging format proliferation, weight and volume characteristics can easily be miscalculated.

X | Anomalies

Download potential anomalies list

Description of Expectation being reviewed, so you always know where you are

Hide Information

Expectation: 1. BOM INTEGRITY: Elaborate BOM Weights Not Adding Up
Dimension: matnr
Time Segment:
Potential anomalies: 168

Potential anomalies: 168

Visual analytics on the issues impacting Expectation

High Aggregated BOM Component Weight



Low Aggregated BOM Component Weight



Showing 678 records (Filtered: 678 / 34162)

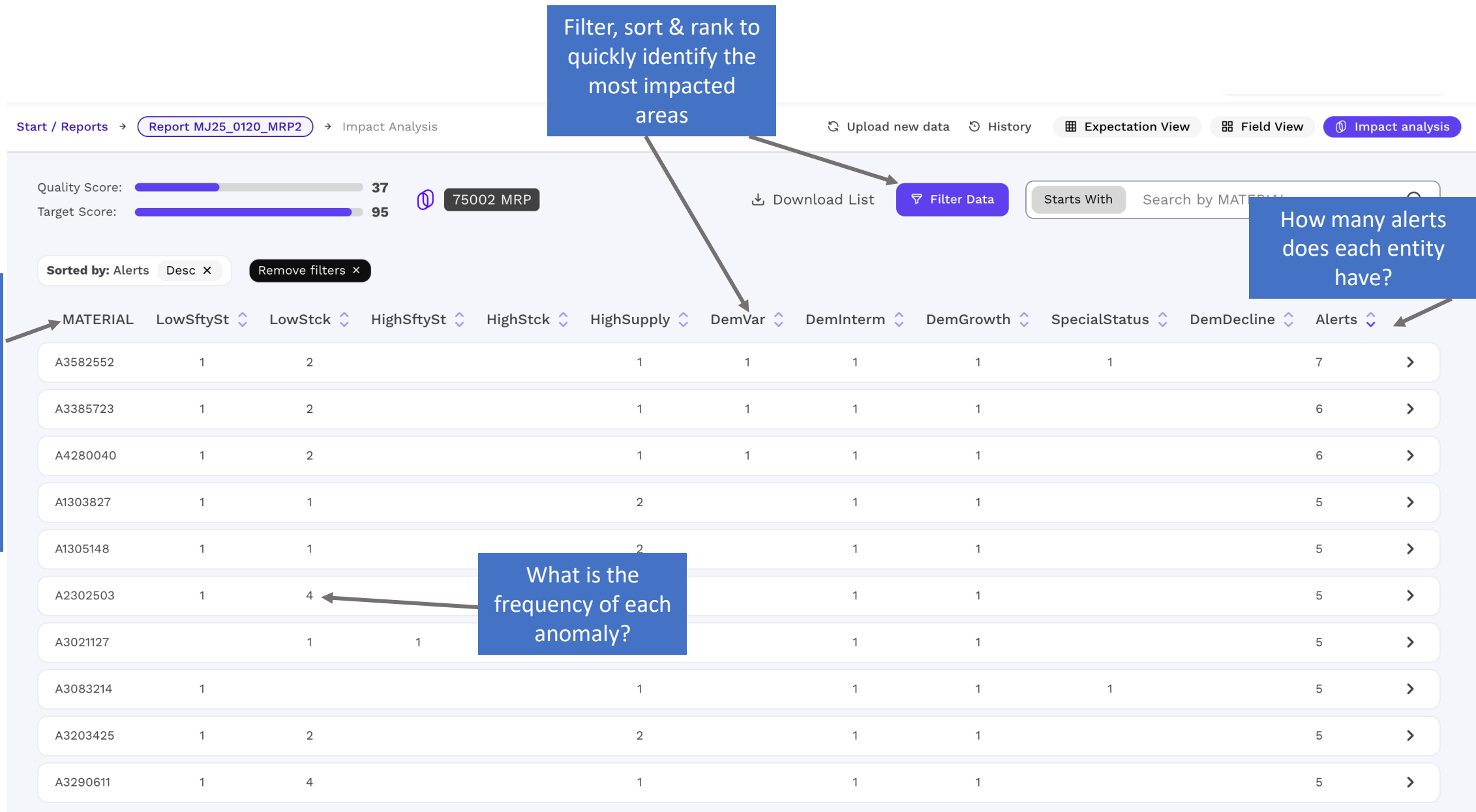
☐ Dimension value ☒ Outliers

Contains low

X

Menge	Meins	Bmeng std	Menge std	Menge std aggregated	Outliers
1.250	KG	100.000	1.25	51.625000000000000000	Low Aggre Componer
0.250	KG	100.000	0.25	51.625000000000000000	Low Aggre Componer
0.125	KG	100.000	0.125	51.625000000000000000	Low Aggre Componer

Ability to drill down to record level, with outliers clearly flagged and issue described in simple language



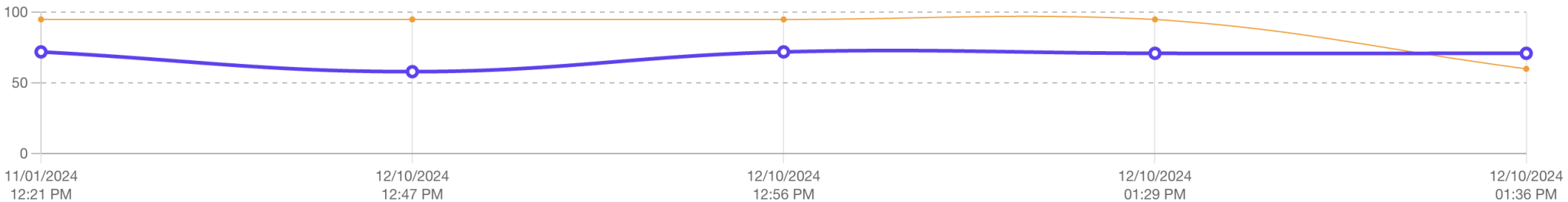
Report History

Report history for MJ24_1101_test

Track the quality of
your datasets
overtime

Historical evolution

Threshold 60 ⓘ



▼ Status ▼ Users ▼ Date ▼ Quality

Contains Search by report 🔍

Owner	Report	AI Method	Date	Status	Quality	Actions
MM Maria Marti	MJ24_1101_test	75003 Expiration	12/10/2024, 1:36:00 PM	Completed	71	View Certificate
MM Maria Marti	MJ24_1101_test	75003 Expiration	12/10/2024, 1:29:52 PM	Completed	71	View
MM Maria Marti	MJ24_1101_test	75003 Expiration	12/10/2024, 12:56:45 PM	Completed	72	View
MM Maria Marti	MJ24_1101_test	75003 Expiration	12/10/2024, 12:47:14 PM	Completed	58	View
MM Maria Marti	MJ24_1101_test	75003 Expiration	11/1/2024, 12:21:05 PM	Completed	72	View

Go back to
prior data set
quality
analyses as
needed

What happened after using ZeroError at Campari?

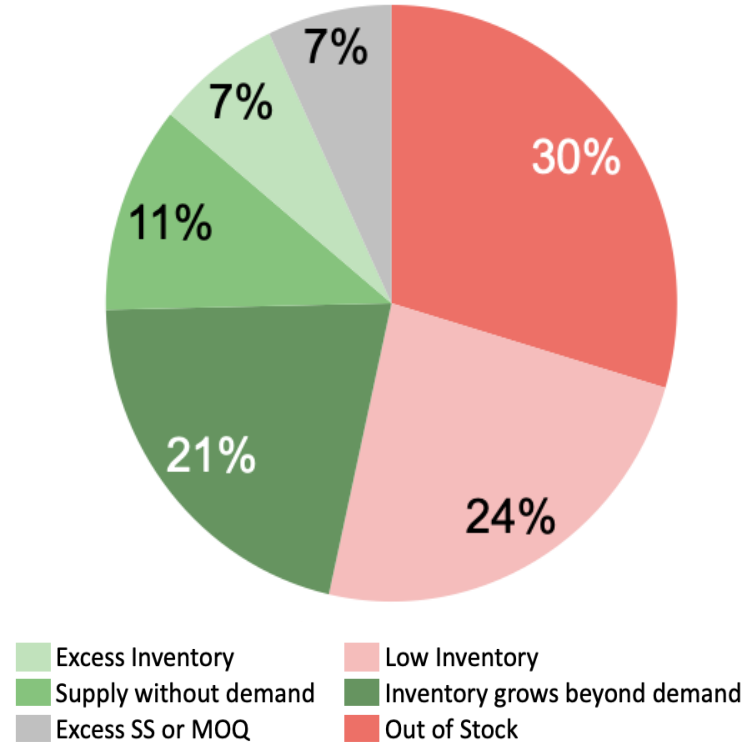
MDM & MRP Planning Case Study - Results

After successful implementation and demonstrated value, client has expanded to more factories

DATA ANALYSIS OUTCOME

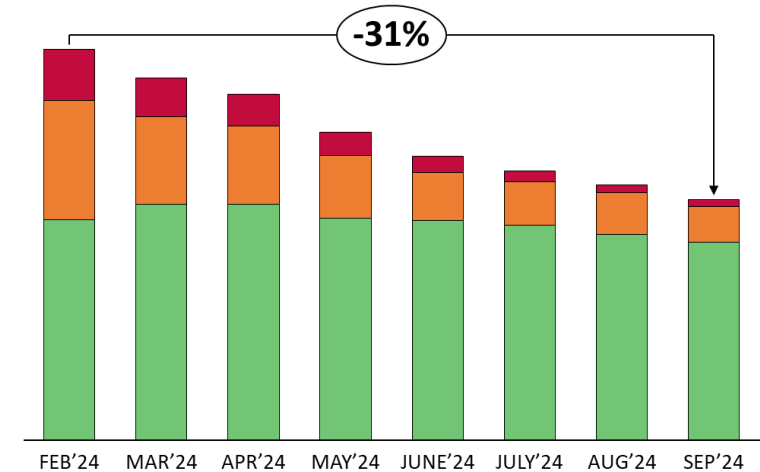
- 33% of SKUs with potential errors
- 87% errors confirmed and 13% exceptions accepted by the business
- Data errors corrected
- Data Quality improvements being tracked periodically with ZeroError
- Improvements in Data Quality have translated into a significant reduction of excessive inventory and stockout

ERROR TYPE BREAKDOWN



INVENTORY REDUCTION

31% inventory reduction in 8 months (3-4 months material order lead time) and improved inventory healthiness (from 53% up to 82%) after leveraging **ZeroError** and the action plan



Feedback and lessons learned



Early error detection is key to prevent inefficiencies and extra costs



Integrating AI analytics with existing tools boosts productivity



Corrective action plans backed by data-driven recurring analysis



Getting started

Get first results & recommendations in 4-6 weeks

Without getting overwhelmed by quality rules and alerts

1) Easy connect to data sources

Connecting to data sources - Upload/push data files into dedicated cloud environment or pair data lake/warehouse

1- 2 weeks

2) Launch AI-driven data quality scans

First Scan without any human input, ZeroError learns your data and creates first complete analysis

1- 2 weeks

3) Calibrate with your unique business logic

Calibration Sessions
ZeroError experts work with your data analysts, engineers and SMEs in evaluating results and calibrating the tool

1-2 weeks

4) Identify, analyze & resolve

Start acting on ZeroError recommendations. Your analysts and SMEs will have full access to ZE analysis. ZE expert support available

Ongoing refresh
(based on use case)

ZeroError – Supply Chain data quality experience



Executive Inner Circle



Most Popular Use Cases

MASTER DATA
MANAGEMENT

MRP

BILL OF MATERIALS
(BOM)

M&A DATA
INTEGRATION

ESG

THIRD PARTY DATA
INTEGRATION

ZeroError Success Stories Global CPGs

"ZeroError was instrumental in stabilizing planning process coming from issues in master data, leading to reductions in stockouts and excess inventories". (Head of Planning Americas – Global CPG)

"ZeroError is exactly what we need for our post-merge integration efforts, since we do not "know" the data we are receiving". (CTO - Health & Beauty CPG)

"ZeroError identified critical data error of new Carbon Footprint emissions model, that collected data from more than 200 centers". (VP transformation – Global CPG)



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Find the session in the EDGE Mobile app to complete the 20-second survey.

Thank you!

