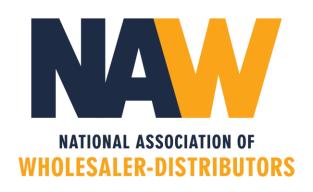
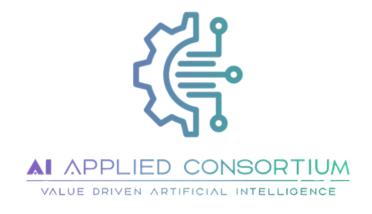


Al-Driven Transformation in Distribution













Value chain categories for Al use cases in distribution

Primary Activities

(P)

Support

Activities

FF

1- Inbound Logistics

How AI can help distributors manage the receipt, storage, and flow of raw materials or inventory to warehouses.

2- Operations

How Al can help distributors transform inputs into deliverable goods through assembly, packaging, or light manufacturing.

3- Outbound Logistics

How Al can help distributors get finished goods to customers via optimized storage, packing, and transportation.

4- Marketing & Sales

How Al can help distributors drive customer engagement, promote products, optimize pricing, and boost sales.

5- Customer Service

How Al can help distributors improve customer satisfaction with post-sale support, issue resolution, and maintenance.

6- Firm Infrastructure

How Al can help distributors optimize organizational structure, financial reporting, and compliance monitoring.

7- Human Resources

How Al can help distributors recruit, train, and retain a skilled and motivated workforce.

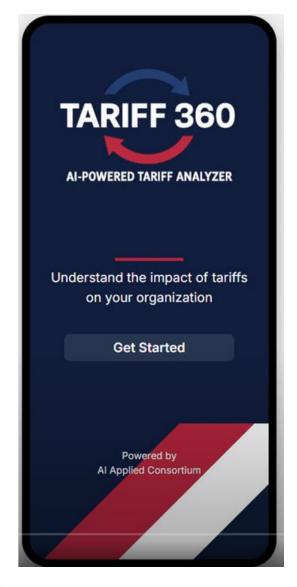
8- Technology

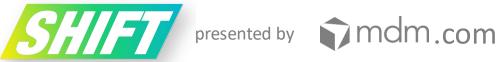
How Al can help distributors pursue technology and R&D efforts to enhance efficiency and performance of the firm.

9- Procurement

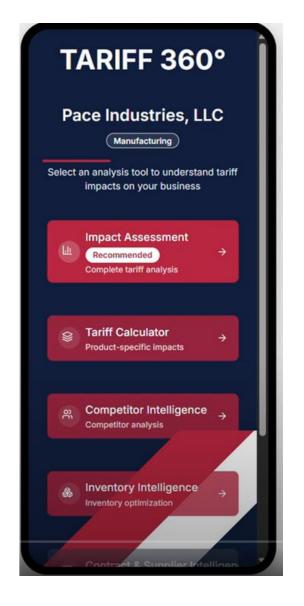
How Al can help distributors acquire goods, materials, machinery, and software critical for sales and operations.













Al-Driven Transformation in Distribution



