The LogiPharma 2025 Playbook

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Our Sponsor:

BlueYonder

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Methodology

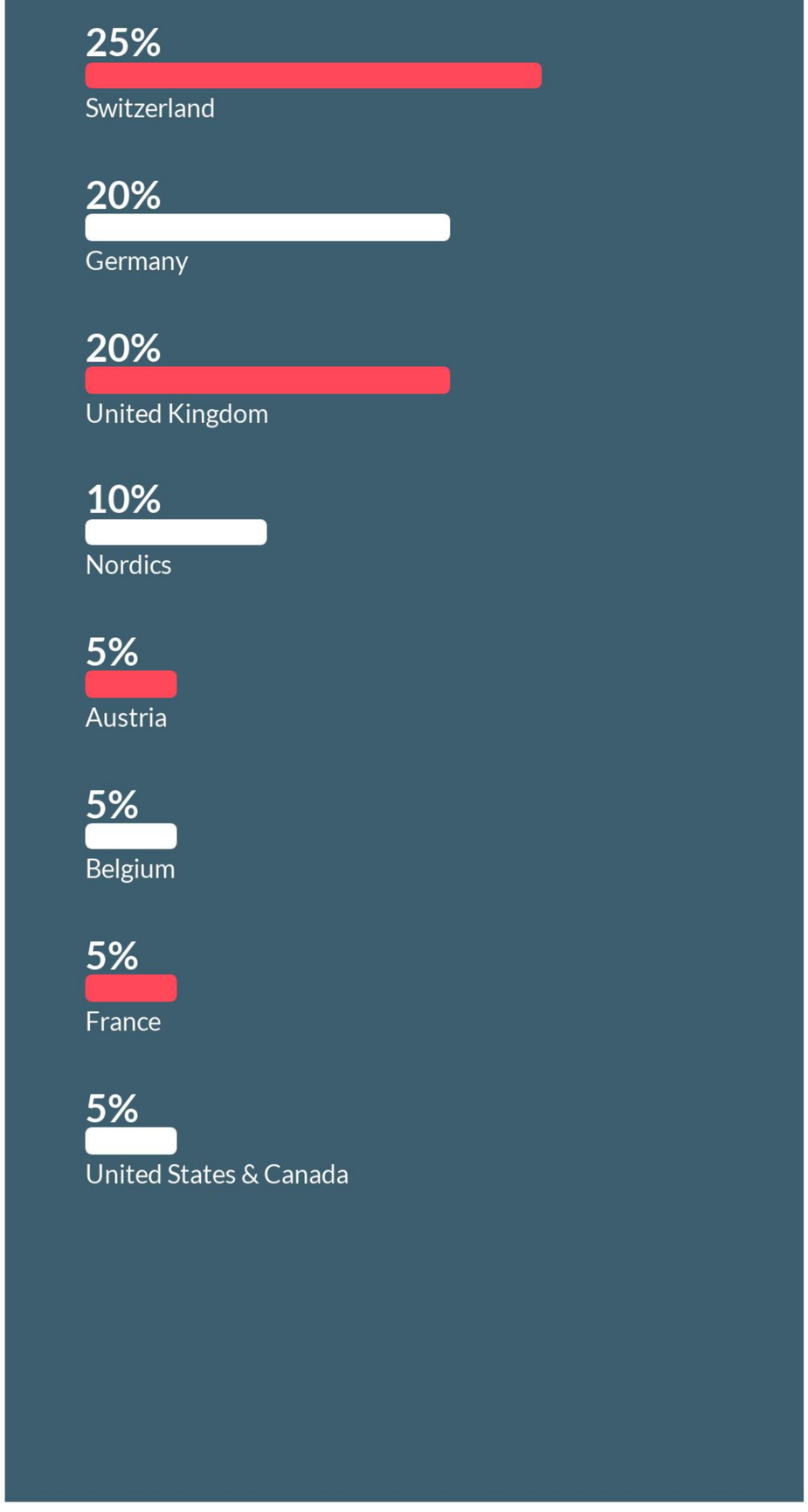
How are supply chain leaders taking the next steps in the AI revolution?

To answer this question and many more, LogiPharma surveyed 150 industry leaders, including Directors of Supply Chain, Heads of Logistics, and similar executives from across Europe, to find out how they are implementing AI solutions, the role the technology is playing in supplier collaboration, and which sustainability initiatives are being implemented.

The survey was conducted by appointment over the telephone. The results were compiled and anonymised by **LogiPharma** and are presented here with analysis and commentary by **Blue Yonder** and the **LogiPharma** community. The topics in the report will be discussed at LogiPharma Europe in April. Visit the event website.

Which of the following best describes your job title?

Where is your organisation located?



Key findings

1 Visibility and risk with AI

Artificial Intelligence (AI) and Machine Learning (ML) solutions are being implemented throughout the supply chain across numerous teams and processes. Twenty-five per cent of respondents believe supply chain visibility and risk management have the greatest potential for improvements through AI and ML technologies.

2 AI Adolescence

The pharmaceutical supply chain appears to be midway through its AI and ML-led transformation, with 97% of respondents rating their organisation's AI/ML maturity level as either a 3 or 4 out of 5.

3 Goals and metrics a challenge

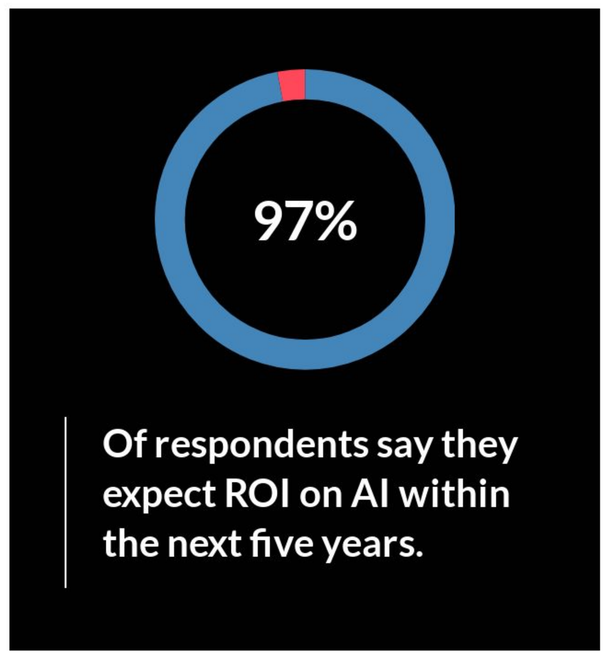
Heads of supply chain continue to be challenged by defining concrete and measurable sustainability goals and metrics. When asked, 80% said they currently have partially concrete goals with few defined measurable metrics.

4 Supplier collaboration divide

Pharmaceutical firms demonstrate a near-equal split in AI utilisation for supplier collaboration. While 53% leverage AI to enhance partnerships, 47% have yet to implement such solutions. This highlights varying perspectives on AI's value in optimising supply chain relationships.

5 Finding out what's working

AI appears to be having a rapid impact on supply chain operations. Inventory optimisation and customer service, each cited by 41% of respondents, alongside quality control and assurance at 40%, are the leading areas where AI has demonstrably improved performance within the last year.



A message from our producer:

"As we look to 2025 and beyond, the convergence of digital, sustainable, and collaborative supply chains is accelerating. What's exciting—and I hear this echoed by senior leaders—is the shift from reacting to disruptions to designing supply chains that can pre-empt and adapt to change. LogiPharma continues to be a key forum for these conversations. As the world's leading life sciences supply chain event we're driving the connections and insights that shape the future of our industry."

Will Robinson, Conference Director, LogiPharma

Chapter 1

Digital transformation in the age of AI and ML

Digital transformation continues to be a driving force in the pharmaceutical industry, with artificial intelligence (AI) and machine learning (ML) at the forefront.

Our survey revealed a fascinating perspective on the expected return on investment (ROI) from these initiatives. A significant 65% of respondents anticipate seeing ROI within 2-3 years, highlighting a patient yet optimistic outlook.

Interestingly, only a small fraction (3%) expect ROI within the next 1-2 years, suggesting the industry acknowledges the complexity and time required for successful AI/ML implementation. When asked about the areas with the greatest potential for improvement through AI/ML, supply chain visibility and risk management emerged as the clear leader (25%).

This indicates a strong desire to leverage AI to enhance transparency and resilience in the face of increasing uncertainties. Manufacturing planning and optimisation followed closely at 17%, emphasising the drive for efficiency and precision in production processes.

It's noteworthy that personalised medicine and patient engagement, research and development, and regulatory compliance received significantly lower responses. This suggests that while AI/ML holds immense potential in these areas, its current application and perceived impact may be less pronounced compared to supply chain and manufacturing.

What is your expected return on investment (ROI) timeframe for your AI and ML initiatives?

65% 2-3 years

32% 3-5 years

3% 1-2 years

“We are expecting to see an ROI in 2-3 years. We expect our timeframes for AI and ML solutions to match any other IT project. As things stand however, I do think there are other solutions which can give a higher return on investment and sufficient intelligence than AI solutions currently can. That's normal for newer technologies though, as the first users are always paying higher costs."

Stefano Chiei
Director Operations EMEA/EE, Advanced Bionics

"For us it's 2-3 years, like most respondents - that's our target. Is this realistic? I don't think so, as I think it will take us longer to fully realise the value and get a positive ROI from the technology. I wouldn't say there has been a push to prove ROI over the past couple of years either. I think there is an understanding that big changes take time, so we are in the phase of investing with the expectation that the value will come later."

David Ruiz
Head of Digital Supply Chain Strategy & Execution

"From conversations with global heads of supply chain, it's clear that the days of “pilot purgatory” are fading. Senior leadership is increasingly focused on measurable outcomes—AI and ML must now move from innovation centres to delivering value in the field. ROI is being scrutinised more than ever, particularly in predictive maintenance, inventory forecasting, and quality assurance. What’s encouraging is the growing maturity of tools and use cases, which are finally starting to deliver tangible, scalable gains."

Will Robinson
Conference Director, LogiPharma

Chapter 1

Digital transformation in the age of AI and ML

LogiPharma 25TH Anniversary

Which area of your pharmaceutical supply chain do you believe has the greatest potential for improvement through AI and ML technologies?

- **25%** Supply chain visibility and risk management
- **17%** Manufacturing planning and optimisation
- **17%** Logistics and distribution
- **9%** Quality control and assurance
- **7%** Demand forecasting
- **7%** Inventory management
- **7%** Supplier relationship management
- **5%** Research and development (R&D)
- **5%** Regulatory compliance
- **1%** Personalised medicine and patient engagement

"The quality control use case is very interesting for AI, especially with cold chain. AI can be used to monitor batches in and out of ambient zones and predict whether a batch is going to breach its ambient limit, giving the manufacturer enough time to bring it back within range by reducing ambient time later in process, thereby increasing yields which is a huge value add."

Shirell James, Vice President, Blue Yonder

"I think risk management, and generally everything that touches planning and forecasting of future events is a good fit for AI solutions. I am slightly surprised to see R&D far down on the responses. I think R&D is actually benefiting a lot from AI and ML: everything that is math and science related, which requires a lot of data."

David Ruiz, Head of Digital Supply Chain Strategy & Execution

"I agree with the top results here, and they do have the highest potential. One aspect to consider however is that often these are not completely novel solutions. A lot of the solutions out there are using traditional software houses, but are beginning to introduce all sorts of AI inside their services. So sometimes AI is not competing with existing solutions, they just become integrated within them."

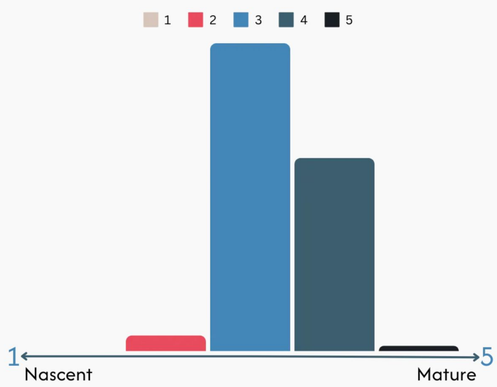
Stefano Chiei, Director Operations EMEA/EE, Advanced Bionics

"While the current focus on demand forecasting and inventory management makes sense, I see huge untapped potential in upstream visibility and dynamic supplier risk management. AI's role in real-time disruption response—especially when layered over external risk signals like weather, geopolitics, and social unrest—is becoming more prominent. By 2030, I believe the most impactful applications will be those that help orchestrate decisions across the end-to-end network, not just improve performance within silos. We've got folks like the CEO of DHL and Head of Supply Chain for EU from MSD speaking on exactly this at LogiPharma's 25th Anniversary."

Will Robinson, Conference Director, LogiPharma

How would you rate your organisation's current maturity level in leveraging AI/ML within your supply chain?

(1=Nascent, 5=Mature)



- **0%** One
- **3%** Two
- **59%** Three
- **37%** Four
- **1%** Five

"For us, AI still needs to be embedded in our core routine. Right now, we use that technology to resolve important issues, but not the strategic ones. So, we need to embed AI decision-making into the core business. This is what we're working on, but it's going to take some time."

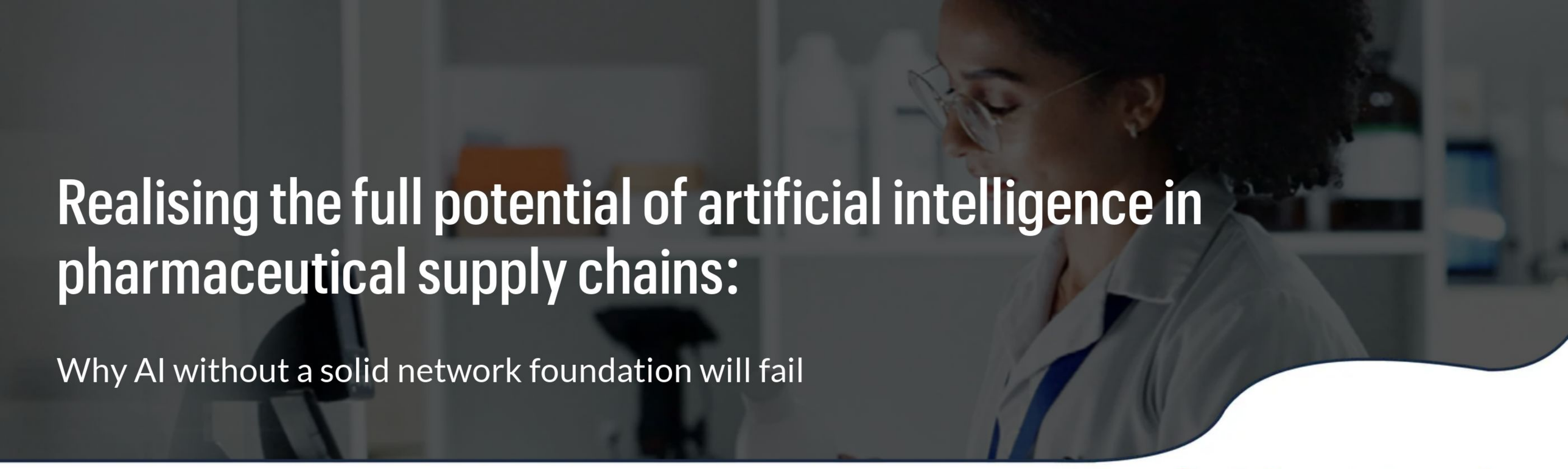
David Ruiz
Head of Digital Supply Chain Strategy & Execution

"I would say my organisation is between 1 and 2 when it comes to using software with AI embedded. However we are beginning to become more mature in the medical technology side of things. For example, we have implemented a new solution which connects our hearing devices with AI."

Stefano Chiei
Director Operations EMEA/EE
Advanced Bionics

"Many companies self-identify as being in the "developing" phase of digital maturity—but we're seeing more move into the "advancing" stage, especially post-COVID. Maturity isn't just about tech—it's about change management, data readiness, and leadership buy-in. To move up the curve, companies need integrated platforms, cross-functional alignment, and strong data governance. It's also about trust—getting stakeholders to believe in what the data is telling them."

Will Robinson
Conference Director
LogiPharma



Realising the full potential of artificial intelligence in pharmaceutical supply chains:

Why AI without a solid network foundation will fail

Shirell James, Vice President, Blue Yonder

Artificial Intelligence (AI) offers enormous potential value to the life sciences supply chain. However, without a robust strategy centred around data and use cases that drive the most value, AI will not meet expectations. Artificial intelligence brings a fascination unmatched in recent years.

1. **Enterprise vs. Network Data**
Pharmaceutical supply chains are increasingly outsourced and extended, involving multi-enterprise manufacturing processes, shorter lead times, and more complex products being sourced, manufactured, and delivered across a multi-tier supply chain. Most AI initiatives are built on an enterprise's data lake, which provides visibility to the enterprise data and, at best, one tier of supply. Without a comprehensive view of what is happening across the extended network, AI lacks access to the data it needs to make optimal decisions, ultimately failing to enable the required levels of supply chain resilience.

2. **Use Cases That Drive the Most Value**
AI has predominantly been used for enterprise-focused use cases such as inventory optimisation and customer service. Other use cases, such as supply chain visibility, risk management, and quality management, can drive more value. However, due to the limitations of enterprise versus network data described above, it is impossible for AI to be effectively utilised for use cases that span the network and have the potential to drive the most value.

Where to Focus for Better Returns on AI

A networked ecosystem of partners with a common unified data model is foundational to unleashing the potential of AI in life sciences. When AI is enabled on a multi-party network the following use cases become possible:

- **Supply Chain Visibility and Risk Management:** AI can identify and resolve operational and strategic risks by analysing vast quantities of real-time network supply chain data, external risk data, and connections between trading partners. This enables companies to rapidly identify, for example, potential shortfalls in product availability or risks due to single sourcing of critical items.
- **Manufacturing Planning and Optimisation:** Pharmaceutical manufacturing is increasingly outsourced to contract development and manufacturing organizations (CDMOs). AI can help pharmaceutical companies and OEMs analyse network data (such as production capacity) to improve multi-enterprise planning and assist CDMOs in making faster and better production planning decisions to mitigate constrained capacities.
- **Logistics and Distribution:** AI can optimise route planning, fleet management, and load scheduling by adapting to fluctuating demand, yield outputs, health crises, and packaging needs. And when extended to include network chain of custody and traceability, AI can identify contraindications, adverse reactions, and expiry data, enabling rapid, targeted recalls and localised batch distribution. This reduces the potential impact on patients and the brand while minimizing reverse logistics costs.
- **Quality Control and Assurance**
Custom drug formulations and cold chains add complexity to manufacturing. AI can monitor vast quantities of batch-related data at each stage and across multiple enterprises to identify potential batch failures, giving companies time to react. This improves yield, enhances availability to patients, and reduces costs.
- **Personalised Medicine**
Personalised medicines operate on a completely different supply chain, with the patient as a supplier and lead times so short that products cannot be stored. This requires advanced AI-enabled networks to provide an automated supply chain that eliminates system lead times, connects all parties involved in execution, and makes real-time decisions throughout the execution process to resolve issues as they arise.

Interconnected multiparty networks, such as the Blue Yonder Network, are of tremendous importance in enabling AI-driven supply chains that can improve yields, reduce costs, and ultimately enhance patient centricity and health equity.

Prerequisites for a Successful AI Implementation in Life Sciences Supply Chains

To ensure scalable and effective AI adoption, companies must:

1. **Enable a Digital Supply Chain Network**
AI cannot function in enterprise silos; it requires data from an ecosystem of trading partners to drive the most value.

2. **Use GenAI to Drive Network Adoption**
A highly connected ecosystem of CDMOs, suppliers, and carriers improves the quality of real-time data. GenAI can increase network adoption by reducing the time and effort required to integrate partners into a network.

3. **Score Early Wins**
Demonstrating quick successes fosters user adoption and accelerates machine learning curves.

4. **Prioritise Organisational Change Management**
Internal and external communication about AI's value is critical for stakeholder buy-in and seamless implementation.

Life sciences companies should proactively address AI challenges by establishing a dedicated team and a "value office" to track progress. Focusing on high-value AI use cases and partnering with an experienced supply chain AI provider will ensure long-term success.

Visit our website

Chapter 2

Sustainability and net-zero targets

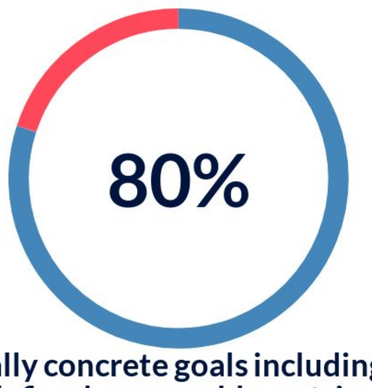
Sustainability is no longer a peripheral concern but a core strategic priority for pharmaceutical companies.

Our research shows that **80%** of respondents have partially concrete goals for defining measurable sustainability metrics in their end-to-end supply chains. This indicates a strong commitment to integrating sustainability into their operations. The most popular sustainability initiatives already implemented are supply chain collaboration (**49%**) and energy efficiency improvements (**46%**).

These findings underscore the importance of collaborative efforts and operational enhancements in driving sustainable practices. However, the fact that only **11%** have fully implemented robust sustainability performance measurement and reporting highlights a critical gap.

Without effective measurement, it is challenging to track progress and demonstrate impact.

How advanced are you in defining concrete and measurable sustainability goals and metrics for your end-to-end supply chain?



Partially concrete goals including few defined measurable metrics

High-level goals, but no measurable metrics defined

No goals or metrics in place

"I'm with the majority on this one. Defining concrete and measurable goals is so difficult mainly because Scope 3 measurements consist of very fragmented information. There are no standards established, and it's a very expensive process to bring everything into one standard or one set of data. I think the industry is moving in the right direction, but not necessarily at the right speed."

David Ruiz
Head of Digital Supply Chain Strategy & Execution

"There is a wide range in terms of difficulty when measuring goals and metrics. For example, how much CO2 you emit every year for transportation, you can make an estimate. However when you begin to calculate the supply chain of your own suppliers it becomes incredibly difficult. The further you go away from your own business model, the more we have to make estimates based on decreasingly accurate data. So, it is hard to make defined goals based on these estimates."

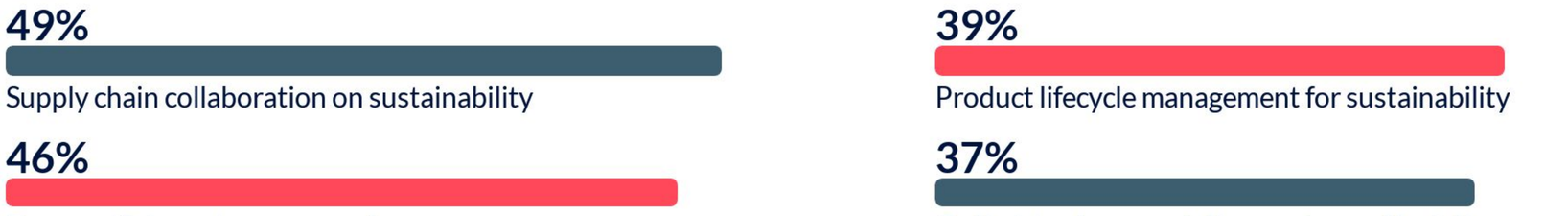
Stefano Chiei
Director Operations EMEA/EE, Advanced Bionics

Chapter 2

Sustainability and net-zero targets

Which of the following sustainability initiatives has your organisation already implemented?

(Respondents were asked to select all that apply)



"I'm not suprised to see respondent organisations are adopting a number of initiatives. Sustainability is no longer a siloed function—it's now a cross-functional mandate, particularly in supply chain where the bulk of Scope 3 emissions lie. From transport optimisation to eco-friendly packaging, we're seeing widespread adoption of green initiatives. What's changing is the level of ambition: more companies are now committing to science-based targets and embedding sustainability KPIs into procurement decisions."

Will Robinson, Conference Director, LogiPharma

"I can see from the results that respondents are implementing a wide range of solutions, and we are too. I think the better you can perform in one initiative, the better your other initiatives will perform. For example, when we're reducing packaging waste, that will also probably help in reducing the cost of transportation. And this will not only be good for sustainability progress, but for business too."

Stefano Chiei, Director Operations EMEA/EE, Advanced Bionics

"I'm not too surprised at the results here. There are so many angles to sustainability, and we are working on those different angles. We're focusing on the optimisation of lanes and routes and sustainable manufacturing processes. Additionally, energy efficiency improvements are always on top of mind. Overall, sustainability challenges are a wide problem, so there needs to be a wide solution."

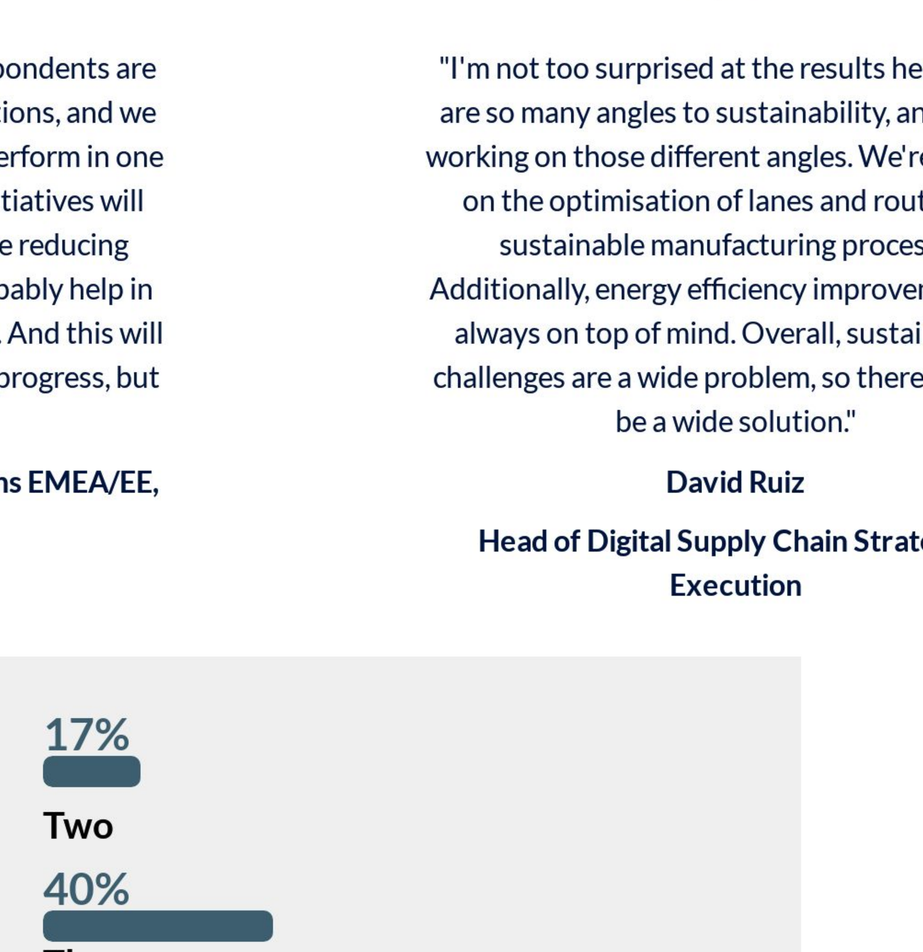
David Ruiz

Head of Digital Supply Chain Strategy & Execution

To what extent do you believe that sustainability initiatives within your supply chain can also contribute to cost savings or operational efficiencies?

1= Not at all

5= To a great extent



**No respondents answered 'One'*

"I think we should look at the impact sustainability initiatives have on cost savings and efficiencies with an open mind. While on the face of it, certain sustainability initiatives may not have direct contributions to cost savings and operational efficiencies, there may be indirect value. For many organisations, any investments in sustainability initiatives must come with some other added benefit and in my opinion sustainability initiatives will come with either direct or indirect benefits."

Stefano Chiei, Director Operations EMEA/EE, Advanced Bionics

"Generating CO2 or waste is very expensive. In my experience, reducing emissions & waste also reduce cost… and vice versa. At the start it may be easier to implement the obvious ways of improving our environmental footprint, at some point it becomes harder to reduce, and you need to think beyond P&L."

David Ruiz, Head of Digital Supply Chain Strategy & Execution

"The most advanced companies are flipping the narrative—viewing sustainability as a driver of value, not a cost centre. They're complementary drivers and not mutually exclusive. Initiatives like reverse logistics, route optimisation, and material efficiency are proving to deliver both cost and carbon savings. When sustainability is embedded into the P&L, it becomes a true strategic lever. And investors are watching—ESG transparency is becoming a competitive advantage as well. It's a long road but it's being trodden."

Will Robinson, Conference Director, LogiPharma

Chapter 3

Building an AI-fuelled supplier collaboration strategy

Effective supplier collaboration is crucial for both a resilient and agile supply chain.

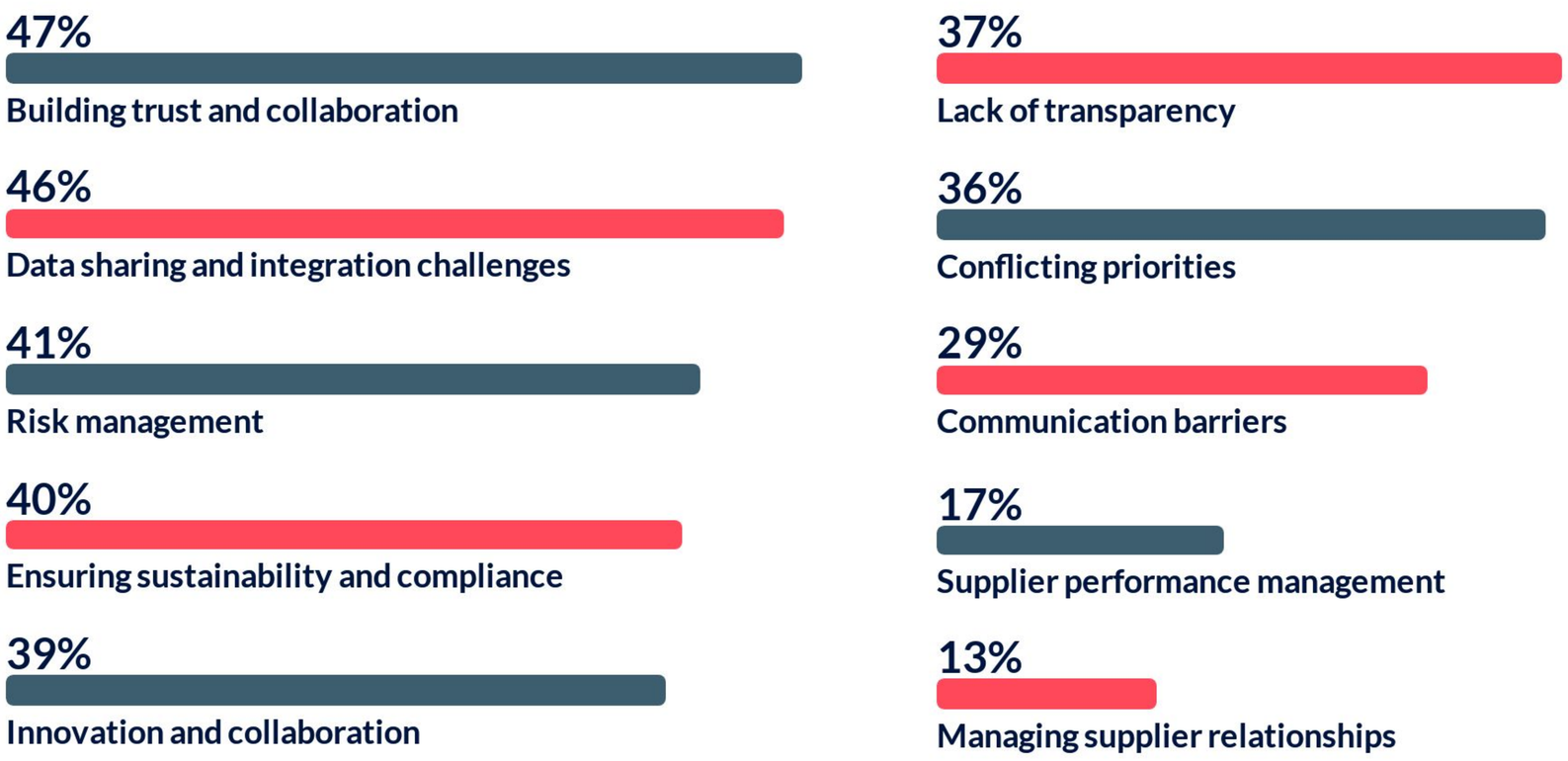
Our survey found that **53%** of respondents are leveraging AI to enhance collaboration. However, significant challenges persist. Data sharing and integration (**46%**), risk management (**41%**), and building trust and collaboration (**41%**) were identified as the primary hurdles.

These challenges underscore the need for standardised data protocols, secure platforms, and collaborative frameworks to foster seamless and transparent communication with suppliers.

AI can play a pivotal role in addressing these challenges by automating data exchange, providing real-time risk assessments, and facilitating collaborative decision-making.

What challenges do you face when collaborating with your suppliers?

(Respondents were asked to select all that apply)



"For me, I'd say conflicting priorities, communication barriers and risk management are the key challenges. That being said, I don't think that building trust is necessarily a challenge. It is just a matter of having clarity on the priorities for both the supplier and the customer, and setting the conditions properly. I think we just need to be cognizant of what matters to both parties, and try and find the win-wins."

David Ruiz, Head of Digital Supply Chain Strategy & Execution

“We hear this a lot when talking to Pharma companies and CDMOs, that two of the biggest barriers to collaboration are trust and integration. Trust comes down to the CDMO not wanting to be micro-managed, so we work closely with the Pharma Co and the CDMO to ensure the CDMO is also getting value. Integration challenges are due to a lack of standardization in the industry, so we are using GenAI to reduce the time and effort it takes to integrate suppliers into the Network."

Shirell James, Senior Vice President, Blue Yonder

"Not having full trust in your suppliers can have a big impact on multiple areas of the supply chain. For example if you don't trust a certain lead time, you may have to store a larger amount of stock in case they can't fulfil a future order. I think communication is key when building up that trust. Being honest with your suppliers should challenges arise allows both parties to plan, which will then help to foster a more positive and collaborative relationship."

Stefano Chiei, Director Operations EMEA/EE, Advanced Bionics

Trust is a persistent challenge—often due to fragmented data, unclear roles, and lack of shared incentives. We need more transparency and consistency in how data is shared across the network. True collaboration comes when partners are aligned on risk, cost, and sustainability goals. We're starting to see success with multi-party platforms that act as neutral grounds for decision-making and real-time data exchange.

Will Robinson, Conference Director, LogiPharma

Chapter 2

Conclusion

Chapter 3

Building an AI-fuelled supplier collaboration strategy

Do you leverage AI when it comes to collaborating with suppliers?

53%
Yes

47%
No

For those who answered yes, we asked them to explain in their own words how they use AI for supplier collaboration. Here is what they said:

- "Identifying the best sources for raw materials."
- "To make sure that the terms agreed-upon are favourable and compliant with our conditions."
- "We ensure consistent quality with suppliers to reduce the risk of defects."
- "Verifying proper storage conditions and handling of pharmaceutical components with suppliers."
- "Improving scheduling and meetings based on mutual availability."
- "We coordinate with our logistics providers to make sure dedicated settings are in place."
- "Tracking pharmaceutical shipments that are temperature-sensitive."
- "Authenticating materials and ensuring that every ingredient meets the necessary strict standards required in drug manufacturing."
- "We analyse vast amounts data to improve demand forecasting."
- "Faster coordination and resolution of challenges of suppliers."
- "Aggregating data from multiple sources for better supplier collaboration."
- "Sharing data in real-time with suppliers."
- "Assessing supplier pricing structures and identifying opportunities for cost reduction."
- "Keeping production timelines in sync according to the capacity of suppliers."
- "Dashboards using AI provide updates on supplier performance for factors like delivery times and compliance with contract terms."
- "It strengthens our sourcing decisions."
- "Helping ensure compliance with regulations."
- "AI helps our suppliers adjust their production and inventory."

"While we do not currently use AI for supplier collaboration, I think the technology will be useful for certain processes, like evaluating several suppliers for a specific product or service. I think it also depends on your business model, however. For some, you may have a pretty fixed amount of suppliers, so it may not make sense to use AI in this way. The industry is also relatively slow changing, and contracts are usually fairly standardised, which again may limit how effective AI is for this purpose."

Stefano Chiei, Director Operations EMEA/Ee, Advanced Bionics

"I think there is interest on both sides to optimise operations between suppliers and customers, and AI is just one tool that we can use to achieve this."

David Ruiz
Head of Digital Supply Chain Strategy & Execution

The examples shared—tracking cold chain, verifying materials, evaluating sustainability—highlight the breadth of AI's potential in supplier collaboration. What stands out is the shift from transactional to strategic relationships. AI is helping companies assess long-term innovation potential, not just short-term performance. Effectiveness depends on integration—AI works best when it's tied into governance models, onboarding processes, and shared dashboards across the network. The producers and partners we have at LogiPharma are beginning to deliver some truly astounding results in this space, and the speed of growth is exponential.

Will Robinson
Conference Director

LogiPharma

Which areas have AI brought the most value to your supply chain over the last 12 months?

(Respondents were asked to select three options)

- **41%** Inventory optimisation
- **41%** Customer service
- **40%** Quality control and assurance
- **36%** Logistics and distribution
- **31%** Supply chain visibility and risk management
- **28%** Supplier collaboration
- **24%** Decision support
- **23%** Demand forecasting
- **20%** Cost reduction
- **17%** Manufacturing planning and optimisation

"The fact that most of the use cases are internal is not a massive surprise, as most AI projects are built on enterprise data lakes. It's interesting that the areas that are listed as having most value in another question (supply chain visibility, manufacturing planning) are not high on this list, which is likely because they require a lot of external data, and getting multi-party data into an AI data model requires a supply chain network which most companies don't have."

Shirell James, Vice President, Blue Yonder

Conclusion

The LogiPharma 2025 Playbook paints a clear picture of an industry undergoing significant transformation.

This is something we explored in depth in our Artificial Intelligence report, but the drive towards digital innovation, particularly through AI and ML is evident, and with ROI expected within 5 years, we shall soon know the true value these solutions will bring to the supply chain.

Our survey also highlights the strategic focus heads of supply chain are implementing as they leverage AI and ML solutions to enhance supply chain visibility and risk management. This reflects the industry's need for greater resilience in an increasingly volatile global landscape.

Sustainability will, of course, continue to be a critical focus in 2025, and defining measurable goals and metrics remains a stumbling block for many. Our widespread responses to the sustainability initiatives that the heads of the supply chain have already implemented illustrate the industry's clear commitment to 'going green'.

However, the gap in robust performance measurement and reporting highlights the need for more sophisticated tools and methodologies to track progress and demonstrate impact.

Supplier collaboration will also feature heavily in 2025 strategies, and AI has been supporting these efforts for more than half of our respondents. However, significant challenges related to data sharing, risk management and trust remain. Addressing these hurdles requires the development of standardised data protocols, secure platforms and collaborative frameworks.

The life sciences supply chain industry is at a critical juncture. Organisations are embracing digital transformation and sustainability and recognise their crucial roles in driving future success. To fully realise the potential of these initiatives, heads of supply chain must prioritise strategic investments in AI/ML, foster robust supplier collaboration, and develop comprehensive sustainability measurement frameworks.

By addressing these challenges and capitalising on emerging opportunities, the pharmaceutical industry can forge a more resilient, efficient, and sustainable supply chain, ultimately benefiting patients and stakeholders alike.

Key suggestions

1

Make AI and ML ROI a constant focus

Most respondents expect to see a return on investment from AI/ML projects within 2-3 years. However, it is important to continuously track the progress of AI/ML initiatives and update timelines accordingly.

2

Widespread solutions for a widespread problem

Addressing sustainability in the pharmaceutical supply chain requires a wide range of solutions, spanning from responsible sourcing and manufacturing processes to efficient logistics and waste reduction strategies. Fortunately, our research shows that supply chain leaders are actively implementing multiple 'green' initiatives across their operations. This proactive approach demonstrates a commitment to minimising environmental impact and driving positive change across the industry.

3

Maintain an open, honest and continuous dialogue with your suppliers

Building trust and collaboration with suppliers is a primary challenge for supply chain leaders. Open and honest communication is essential for understanding each party's priorities and establishing transparency. By prioritising honesty and collaboration, trust can be developed more effectively.

4

Continue to focus on AI

Our respondents have revealed numerous areas of the supply chain are already being supported by AI, and the technology has brought value in key areas over the past 12 months. So, expand on your AI initiatives, refine strategies and unlock new potential with AI going forward.

About us

About BlueYonder

Blue Yonder is the world leader in digital supply chain transformation. Retailers, manufacturers and logistics service providers worldwide rely on Blue Yonder to optimize and accelerate their supply chain from planning through fulfillment, delivery, and returns. Blue Yonder's AI-driven supply chain platform and multi-enterprise, multi-tier network enable more accurate forecasting and dynamic management of capacity, inventory and transport. Blue Yonder helps businesses navigate modern supply chain complexity and volatility with more resilient, sustainable supply chains to delight customers, scale profitably, and run flawlessly.

Visit our website

About LogiPharma

LogiPharma is the world's leading life sciences supply chain event. In April 2025. we will be celebrating 25 years as the voice of the industry at an action-packed conference in Lyon. At the event, we will be discussing the hottest topics in the industry, including AI, digitalisation and harnessing the people, process and technology to meet sustainability goals. Many of the topics outlined in this report will be covered at the event. This report was produced by the digital arm of LogiPharma. We produce market-leading content and thought leadership pieces including benchmarking reports, bespoke research, webinars, blogs and email campaigns.

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