

Transforming Data Into Decisions

Analytics By KAIZEN™



Analytics, AI and Digital Solutions

The Operational Performance Lever

We live in an era where data has stopped being a byproduct of operations and has become one of the most valuable assets organizations hold. But the real differentiator no longer lies in access to information — it lies in the ability to transform it into actionable decisions.

ABK was created to respond to this challenge. We combine the *kaizen* approach with advanced analytical capabilities to **transform operational data into faster decisions**, more precise and more profitable. We do not sell technology — we solve complex business problems through the power of data.

We believe technology creates possibilities, but value only emerges when data, processes, and people integrate into a coherent operating model. That is why every project starts on the ground with the teams, where the challenges actually happen.

*The principle is simple: **transforming operational complexity into sustained competitive advantage.***

Real pain points with measurable costs

Where Analytics & AI Make the Difference



Fragmented and Unreliable Data

Data is scattered across multiple systems (ERP, CRM, Excel), with inconsistencies and a lack of governance. Decisions continue to be made based on intuition rather than facts.



Investments without Data Support

Opening of stores, hubs or warehouses based on intuition or incomplete analyses. High risk of investing in locations with low potential, overlapping coverage, or unnecessary logistics costs.



Lack of Real-Time Visibility

Organizations do not have access to up-to-date operational information. Problems are identified too late, once the financial impact has already been incurred.



Suboptimal Logistics Routes with High Costs

Route planning relies on fixed rules or experience, without fully incorporating all relevant constraints into route optimization. As a result, routes are inefficient, delivery times are extended, and transportation costs exceed optimal levels.



Inefficient Planning

Inaccurate demand forecasts lead to stock-outs or excess stock. Production capacity and logistics are misaligned with reality.



Lack of Integration and End-to-End Chain Visibility

Lack of integrated visibility across sales, logistics, and operations. Inability to optimize the network as a whole (demand, stock, distribution).

Where Analytics & AI Create Value in Operations

6 KEY AREAS OF ACTION



LOCATION
INTELLIGENCE



360°
CUSTOMER



AI-DRIVEN
AUTOMATION &
INSIGHTS



FORECASTING &
SIMULATION



OPERATIONS
PLANNING



LOGISTICS
OPTIMIZATION
END-TO-END

From data to execution: transforming data into decisions that generate real impact.

LOCATION INTELLIGENCE



Smart location with AI technology makes it possible to leverage spatial information, taking advantage of advanced algorithms to support decision-making. It enables strategy improvement through the integration of geographic context, making decisions more informed and effective.

- ✓ Where should new stores, hubs, or warehouses be located to maximize coverage, sales, and profitability?
- ✓ How can the logistics network (location + flows) be optimized to reduce costs and improve service levels?
- ✓ What is the potential of each location, and what factors explain performance differences between sales or distribution points?
- ✓ How can geographic context be leveraged to define more accurate and effective salesperson targets?

KEY BENEFITS

- ✓ **Improvement in ROI** of new investments
- ✓ **Sales increase** (network performance optimization)
- ✓ **Logistics cost reduction**
- ✓ **Service level improvement**

CUSTOMER 360°



Use AI and advanced analytics to transform customer data into more accurate commercial decisions. Enables better understanding of behaviors, personalization of interactions, optimization of offer and pricing, and maximization of value across the customer lifecycle.

- ✓ How can customers be grouped into segments with similar behaviors to support commercial and operational decisions?
- ✓ How can offers, campaigns, and loyalty programs be personalized to maximize relevance, engagement, and conversion?
- ✓ How can prices, promotions, and assortment be optimized based on predictive models to improve commercial performance and profitability?
- ✓ How can churn be reduced and lifetime value increased through more effective retention, cross-sell, and up-sell strategies?

KEY BENEFITS

- ✓ **Sales increase** (better segmentation and personalization)
- ✓ **Improvement in conversion rate**
- ✓ **Churn reduction**
- ✓ **Lifetime value increase**
- ✓ **Increased campaign effectiveness**

AI-DRIVEN AUTOMATION & INSIGHTS



Use AI to automate information-intensive processes, structure critical knowledge, and transform internal and external data into actionable insights that support faster, more informed, and more scalable decisions.

- ✓ How can workflows be automated with AI to reduce manual effort, accelerate processes, and increase efficiency?
- ✓ How can AI and computer vision be used to interpret documents, images, and other unstructured inputs and trigger automated actions across business processes?
- ✓ How can relevant external information — market, competition, regulation, and trends — be continuously monitored and summarized to generate executive insights?

KEY BENEFITS

- ✓ **Productivity increase**
- ✓ **Faster decisions**
- ✓ **Automation of information-intensive processes**
- ✓ **Reduced errors, less manual work, and greater consistency**
- ✓ **Greater capacity to anticipate market and regulatory developments**

FORECASTING & SIMULATION



Leverage AI and advanced analytics to anticipate events, optimize operating parameters, and improve real-time decisions. Enables transforming historical and process data into forecasts and recommendations that increase efficiency, quality, and performance.

- ✓ When are equipment failures expected and how can maintenance be planned preventively?
- ✓ How can demand be forecast considering multiple factors such as seasonality, promotions, events, and external context?
- ✓ How can machine parameters be adjusted in real time to maximize output, quality, and process stability?
- ✓ How can complex relationships between process variables be analyzed to define better parameters and production criteria, for example in chemical formulas?

KEY BENEFITS

- ✓ **Reduction of unplanned failures**
- ✓ **Reduction of maintenance costs**
- ✓ **Improved demand forecasting**
- ✓ **Optimization of operating parameters**
- ✓ **Improved quality and operational efficiency**

OPERATIONS PLANNING



Use advanced analytics to optimize end-to-end production planning, integrating strategic, tactical, and operational decisions. This enables alignment of demand, capacity, production policies, raw materials, and the industrial network to improve service, efficiency, and planning robustness.

- ✓ How can end-to-end production planning be integrated and optimized, from strategic planning to sequencing, aligning MTS/MTO policies, capacity, and execution?
- ✓ How can planning information be centralized, linking demand, capacity, production strategy, and raw-material requirements?
- ✓ How can decisions be synchronized across planning horizons to increase consistency, response speed, and plan robustness?
- ✓ How can the plant network and production allocation be optimized to maximize efficiency, service, and capacity utilization?

KEY BENEFITS

- ✓ **Improved planning reliability**
- ✓ **Increased efficiency**
- ✓ **Improved service levels**
- ✓ **Better capacity utilization**
- ✓ **Inventory reduction**

END-TO-END LOGISTICS OPTIMIZATION



Maximize supply chain efficiency through analytical models that optimize stock, logistics operations, and distribution networks. Enables alignment of service levels, logistics cost, and demand profile to support more effective decisions across the entire chain.

- ✓ How can supply chain's Cost2Serve be optimized, from supplier to store, by defining delivery frequencies, stock policies, and operating models?
- ✓ How can an effective inventory management model be defined, tailored to operations and supported by demand forecasting?
- ✓ How can last-mile delivery zones be optimized based on demand profile?
- ✓ How can routes be planned and optimized considering multiple constraints, such as time windows, fleet, multi-depot, and operational priorities?

TYPICAL GAINS

- ✓ **Reduction of logistics and transportation costs**
- ✓ **Reduction of distances traveled**
- ✓ **Reduction of inventory levels**
- ✓ **Reduction of stock-outs**
- ✓ **Productivity increase**
- ✓ **Improved service level (SLA and on-time window compliance)**

Impact of Analytics & AI on Organizations

INDUSTRY

- + **5–20%** production efficiency
- **20–30%** unplanned breakdowns
- **10–20%** maintenance costs
- + **10–20%** capacity utilization

LOGISTICS AND TRANSPORTATION

- **10–25%** transportation costs
- **15–20%** distance traveled
- + **10–20%** fleet productivity
- + **5–15%** service-level improvement

RETAIL

- + **3–8%** sales
- **15–30%** stock
- **5–20%** stock-outs
- + **5–15%** campaign effectiveness

Our Approach



FOCUS ON THE CUSTOMER AND ON THE *GEMBA*

The focus must be where the work is carried out, where value is created, and where problems arise. It is essential to go to the source, observe directly, and understand the operational reality. Strategy must begin with an understanding of the customer's needs to ensure the best possible solution.



ANALYTICAL CAPABILITY

Defining a data strategy and developing the capabilities required to use it, focused on business needs and the results to be achieved.



WORKSHOP DYNAMICS

Collaborating with teams to gather operational knowledge and validate solutions, promoting sharing, cooperation, and continuous learning across multidisciplinary teams.



EXPERTISE

Develop innovative solutions with optimized investment that generate meaningful impact, combining a practical approach to continuous improvement—recognizing that imperfect improvements implemented today are more valuable than perfect solutions delayed.

Combining technology and analytics solutions with *kaizen* methodologies promotes a differentiating approach, capable of effectively addressing the many opportunities for continuous improvement.

Our Experience

Join Our Customers

Experience in Analytics & AI

ASML


ASCENZA®

TENDAM
GLOBAL FASHION RETAIL

RENAULT
RETAIL GROUP

McBride

MERCK


AMORIM

Sika®

PERFUMES  COMPANHIA


Cerealis


CEAGA
CLUSTER DE EMPRESAS DE AUTOMOCIÓN DE GALICIA

moeve

PHOENIX group


GENERALI

 **frulact**

 **Auchan**


VASP

NOS


Grupo Petretec

 **CABELTE**

altri

 **cuf**

AI-Driven Automation of Market & Industry Intelligence

Challenge

- High manual effort in researching information relevant to R&D
- Information scattered across multiple internal and external sources (multilingual, multi-format)
- Difficulty in quickly accessing structured and up-to-date knowledge

Solution

- Development of an **AI-driven automated workflow** to collect, filter, analyze, and distribute relevant information from multiple web sources
- Implementation of two AI agents:
 - Scraping agent, for continuous monitoring and automated collection of relevant content
 - Analysis agent, to validate, structure, and synthesize the collected information into executive insights
- Automatic generation of structured outputs, with integration into Teams, PDF reports, and a knowledge base for later consultation

Results

- **-130 hours/week of manual research and synthesis effort**
- **Continuous monitoring of +300 sources**
- **Fast, centralized, and structured access to relevant information**
- **Greater speed in identifying and disseminating knowledge**
- **Seamless integration with the existing technology stack**
- **Greater efficiency in automating repetitive tasks**

Integrated, Data-Driven Production Planning

Challenge

- Planning carried out independently across two factories, with manual coordination between teams
- Frequent replanning due to lack of synchronization between semi-finished production and packaging operations
- Misalignment between production capacity, stock availability, and the production plan

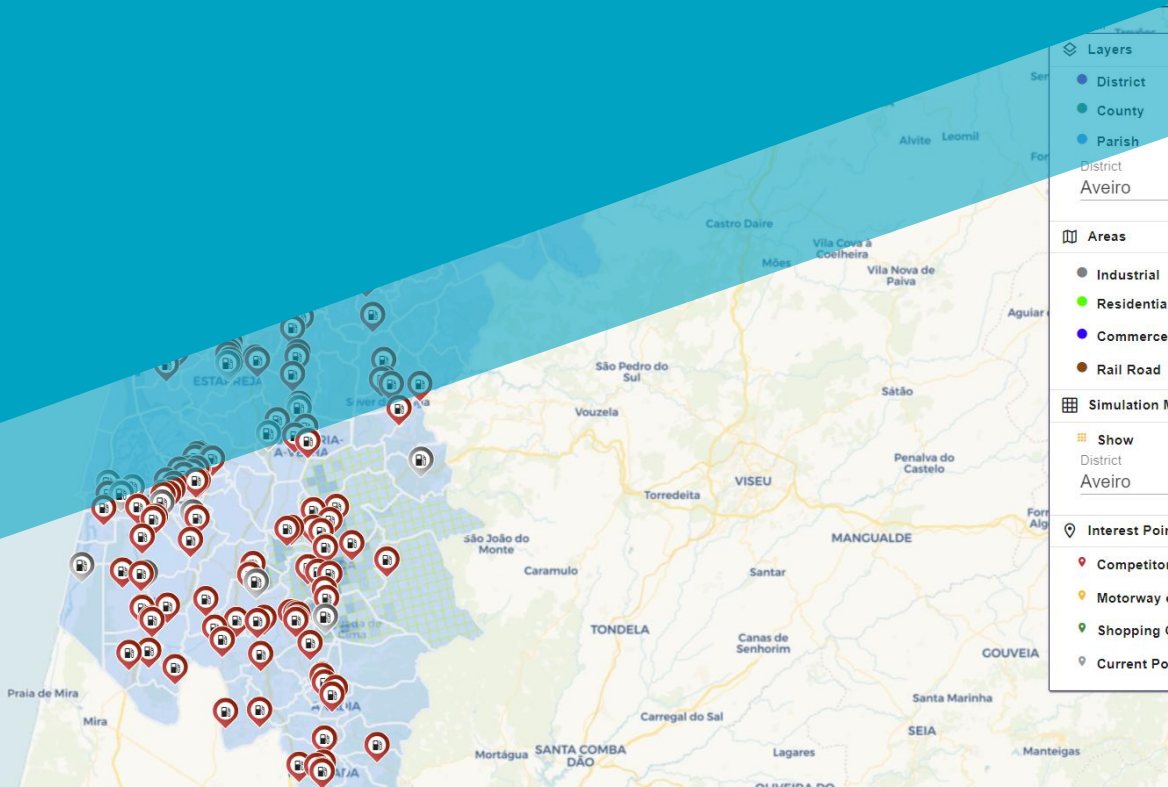
Solution

- Development of an **optimization engine** for integrated planning across factories
- Automatic synchronization across production, semi-finished goods, packaging, and inventory, ensuring end-to-end alignment
- Implementation of resequencing and routing logic, taking inventory, capacity, and operational constraints into account
- Generation of real-time alerts and comparisons to anticipate deviations and support replanning decisions

Results

- **+18 pp in fulfillment**
- **+14 pp in production plan adherence**
- **-75% in planning time**
- **-3.5 days of capital tied up in stock (CAPEX)**

Fuel Station Location Optimization



Challenge

- Network expansion decisions based on limited analyses, without structured use of geospatial data and local context
- Lack of visibility into sales potential and demand profile for each location
- Difficulty in comparing each station's actual performance with its potential
- Limitations in adapting the offering to the competitive environment and the local customer profile

Solution

- Development of **AI-powered Location Intelligence models** and **clustering** to support network expansion and optimization decisions
- Integration of internal and external geospatial data — including accessibility, competition, points of interest, and demographics — to assess the potential of each location
- Analytical tools for location-level decision-making, enabling comparison of actual vs. potential performance, quantification of cannibalization, and adjustment of the offering to the local context

Results

- **Identification of the best locations for network expansion**
- **Greater visibility into the potential of each location**
- **Structured comparison between actual and potential performance**
- **Ability to adapt the product offering by location**

Food Distribution Planning and Management

Challenge

- Complex and intensive daily planning of deliveries and inter-warehouse transfers
- Largely manual process (Excel), with multiple cost models
- Low integrated visibility into transportation operations
- Difficulty in ensuring end-to-end coordination and tracking

Solution

- Development of an integrated platform for operations optimization and planning
 - **Orders:** Structured order processing and geographic visualization of operations
 - **Stock & Transfers:** Support for primary transportation definition and automatic alert generation (stock-outs, expiration, warehouse capacity)
 - **Planning:** Optimization of load allocation considering operational constraints (e.g., multi-compartment trucks), delivery anticipation, and integration with existing systems.
 - **Tracking:** Execution monitoring with visibility and traceability of distribution operations

Results

- Planning supported by a decision-support tool
- Reduction in transportation costs (~25%)
- Standardization and digitization of the process (paper reduction)
- Increased visibility and traceability of operations
- Reduction in carbon footprint



ABK transforms operational complexity into decisions and actions that generate value, combining Analytics, Artificial Intelligence, and hands-on operational expertise.

Talk to us!

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