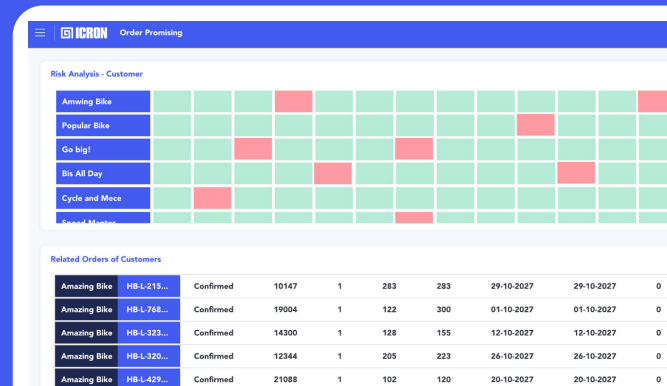


Customer Centric Supply Chain Planning

Decision Intelligence for Order Promising

ICRON Order Promising enables organizations to make accurate and executable order commitments by balancing customer expectations with real-time capacity, inventory, and supply constraints, leveraging *AI-powered decision intelligence*.



Order promising directly impacts customer trust, service reliability, and profitability. When promise dates are set without full visibility into capacity, inventory, and supply constraints, organizations face delayed deliveries, frequent re-promising, and margin erosion.

ICRON Order Promising provides a centralized and constraint-aware environment where order commitments are evaluated in real time against actual operational conditions. This ensures that promises made to customers are reliable, profitable, and executable.

Measurable Business Outcomes

Organizations using ICRON Order Promising achieve*:

40% improvement in customer response time

92% OTIF delivery performance

5% increase in net profit through improved promise accuracy

*Typical outcomes reported by customers. Results vary by industry, constraints, and planning horizon.

Key Capabilities That Power ICRON Order Promising

➤ High-performance ATP and CTP-based order commitments

Combine Available-to-Promise (ATP) and Capable-to-Promise (CTP) logic in a high-performance engine that quickly delivers viable promise options, reducing customer wait time and increasing order throughput without compromising feasibility or margin.

➤ End-to-end order visibility and control

Integrate inventory, production, and distribution plans to track order feasibility, cascading impacts of changes, and fulfillment paths across the supply chain.

➤ Built-in order orchestration

Built-in order orchestration capabilities ensure smooth coordination of complex fulfillment workflows across multiple locations, partners, and systems.

➤ Order simulation and comparison

Create and compare new or modified order simulations without disrupting the main plan, enabling safe evaluation of alternative promise and fulfillment scenarios.

Multi-channel order management

Ensure inventory accuracy and consistent order experiences across channels while optimizing fulfillment strategies in real time.

AI-driven analytics and embedded insights

Identify at-risk orders, alternative fulfillment options, and optimization levers to support faster and more informed decisions.

Order fulfillment optimization

Balance cost, service level, and delivery speed at every step of the order fulfillment process.

Out-of-the-box dashboards for order performance

Monitor OTIF, response time, promise accuracy, and profit impact through ready-to-use dashboards without additional configuration.

Who Uses ICRON Order Promising

- ✓ Planners simulating and re-promising orders with full supply chain impact
- ✓ Order managers follow alerts, manage exceptions and decisions
- ✓ Supply chain teams coordinating fulfillment across channels and locations
- ✓ Executives monitoring service performance, OTIF, and profit impact

How ICRON Order Promising Drives Results

Reliable Customer Commitments

Improve customer trust by committing only to delivery dates that can be met.

Coordinated Fulfillment Execution

Ensure smooth execution across complex fulfillment networks, partners, and channels.

Faster and More Accurate Responses

Reduce customer response time through real-time feasibility checks and automation.

Profit-Aware Order Decisions

Align order commitments with cost, margin, and service objectives.

Optimize with ICRON today!

