Supply chain and SAP—joining forces to capitalize on the metaverse

According to industry analysts, the metaverse is a convergence of digital and real world. Supply chain executives, in particular, are well-placed to harness the power of the metaverse to improve processes, increase visibility, and optimize operations. Technology solutions such as augmented reality (AR), virtual reality (VR), machine learning, and artificial intelligence (AI) are already being used to enhance supply chain visibility, reduce costs, and improve operational efficiency. However, there is a need for supply chain leaders to understand the four trends that will benefit their business.

Supply chain leaders should understand the four trends of the metaverse taking shape today:

**Trend 01: How to bring the metaverse into your organization and how combining metaverse technologies with SAP solutions will benefit their business.**

According to Accenture’s Technology Vision report, nearly two-thirds of supply chain executives believe that the metaverse will benefit their organization in areas such as product design, manufacturing, demand, customer interaction, and supply chain operations. In fact, the metaverse could be the revolutionary technology that supply chain executives have been waiting for—and SAP solutions are well-positioned to play a pivotal role in the enterprise metaverse, just as they do on the current landscape.

- **64% of supply chain executives believe the metaverse will have a positive impact on their organizations.**

Because SAP technologies underpin so many core supply chain processes, they’re ideally positioned to help supply chain executives transform their organizations. For example, companies can develop the optical sorting system under a metaverse and deploy it in SAP solutions. With this solution, inventory will be reordered automatically and inventory will be more cost-efficient.

**Trend 02: Reimagining work with AI and SAP systems to become more human-centric.**

Supply chain executives need to start thinking about the endless possibilities the metaverse presents. With SAP solutions, companies can help turn those possibilities into realities. For example, companies can develop enterprise metaverse solutions that position people to interact with each other and with AI and integrated with core business systems. Furthermore, physical businesses will shift, so employees will need to adapt to new roles, and all employees will need to adjust to the new roles with SAP solutions.

Supply chain executives need to start thinking about the four trends that are transforming the metaverse. Otherwise, they will miss the boat.

**Trend 03: The Programmable World: How intelligent, connected systems transform supply chains.**

In the current landscape, supply chains are still primarily based on the traditional business model. With the metaverse, companies can develop an AR-assisted truck loading app using SAP solutions. This solution will significantly reduce the time spent for a loader to interpret a complex load plan and the chances of correctly-placed packages. The app uses AR and SAP Cloud solutions to interpret a complex load plan and the chances of correctly-placed packages. The app uses AR and SAP Cloud solutions to interpret a complex load plan and the chances of correctly-placed packages.

**Trend 04: Computing the Impossible: How a new generation of incredibly powerful computers will help supply chains to transform in the future.**

Managing supply chains is a step by step process. As the metaverse takes shape, real-world challenges are transformed into digital ones, and companies can develop the digital solution rapidly. In the current landscape, SAP solutions can help companies have a positive impact on their organizations. Furthermore, physical business will shift, and businesses will need to adapt to new roles with SAP solutions.

The four trends of the metaverse are transforming the way companies interact and transact with suppliers, ecosystem partners and customers.

- **50% of supply chain executives have experienced up to a 5% increase in productivity and profitability.**
- **Up to 30% improvement in real-time productivity, availability and performance.**
- **Up to 60% reduction in costs.**
- **Up to 5% increase in forecast accuracy.**

**Trend 05: The Unreal: How AI-generated synthetic data can help companies operate in a more human-centric way.**

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