



## CASE STUDY – SALUS GROUP

# ALISA AI – Smart Sales Forecasting and Inventory Optimization Platform

**1,500**

Suppliers

**3,000**

Customers

**50,000**

Products

**400**

Employees

**28**

Stores

**7**

Countries

How BE-terna's ALISA AI transformed supply chain planning and purchasing processes at Salus

**Salus Group**, an Adriatic leader in the distribution and promotion of medicinal products and medical devices, faced growing complexity in stock planning due to a rapidly expanding product portfolio. Manual ordering became too labor-intensive and insufficient for accurate forecasting.

That's where **ALISA AI (Automated Logistics & Intelligent Supply Chain Assistant)**, BE-terna's **AI-powered platform for intelligent supply chain management**, made the difference. By integrating advanced machine learning and automation, Salus was able to **streamline operations, reduce stock levels, and make smarter purchasing decisions.**

## Key Capabilities of ALISA AI



### Demand Forecasting

ALISA AI leverages **state-of-the-art algorithms** that combine **historical and third-party data** to predict demand with **over 85% accuracy** across the product range. This significantly reduces the burden on purchasing teams while ensuring proactive planning.



### Order Automation

Through its **daily stock monitoring**, ALISA AI detects potential stock-outs or overstock situations and automatically triggers purchase suggestions, allowing for **data-driven, real-time decision-making**.



### Inventory Optimization

By implementing ALISA AI's smart ordering recommendations, Salus reduced inventory levels by up to **65% for selected items**, while simultaneously **avoiding stock-outs** for critical A-level products.

## Tangible Results Delivered

### INCREASED EFFICIENCY

- 85%+ of products managed through automation
- **Manual effort reduced by up to 50%**
- Procurement team gained more time to focus on high-value, slow-moving items

### BETTER BUSINESS DECISIONS

- Daily purchasing suggestions **integrated directly into the ERP**
- **Transparent interpretability** through self-service BI tools
- Outlier detection and early warnings for potential issues

### FINANCIAL IMPACT

- **25%–65% improvement in cash flow**, depending on product category
- **Optimized safety stock levels** using dynamic minimum stock calculations
- Improved stock coverage in days, without increasing stock-out risk



## What the Client Says

“Using BE-terna’s AI-powered SCM platform challenged our team to **better understand future sales and bring precision into our procurement processes**. With ALISA AI, we now base decisions on concrete data instead of gut feeling. **We expect to optimize at least 50% of our purchasing processes and lower stock levels** — while actually reducing stock-outs. This is exactly why we entrusted the implementation to our long-term partner, BE-terna.,,

**Head of Purchasing, Salus**



## Why ALISA AI?

**ALISA AI (Automated Logistics & Intelligent Supply Chain Assistant)** is more than just a forecasting tool — it is a **comprehensive AI assistant** built for operations and supply chain teams. The solution integrates seamlessly with your ERP, adapts to your data landscape, and provides interpretable results that help teams make confident, informed decisions.

Learn more at:  
[be-terna.com/alisa-ai](https://be-terna.com/alisa-ai)