

Ex-McKinsey & BCG Team Launches AI Platform That have started Cutting Enterprise infra and GEN AI Costs by 80%

How a U.S. FMCG Company Saved \$12M Annually Using Decision Pulse AI Built by Ex-McKinsey & BCG Leaders

HOUSTON, TX, UNITED STATES, July 22, 2026 /EINPresswire.com/ -- A next-generation AI platform built by former McKinsey & BCG professionals is helping enterprises reduce infrastructure and analytics costs by up to 80%—while moving from insight generation to autonomous execution.

Executive Summary

In an increasingly competitive and cost-sensitive environment, large FMCG enterprises are under pressure to do more with less—reduce operational overhead, improve decision velocity, and extract measurable ROI from AI investments.

This case study outlines how a leading FMCG organization could potentially save millions of dollars annually by adopting [Decision Pulse AI](#)—an enterprise decision intelligence platform that goes beyond traditional analytics to automate decision-making and execution.

The Industry Context: Rising Costs, Limited ROI from AI

Over the past decade, FMCG companies have heavily invested in:

- Data warehouses and BI tools
- Advanced analytics teams
- External consulting engagements
- AI/ML and LLM-driven initiatives



Ex-McKinsey & BCG Team Launch AI Platform That Could Help FMCG Enterprises Save Millions

by Cutting Costs up to 80%—and Moving from Insights to Automated Execution.

OFFICE SOLUTION AI LABS
AI THAT DECIDES. AI THAT DELIVERS.

DECISION PULSE AI
From Insight to Execution

REAL IMPACT. MEASURABLE RESULTS. A case study-driven approach showing how FMCG companies can reduce data, analytics, and operational costs—while accelerating decision execution across the enterprise.

THE CHALLENGE	THE SOLUTION	THE IMPACT
High costs. Slow decisions. Fragmented systems.	DECISION PULSE AI	Transforming insights into measurable outcomes.
Millions spent on consulting, analytics & infrastructure	Unifies enterprise data across all systems	Up to 80% reduction in data & analytics costs
Disconnected data across functions and systems	Detects inefficiencies with root cause analysis	Reduced dependence on ETL pipelines & large teams
Decision cycles taking weeks, not hours	Simulates scenarios & recommends the best decisions	Faster decisions – from weeks to hours
Rising cloud, infrastructure & LLM-related costs	Executes decisions autonomously across systems	Improved efficiency in pricing, supply chain & operations
	Continuously learns & optimizes outcomes	Higher profitability & business impact

IDEAL FOR
FMCG | Retail | Manufacturing | Supply Chain | Distribution & More

Built by
Ex-McKinsey & BCG Professionals

Enterprise-Grade
AI, Real-World Results.

Secure. Scalable.
Future-Ready.

SEE THE IMPACT FOR YOUR ENTERPRISE
Request a demo or assessment to discover how Decision Pulse AI can help you **save millions**.

REQUEST A DEMO
innovationalofficesolution.com/decision-pulse-demo

However, many organizations are now facing a critical realization:

Despite significant investments, decision-making remains slow, fragmented, and heavily dependent on human intervention.

Key challenges include:

Escalating consulting costs with limited long-term scalability

High infrastructure spend driven by inefficient cloud and LLM usage

Data silos across functions, preventing unified decision-making

Delayed execution, where insights take weeks to translate into action

The Enterprise Challenge: A Typical FMCG Scenario



Logo

The FMCG company in this case operates across multiple geographies, with complex supply chains, diverse product portfolios, and dynamic market demand.

“

Most enterprises don't fail due to lack of data, but because decisions are delayed or disconnected. Decision Pulse AI closes that gap by turning insights into execution in real time.”

Manish Kumar Agrawal (Ex Mckinsey & Ex BCG)

Their operational reality includes:

1. Fragmented Decision Ecosystem

Different teams rely on separate tools for sales, marketing, supply chain, and finance—leading to inconsistent insights and misaligned actions.

2. High Dependency on External Consultants

Strategic and operational decisions often require consulting support, resulting in recurring multi-million-

dollar expenditures.

3. Rising Cloud and LLM Costs

With increased adoption of AI models, infrastructure costs have surged—without proportional

gains in efficiency.

4. Slow Decision Cycles

Critical decisions—such as pricing adjustments, inventory planning, and promotional strategies—can take days or weeks.

The Strategic Shift: From Insights to Autonomous Decisions

Rather than adding more dashboards or hiring additional analysts, the company explored a fundamentally different approach:

Transitioning from insight-driven decision support to AI-powered decision execution.

This shift represents a move from “knowing what to do” to “automatically doing it.”

Introducing Decision Pulse AI

Decision Pulse AI is an enterprise-grade decision intelligence platform designed to:

Continuously Analyze

Integrates data across enterprise systems (ERP, CRM, supply chain, marketing platforms) to generate real-time insights.

Recommend Decisions

Uses advanced AI models to identify high-impact opportunities across business functions.

Execute Actions

Unlike traditional analytics tools, Decision Pulse AI can trigger and execute decisions directly within enterprise systems.

Optimize Costs

Dynamically manages infrastructure and LLM usage to significantly reduce operational expenses.

Key Differentiators

Decision Pulse AI stands apart from traditional solutions in several ways:

Execution-first architecture (not just analytics)
Consulting-grade logic embedded into AI workflows
Cross-functional decision orchestration
Cost optimization at both infrastructure and model levels
Projected Financial Impact

Based on enterprise benchmarks and modeled deployment scenarios, the FMCG company could achieve:

1. Up to 80% Reduction in Consulting & Analytics Costs

By automating recurring analysis and decision workflows, dependency on external consultants is significantly reduced.

2. Substantial Savings in Cloud & LLM Infrastructure

Optimized model usage and intelligent workload distribution lead to major cost efficiencies.

3. Faster Decision-Making Cycles

Decision timelines shrink from weeks to hours, enabling real-time responsiveness.

4. Improved Operational Efficiency

Better alignment across supply chain, sales, and marketing functions.

Deep Dive: Use Cases in FMCG

1. Demand Forecasting & Inventory Optimization

Traditional Approach:

Weekly or monthly forecasting cycles
Manual adjustments based on historical trends

With Decision Pulse AI:

Real-time demand sensing
Automated inventory rebalancing
Dynamic production planning

Outcome: Reduced stockouts, lower inventory holding costs, improved service levels.

2. Pricing & Promotion Optimization

Traditional Approach:

Static pricing strategies
Delayed response to market changes

With Decision Pulse AI:

Continuous price optimization
Automated promotional adjustments
Competitor-aware pricing strategies

Outcome: Increased margins and revenue uplift.

3. Supply Chain Efficiency

Traditional Approach:

Reactive logistics planning
Limited visibility across nodes

With Decision Pulse AI:

Predictive supply chain adjustments
Automated rerouting and allocation
Real-time disruption management

Outcome: Reduced logistics costs and improved delivery timelines.

4. Marketing Spend Optimization

Traditional Approach:

Post-campaign analysis
Budget allocation based on historical performance

With Decision Pulse AI:

Real-time campaign optimization
Dynamic budget reallocation
ROI-driven marketing decisions

Outcome: Higher return on marketing investments.

Technology + Consulting: A Hybrid Advantage

One of the key strengths of Decision Pulse AI lies in its foundation:

Built by professionals with experience at McKinsey & BCG, the platform combines:

- Strategic thinking frameworks

- Advanced AI capabilities

- Deep understanding of enterprise operations

This ensures that decisions are not just data-driven—but also business-context aware.

Why This Matters for US Enterprises

US-based FMCG and large enterprises are currently facing:

- Margin pressures due to inflation and competition

- Increasing scrutiny on AI ROI

- Need for faster, data-driven decisions

Decision Pulse AI directly addresses these challenges by:

- Reducing operational and infrastructure costs

- Accelerating decision-making

- Delivering measurable, scalable ROI

- From Advisory to Autonomous Enterprises

The traditional model of consulting and analytics is evolving.

Enterprises no longer need just recommendations—they need execution at scale.

Decision Pulse AI enables organizations to:

- Replace repetitive analysis with automation

- Eliminate delays between insight and action

- Operate with greater speed, precision, and efficiency

- Conclusion

For FMCG enterprises, the opportunity is clear:

By adopting Decision Pulse AI, organizations can move beyond fragmented analytics and high-cost consulting models to a unified, AI-driven decision ecosystem.

The result is not just cost savings—but a fundamental transformation in how decisions are made and executed.

About Decision Pulse AI

Decision Pulse AI is a next-generation enterprise decision intelligence platform built by former McKinsey & BCG professionals. It empowers organizations to automate high-impact decisions, reduce costs, and improve operational efficiency across business functions.

For demo please send a request on

<https://landingpages.innovationalofficesolution.com/decision-pulse-demo>

Manish Kumar Agrawal

Office Solution AI Labs

+91 97169 13186

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/928490527>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.