

Modular, AI-native platform optaire by 4flow sets new standards for end-to-end supply chain optimization

4flow, a leading global provider of customized supply chain solutions, is setting new standards for end-to-end supply chain optimization with optaire by 4flow. The modular, AI-native platform combines network, logistics and risk and disruption management to increase supply chain resilience and agility. It enables supply chain teams to respond to disruptions more quickly, reduce costs and maintain service levels, so they can tackle current and future challenges as markets become increasingly volatile.

“Geopolitical instability, sustained cost pressure and supply bottlenecks are putting leaders under increasing pressure to build flexible and resilient supply chains,” commented Kai Althoff, CEO of 4flow. “Fragmented systems result in siloed and reactive decisions that slow down the supply chain, eat into margins and lead to service failures. optaire breaks down those silos and enables organizations to make data-driven decisions across systems, teams and partners.”

Standard platforms generally optimize in cycles. In contrast, optaire supports ongoing optimization by recognizing changes continuously, developing alternative responses and acting to support execution.

“When disruption hits, supply chain leaders can’t afford to wait for the next planning cycle,” explains Damian Unterlöhner, vice president go-to-market Europe at 4flow. “optaire gives them an overview of the current situation and trade-offs so they can jump straight into action. That’s how they can protect margins, meet service level targets and create a supply chain that performs under pressure.”

optaire by 4flow is modular and can be configured flexibly to meet specific business needs. Teams can start with the modules that meet their current requirements and expand the platform as their needs evolve. In addition, businesses can develop customized modules for specific or complex use cases.

The platform can be integrated seamlessly into existing digital ecosystems, including ERP, APS, TMS and WMS systems. Thanks to data ontology, optaire can sense potential disruptions, determine the business impact, identify response options and recommend next steps for execution. This supports teams to make and execute critical decisions more quickly. The result: better decisions, faster execution and lower costs.

With optaire, businesses can move away from reactive disruption management and toward confident, proactive decisions. The platform is already used by leading organizations. It was also recently included in the Gartner® "Coolest Vendor Innovations in Cross-Functional Supply Chain Technology (2026)" report.

[Find more details about optaire here.](#)

*Source: Gartner, Coolest Vendor Innovations in Cross-Functional Supply Chain Technology (2026), Caleb Thomson, Vas Plessas, Tess Frenzel, 24 July 2026.

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