

Delivering a Powerful Supply Chain Customer Experience in Today's Complex Environment

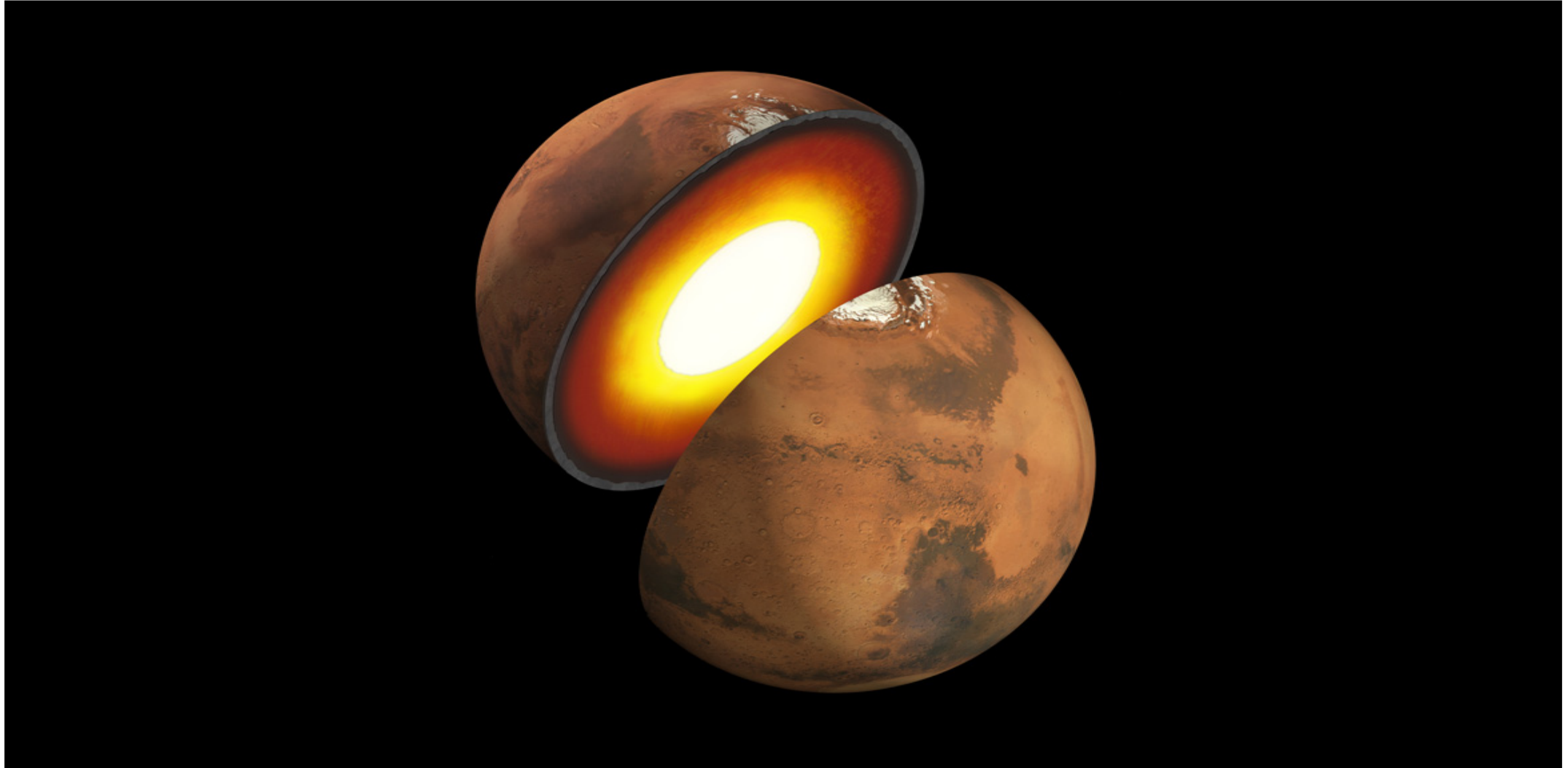
Ross Valentine



The ultimate supply chain metric: Delight



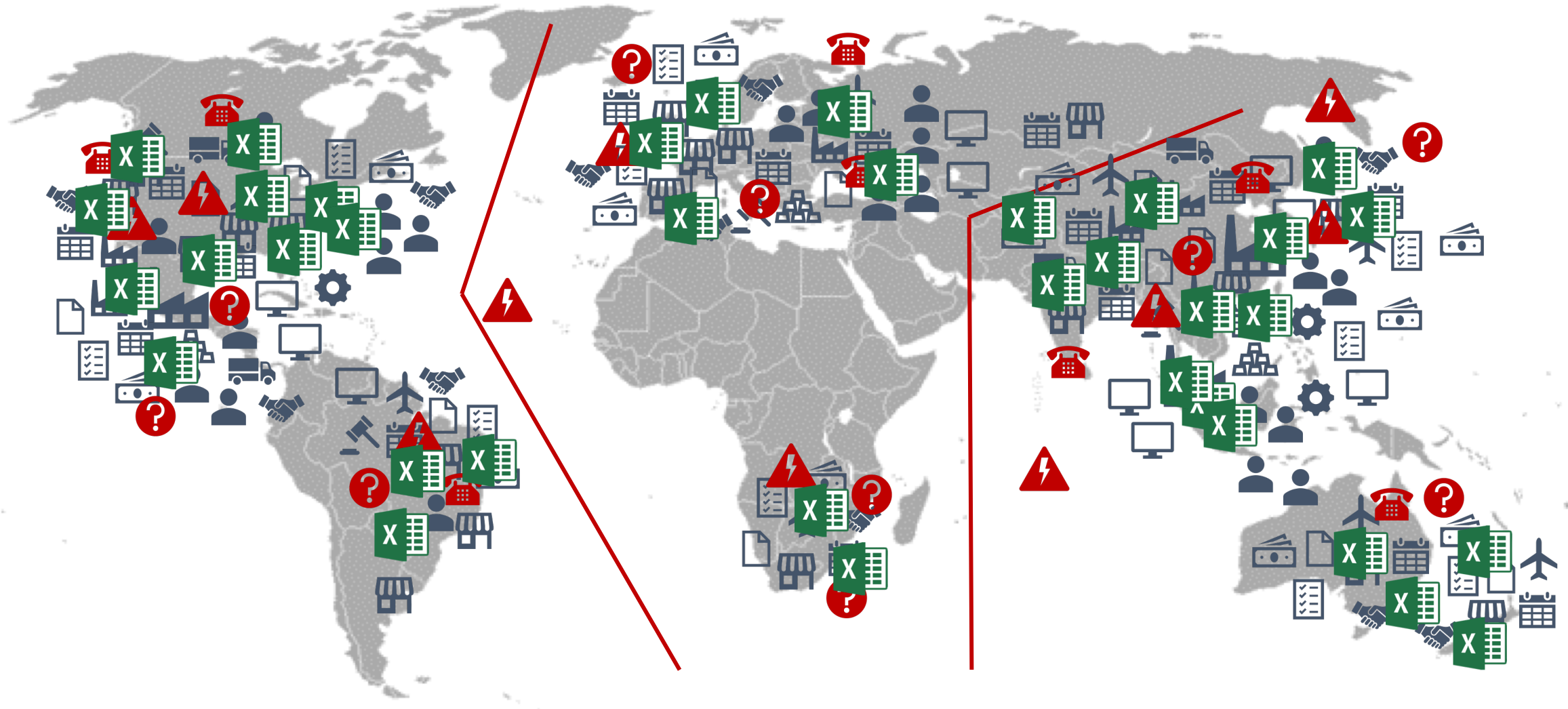
Under the hood of the world



The megatrends driving supply chain evolution



Supply Chains and Silos



Supply Chain Visibility and Control



Consumers

OEM's

Sunlight Zone

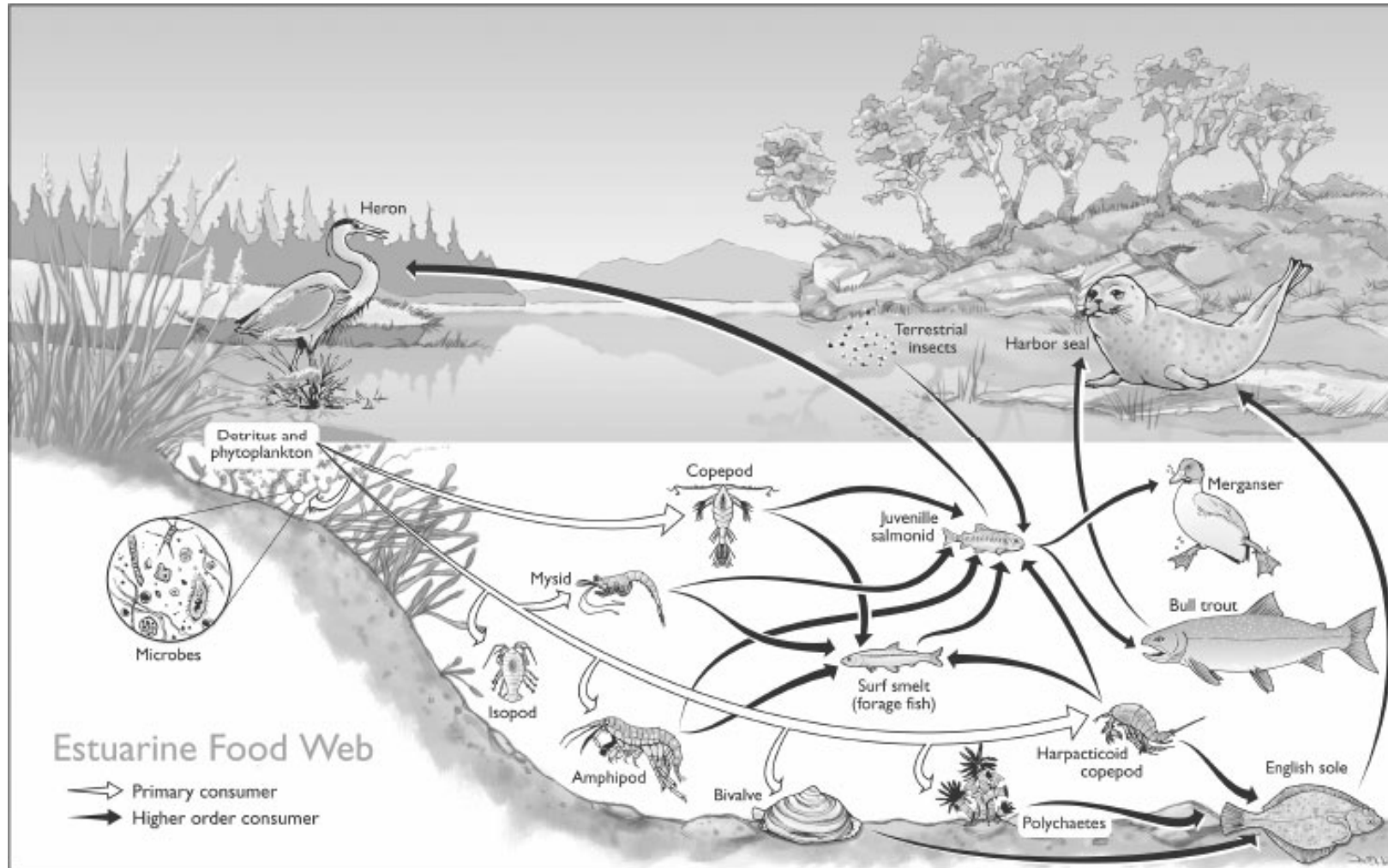
EMS Providers
Component Distributors

Twilight Zone

Reps
Manufacturers
Smelters
Mines

Midnight Zone

The most mature supply chain in the world: Energy



Highly Complex



Web



Autonomous



Real-time



The highest volume supply chain in the world: The WWW

The Google logo, consisting of the word "Google" in its signature multi-colored font.A standard Google search bar with a blue border and a microphone icon on the right side.

Google Search

I'm Feeling Lucky

Highly Complex



Web



Autonomous



Real-time



High-tech supply chains



Highly Complex



Web



Autonomous

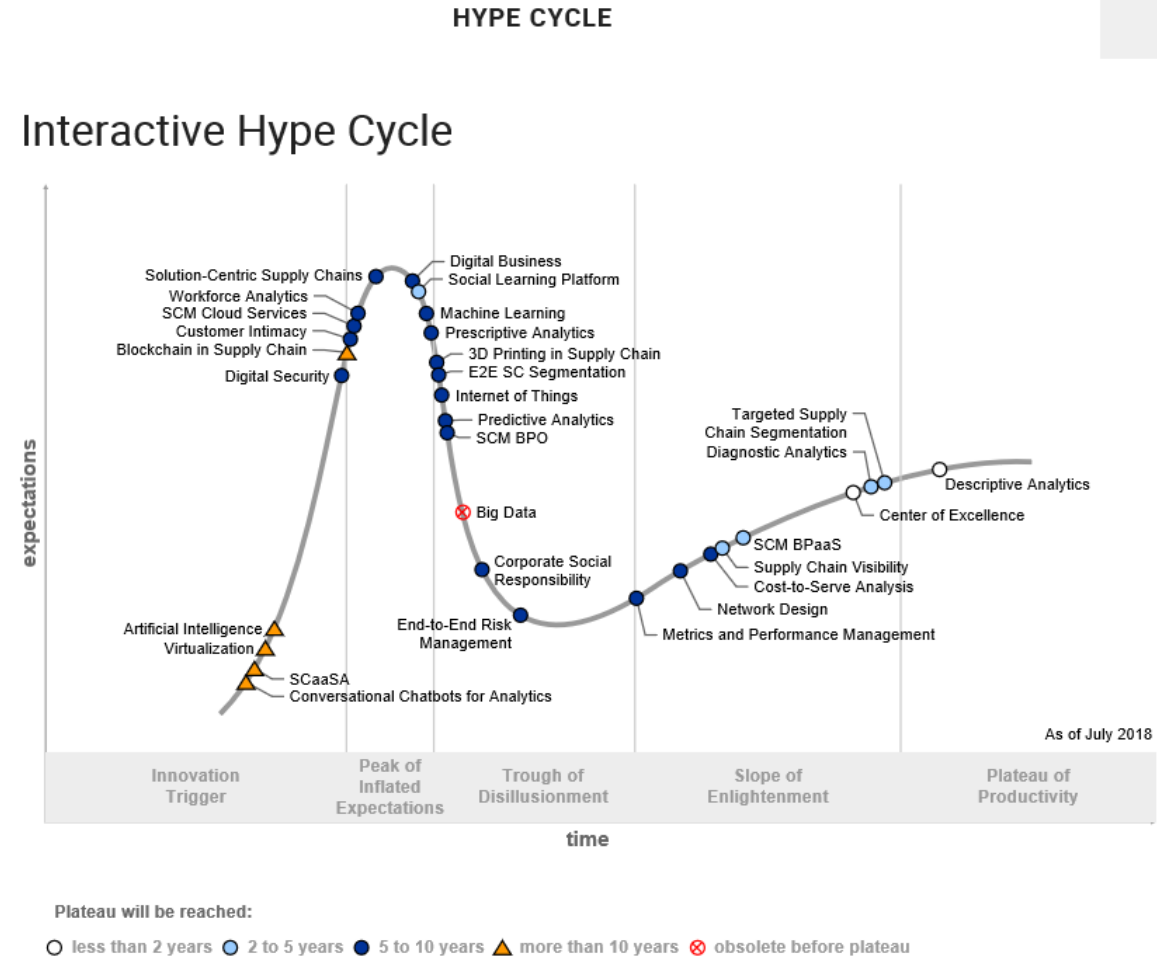


Real-time



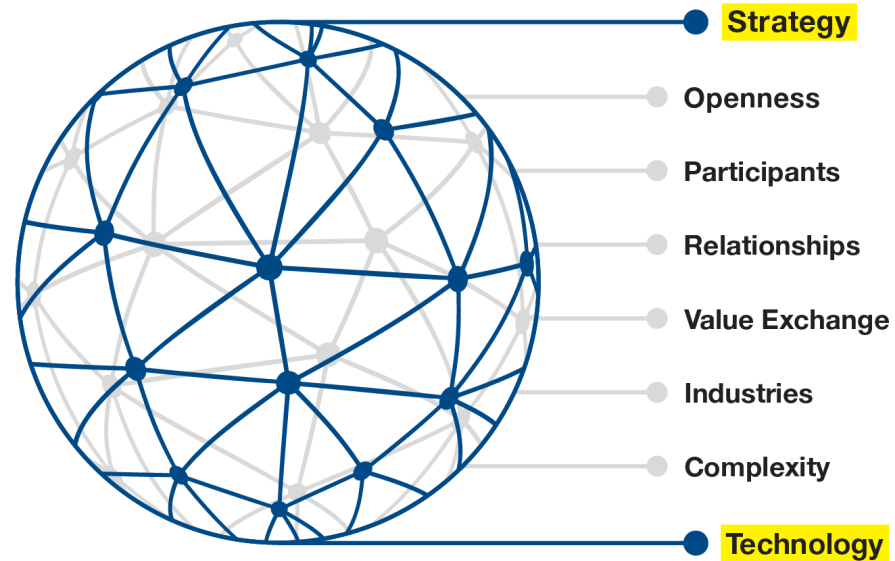
The supply chain awakening

By 2023, at least 50% of large global companies will be using AI, advanced analytics and IoT in supply chain operations – Gartner (2018)



Ecosystems and the supply chain

Eight Dimensions of Business Ecosystems

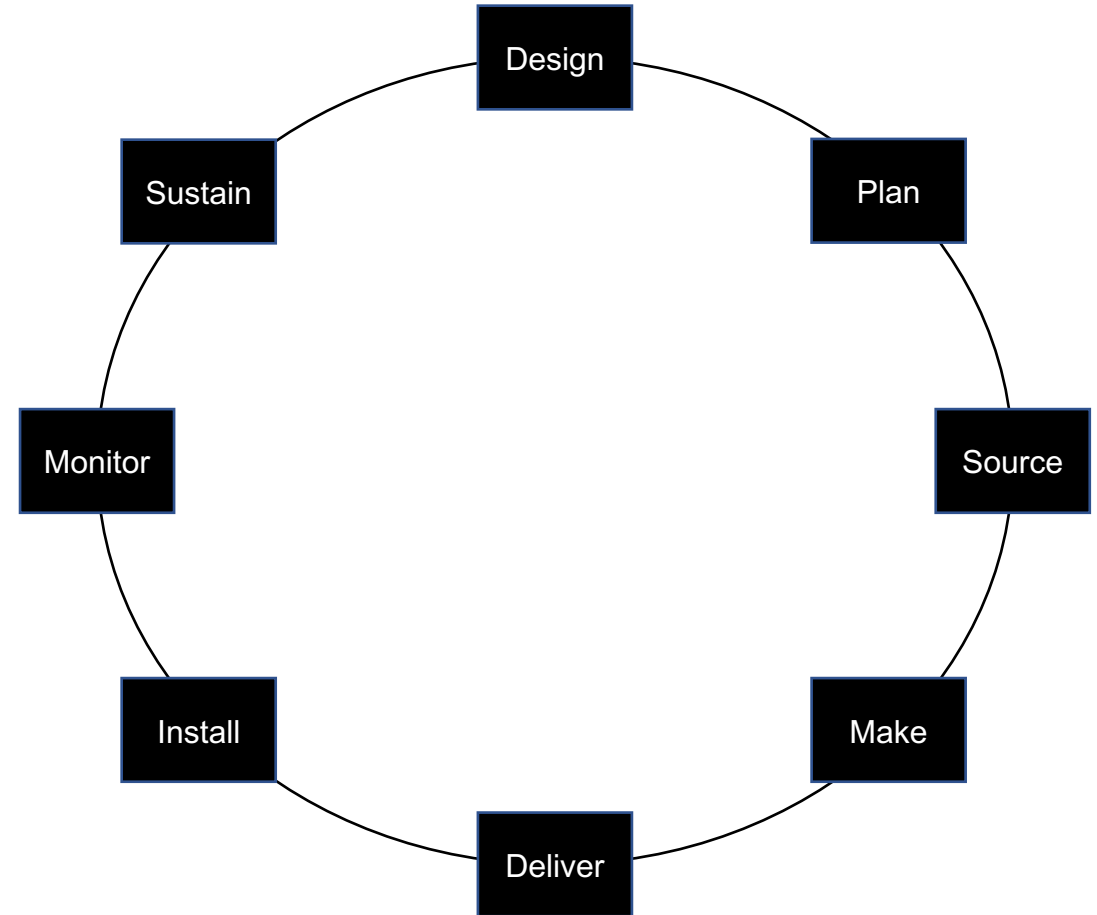


gartner.com/SmarterWithGartner

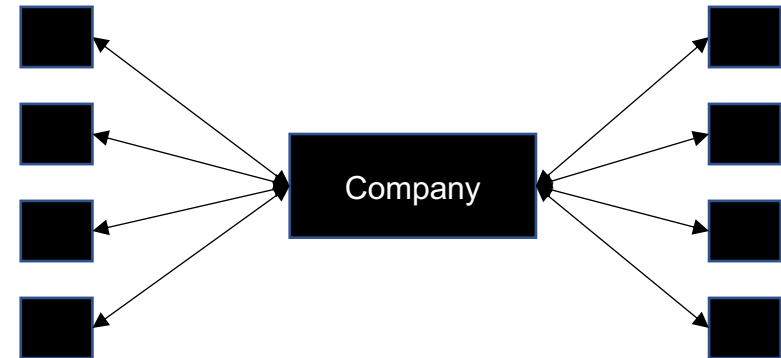
Source: Gartner
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Gartner

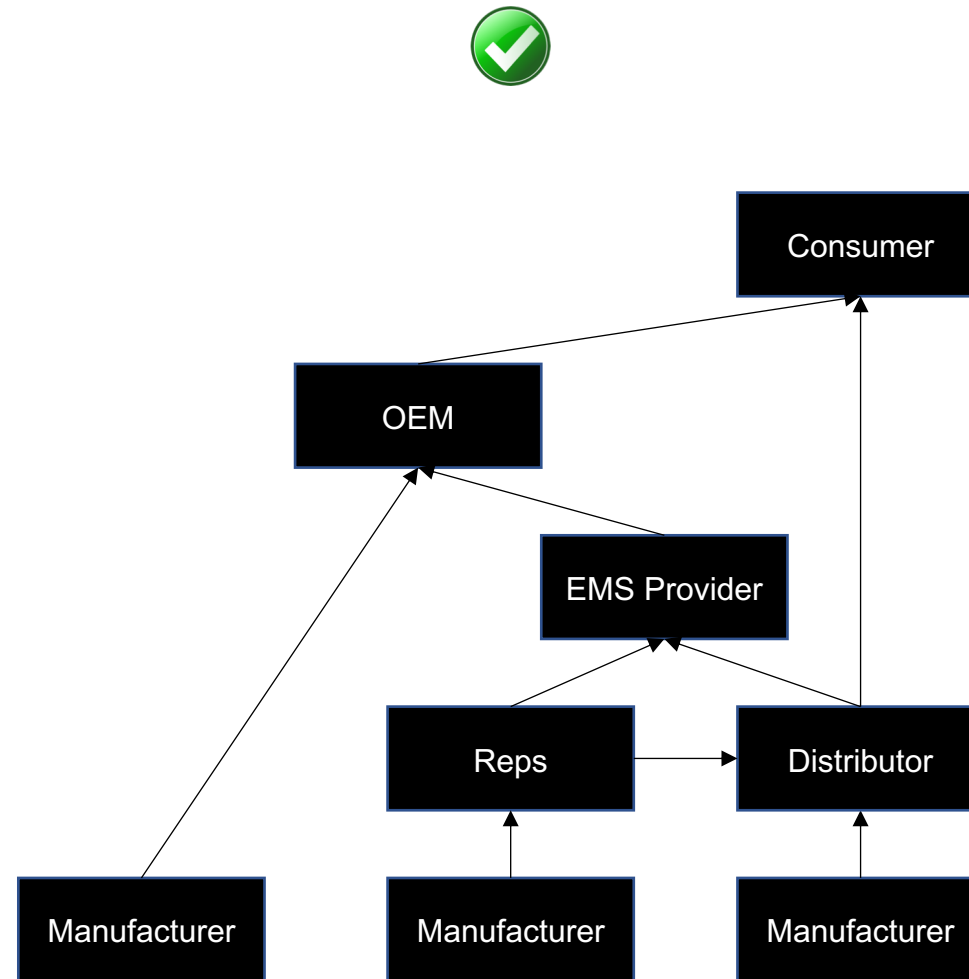
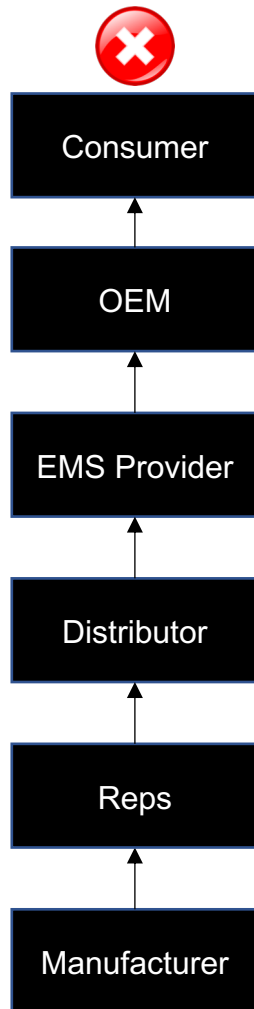
The world is not flat and neither are supply chains



Supply chain partnerships are not monogamous



Supply chain are not chains



Bending space and time in supply chains

Faster quoting

Shortage resolution

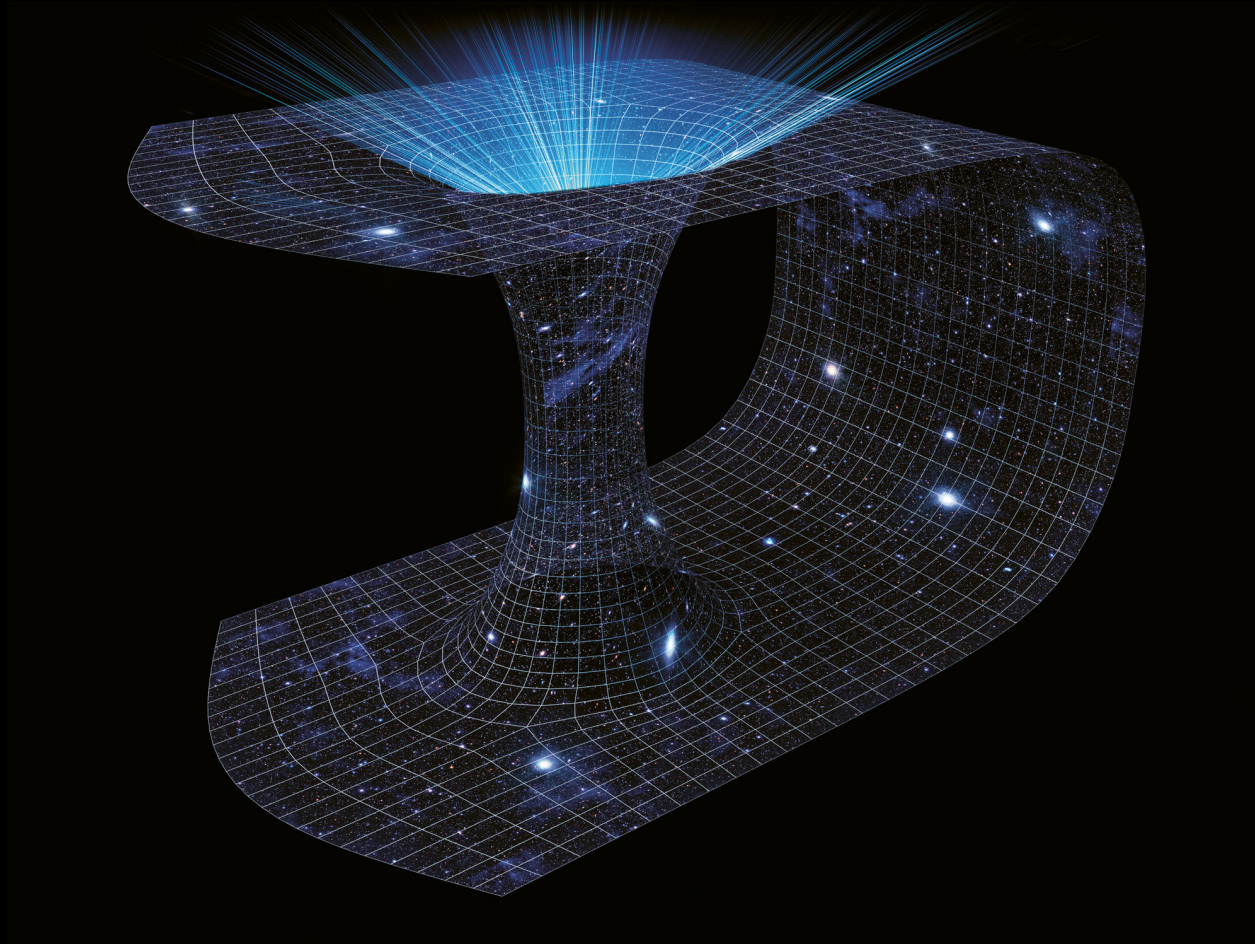
Reduced lead times

On-time delivery

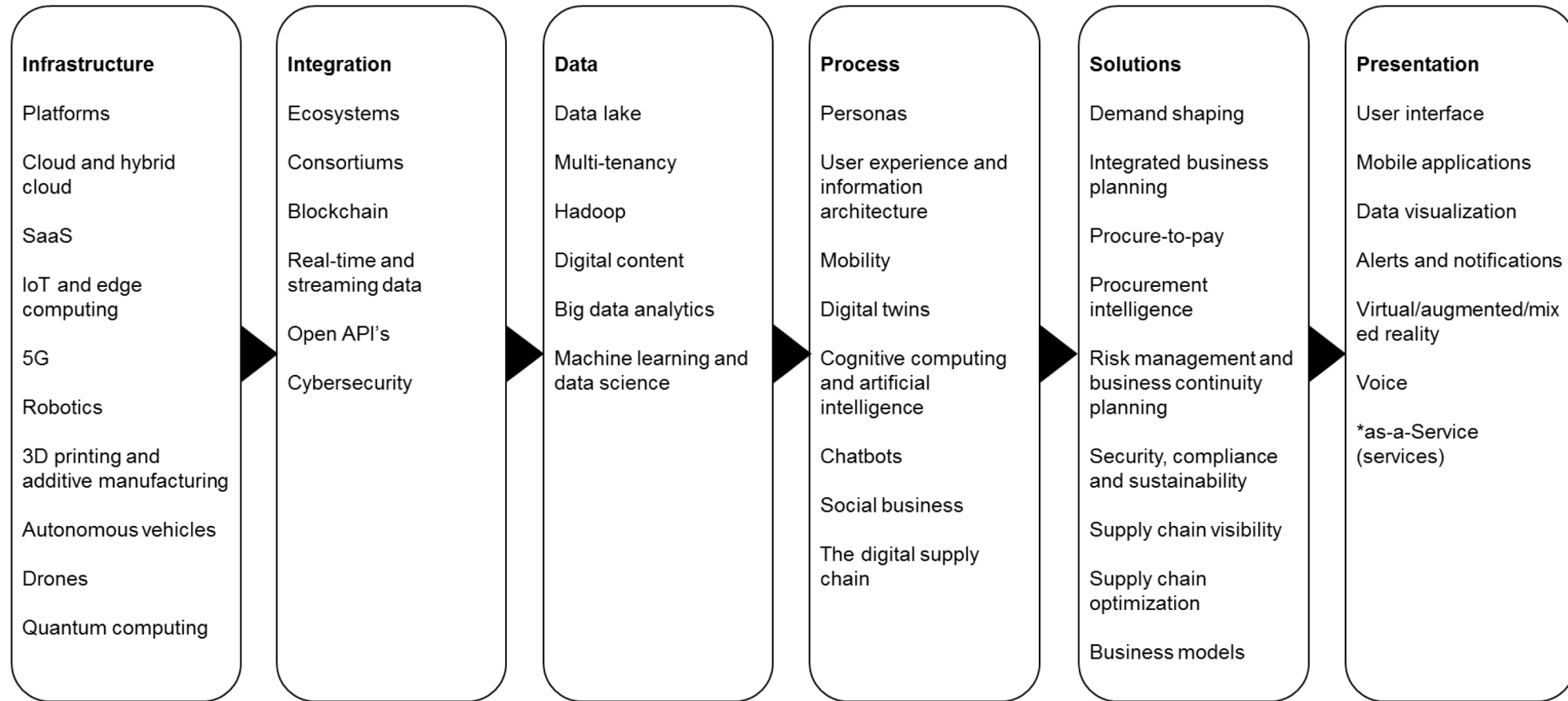
Perfect order index

Forecast accuracy

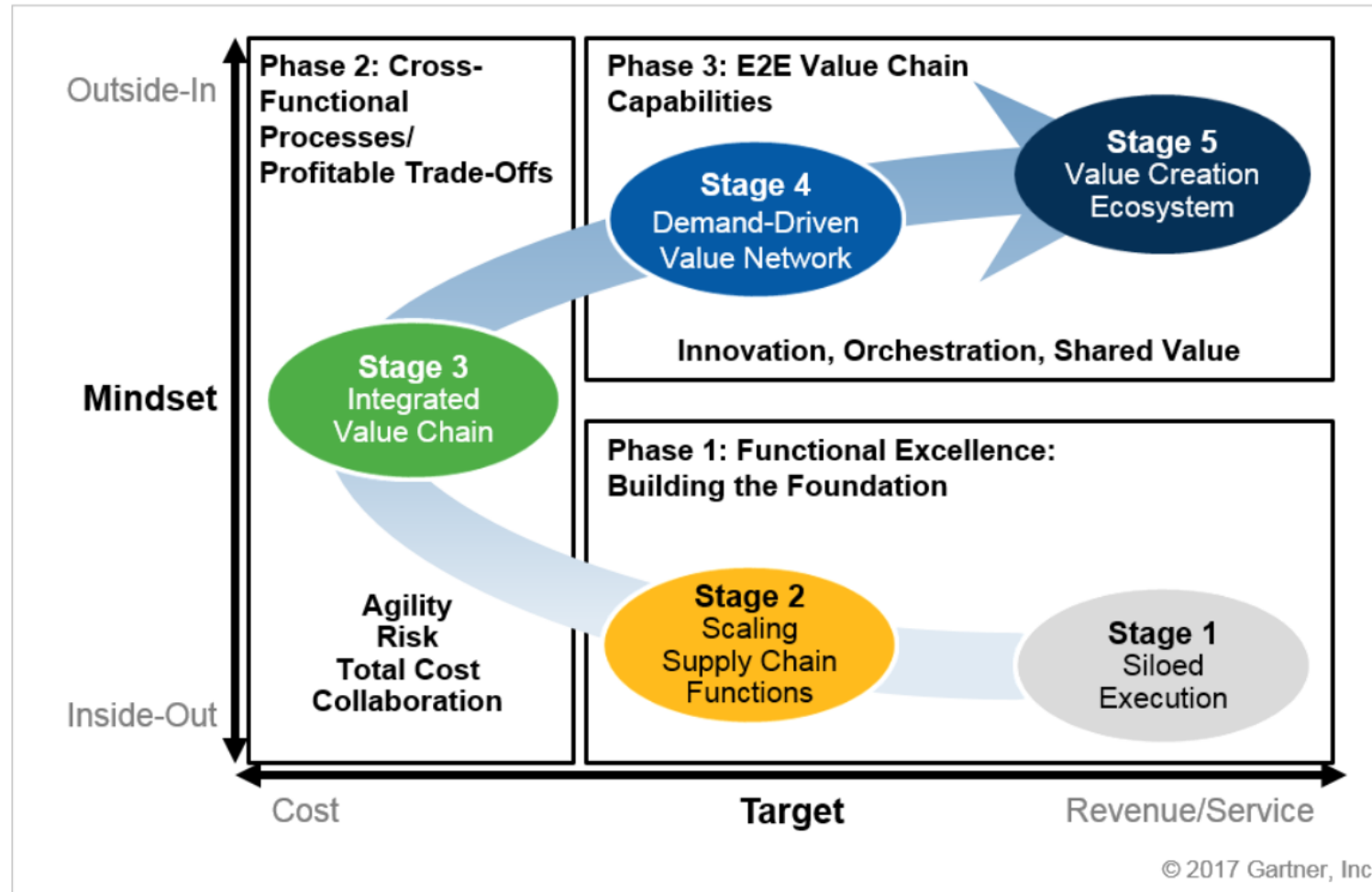
Supply chain orchestration



The supply chain platform of the future



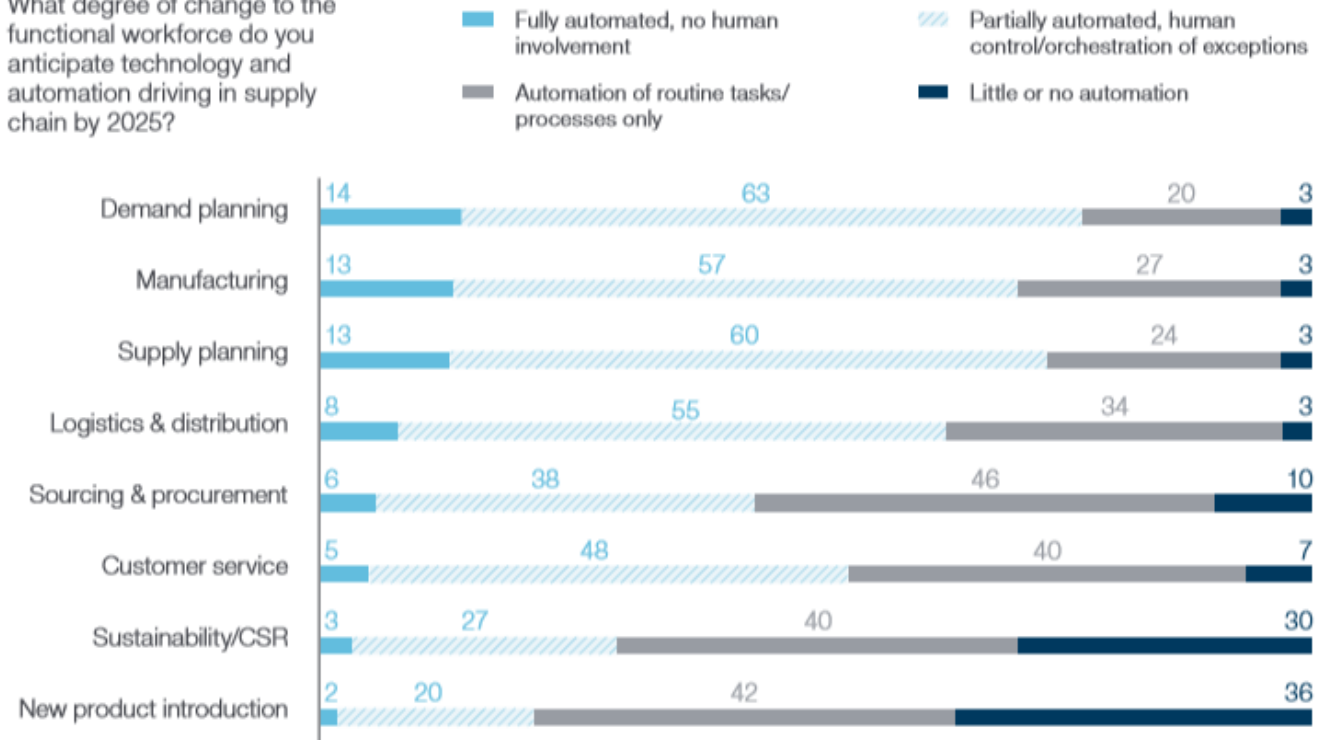
The supply chain environment of the future



The supply chain people of the future

Figure 5
**People as Supply Chain
Orchestrators**

What degree of change to the functional workforce do you anticipate technology and automation driving in supply chain by 2025?



Source: SCM World's 2018 Future of Supply Chain Survey

% of respondents | n = 1,496

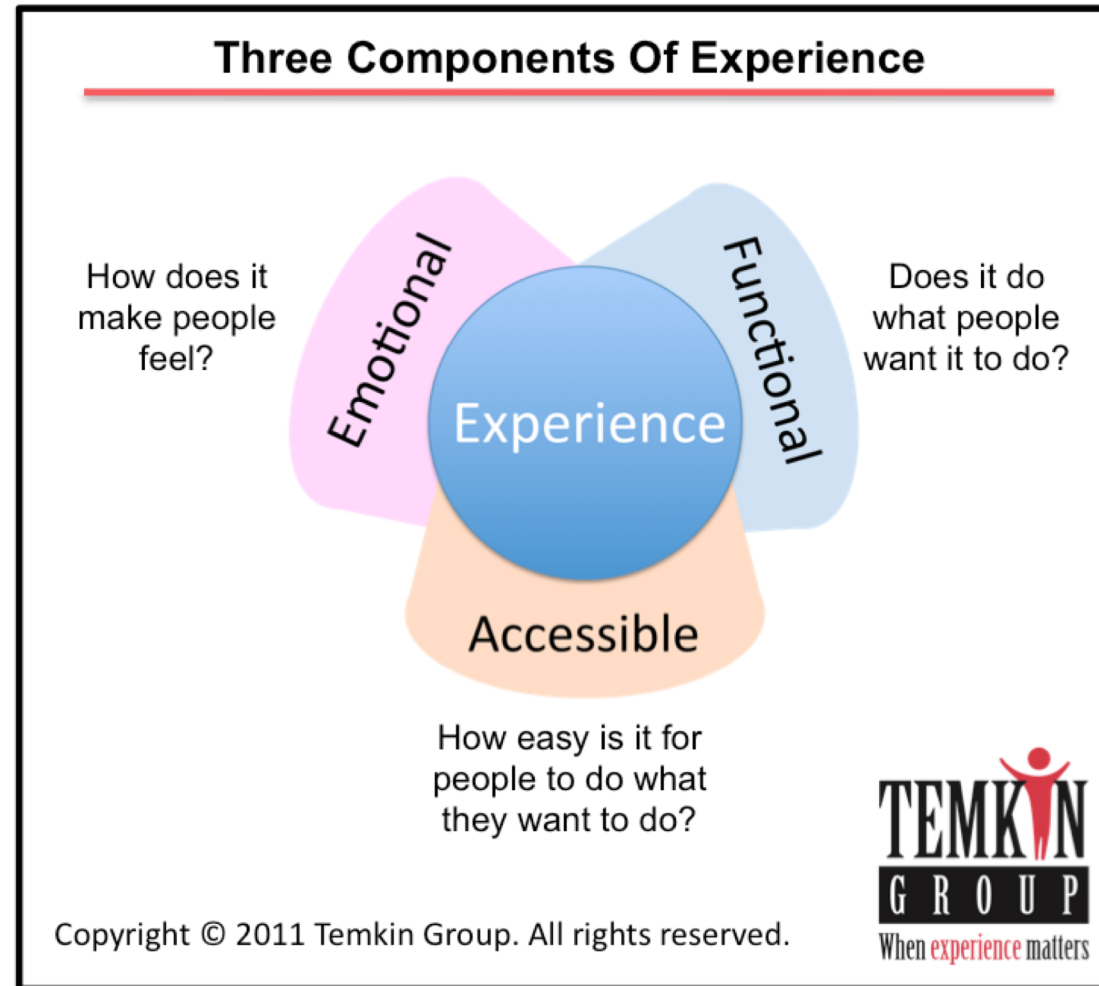
From customer service to customer experience

For 75% of B2B organizations and 40% of B2C organizations, customer experience management is still an immature capability with a fragmented, uncoordinated approach and no clear leader - Gartner



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What is an experience?



The ultimate supply chain metric: Delight



Thank you!