

SUPPLY CHAIN VISIBILITY

Seeing is Achieving

DEFINING SUPPLY CHAIN VISIBILITY

It SHOULD NOT BE:

- Single tier
- Simply a track-and-trace of data, materials or final products
- Limited to just seeing the data
- Intended to be used strictly to ensure/enforce plan conformance
- Confined to only a current state or historical view

It SHOULD BE:

- End-to-end tracking of raw materials to finished product, from supplier to manufacturer to customer
- Connecting and harmonizing data across all supply chain nodes and organizations, both internal and external
- A function that supports efficient supply chain analysis—from strategic planning to day-to-day execution
- Encompassing past, present, and future views to understand historical trends, current performance and projected results
- Leveraging analytics and modeling capabilities to understand cause-and-effect

"...it's about having the appropriate information, at the right level of granularity and—maybe most importantly—with the right speed and frequency to generate **timely insight** to help people **make better business decisions.**"¹

WHY VISIBILITY IS CRITICAL

Addressing top business challenges—specifically the impact of increasing supply chain complexity and rising supply chain management costs—requires visibility²

Visibility is a prerequisite for making the supply chain and the business more³:

- AGILE
- RESILIENT
- COMPETITIVE
- PROFITABLE

With end-to-end visibility, supply chain teams can:

- MITIGATE BUSINESS AND SUPPLY CHAIN RISKS
- RESPOND QUICKLY TO EVENTS AND CHANGING SUPPLY AND DEMAND CONDITIONS
- IMPROVE CUMULATIVE LEAD TIMES
- IDENTIFY AND UNDERSTAND THE IMPACT OF DISRUPTIVE EVENTS ALONG THE SUPPLY CHAIN
- IMPROVE OPERATIONAL PERFORMANCE

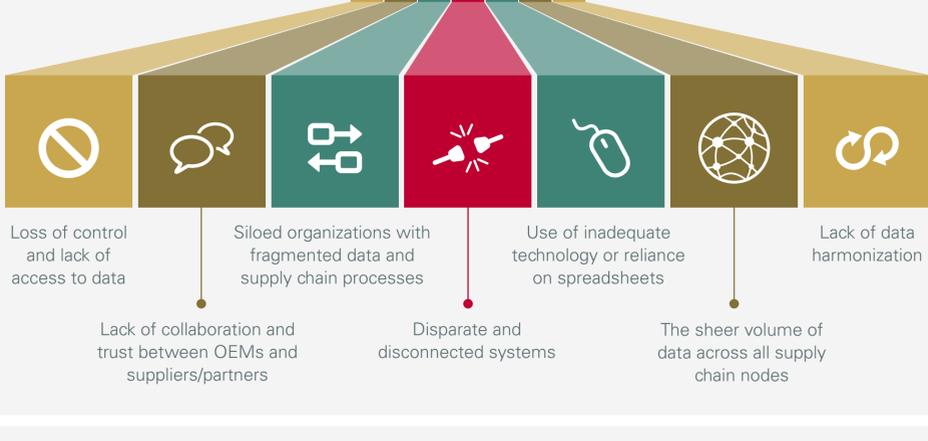
What's compelling companies to increase visibility?⁴



Lack of visibility across the supply chain is considered by supply chain executives to be among the top three barriers to achieving supply chain goals⁵

VISIBILITY HURDLES

What makes supply chain visibility so difficult to achieve?



have some level of outsourcing



lack supply chain visibility because of inadequate technology or lack of skills

STATE OF VISIBILITY TODAY



40% admit they lack visibility across their extended supply chain¹

Most have an inside-out view, with visibility limited to a single department or function within the organization, and have separate data and processes for both planning and execution functions.⁷

85% of survey respondents indicated that they plan to increase their current level of end-to-end supply chain visibility²

Priorities⁴



want to improve internal cross-departmental visibility and integration into supply chain transactions and costs



want to streamline processes for easier monitoring, enhanced usability or efficiency



want to improve timeliness and accuracy of data exchange about supply chain transactions

4 KEY CONSIDERATIONS FOR ACHIEVING SUPPLY CHAIN VISIBILITY

Deploy the Right Technology



- Choose a single platform system to achieve a unified view
- Ensure the right people can access the right data at the right time
- Be alerted to changing demand and supply conditions and their impact

- Consolidate heterogeneous data sources across all systems of record
- Achieve consistency in item identifications, units of measure and time buckets
- Run analytics across the network, not siloed at each step



Harmonize Your Data

Leverage Analytical Capabilities



- Combine data visibility with analytic capabilities to achieve business impact
- Perform real-time calculations, data modeling and simulations to understand the impact of different scenarios

- Collaborate in all areas of your visibility initiative
- Establish trust across the entire supply chain
- Leverage visibility to employ collaborative analysis and decision-making



Think and Act Collaboratively

Receive actionable and predictive insight

Evaluate the impact of decisions across organizational boundaries

Visibility alone won't yield effective supply chain orchestration.

Think of it as the foundation that enables key supply chain capabilities.

Orchestrate a collaborative trade-off analysis between trading partners

Make enterprise-wide, risk-adjusted decisions quickly

Want to learn more about supply chain visibility?

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READ THIS PAPER
Supply Chain Visibility: Avoiding Short-Sighted Goals
www.kinaxis.com/see/visibility

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