

Supply Chain Visibility Script

<p>Visibility Key to Client Services</p>	<p>Synth chord.</p>
<p>VO Narrator</p>	<p>Supply chain visibility is collecting, integrating, analyzing, and responding to information about the movement of goods throughout a business ecosystem. It improves the power to be well informed about the status of goods flowing through the supply chain. For every industry around the world, supply chain visibility offers a unique perspective that provides the ability to prepare and respond quickly if events don't go according to plan.</p> <p>And more and more, customers are demanding high visibility for their operations, which often involve numerous trading partners around the globe.</p>
<p>Chehade</p>	<p>Companies need to meet the growing service requirements of their clients and consumers. In order to do so, they must have accurate and constant visibility of what is going on in their supply chain and pass that transparency on to their clients and consumers.”</p> <p>The second reason companies need visibility is to address demand fluctuations. As demand changes in the market, their ability in real-time to adjust their supply chain is critical. Otherwise they end up with unwanted inventories that are written off.</p> <p>The third and last reason visibility is critical is to allow companies optimization across processes throughout their supply chain. Without visibility, companies will miss critical understanding of where and how best to optimize processes in the supply chain.</p>
<p>VO Narrator</p>	<p>Aberdeen Group analysts recently reported that 79 percent of enterprises over \$1 billion dollars in revenue targeted poor supply chain visibility as their top concern for managing global supply chain operations. Inventory management and domestic transportation executives also point to visibility as a critical performance enabler.</p> <p>Also according to an Aberdeen Group report, companies overwhelmingly desire better</p>

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	<p>visibility to supply chain activity. However, most still have only the most basic levels of visibility. Aberdeen's study evaluated visibility technology usage in 524 companies, including best practice case studies from manufacturers, distributors, and retailers.</p>
<p>Chehade</p>	<p>As demand from the market changes, the ability of a company to quickly and accurately adjust their supply chain to that demand fluctuation is very pivotal. If they do not do it, they will end up with unwanted inventories that end up hurting the bottom line</p> <p>Companies have indeed made significant investments in building and designing their own supply chain systems. The trouble is a lot of these systems and a lot of these designs predated the ecosystem reality of supply chain. And therefore, they were focused on an enterprise model and did not really encompass the understanding that much of the data and the systems needed to operate a supply chain are actually outside the walls of a company.</p>
<p>Ciemny</p>	<p><i>Clients have traditionally built systems based on the requirements within their own four walls. However, marketing conditions such as globalization is forcing them to think about their organizations as ecosystems.</i></p> <p><i>It's an interesting problem, but one that I think can be resolved.</i></p>
<p>Chehade</p>	<p>Now fundamental to actually evolving the systems will be to enable integration of the whole ecosystem and the systems that lie across it at the process level.</p> <p>Most integration models today are transactionally based. Companies have to really retool these integration links with their partners at a workflow and process level in order to ensure that their visibility is current and synchronized with all of their partners.</p> <p>And therefore, the real challenge companies have is to extend their existing supply chain systems into the systems of their partners across the ecosystem, enabling them to have visibility and transparency into these data sources and bringing them into a central, visible place in order to optimize their supply chain.</p> <p>However, the illusion sometimes is that systems alone can actually give you visibility across the supply chain. Successful companies have been</p>

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	able to complement systems with very good leadership in order to bring their ecosystem of suppliers and customers to an understanding of why system transparency and openness provides visibility that everyone can benefit from.
Transformation Client Challenges	Synth chord.
Chehade	<p>“I think the first challenge companies face is to rethink of themselves as an ecosystem of enterprises comprising all their partners, both on the supply and demand side, as opposed to thinking of themselves as a single vertical enterprise. Companies who have done so have gained what is called the ecosystem edge, companies that are able to function and manage as a whole set of companies, as opposed to just their enterprise.</p> <p>“Now, once they’ve done so, the next challenge becomes to start managing their business processes in a horizontal way that actually spans all their partners’ activities.</p> <p>And finally, the last challenge they will face is gaining the visibility to all the information and data that is spread across the systems of all these partners in the ecosystem in order for them, in real time, to be able to manage a process that permeates their whole ecosystem.”</p>
Leverage IBM Advantage	Synth chord
VO Narrator	IBM is an ideal example of a global ecosystem of enterprises, whose success depends upon reliable supply chain visibility and flexible, quick response.
VO Narrator	<p>IBM learned long ago that the Managed Business Process model literally transforms the business. It’s designed to increase employee and customer value by synchronizing a business environment in an inventive, adaptable and resourceful way.</p> <p>Services that support this model include supply chain visibility. IBM’s offering in this particular space is called Business Tone and several of IBM’s key clients are using it to gain better control over their supply chain operations.</p>

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<p>Ciemny</p> <p>VO Narrator</p> <p>Ciemny</p>	<p><i>IBM's supply chain visibility solution was designed for clients regardless of the maturity of their supply chain processes. And as clients begin to start thinking about their organizations as ecosystems verses vertically integrated enterprises, they are bound to find blind spots which is where our supply chain visibility solution becomes relevant.</i></p> <p>For instance, if you can't see your supplier's inventory, you can wind up with stock outs, late or expedited shipments and quality issues. .</p> <p>And naturally, supply chain delays stretch out the cash-to-cash cycle.</p> <p>When you're unable to receive timely, accurate demand signals, the results can be excess or obsolete inventory and poor customer satisfaction.</p> <p><i>Operating in a constant reactionary state with poor information will result in lost market opportunity, a poor execution against client commitments, ultimately resulting in lost revenues and profits.</i></p>
<p>Responding Critical concerns</p>	<p>Synth chord</p>
<p>VO Narrator</p>	<p>The IBM MPBS supply chain visibility service includes dashboards and tools displaying status and key performance indicators across an extended supply chain.</p> <p>In addition, twenty-four-seven, a team of IBM's MPBS experts utilizes this tool set to monitor and manage the integrity of incoming and outgoing information.</p> <p>It integrates and synchronizes critical data with partners and customers, as it continually provides an up-to-date view of events that impact the supply chain process.</p>

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<p>VO Narrator</p>	<p>Enterprises whose customers need visibility and whose financial future depends on quick response time to supply chain events will find that IBM's service improves the ability to:</p> <ul style="list-style-type: none"> ▪ Forecast accurately ▪ Increase on-time deliveries ▪ Obtain reliability and timeliness of business data ▪ Boost collaboration and standardization among partners ▪ Optimize the overall supply chain ▪ Target operational improvements
<p>Ciemny</p>	<p><i>IBM supply chain visibility solution is focused on addressing real client business issues many of which are due to a lack of integration of information and data across the clients' ecosystem. Some examples are:</i></p> <ul style="list-style-type: none"> ▪ <i>Data collection, specifically manual collections which are prone to errors.</i> ▪ <i>Inventory levels, and stock outs</i> ▪ <i>And penalties due to a lack of compliance.</i>
<p>Ciemny</p> <p>V.O Narrator</p>	<p><i>Partnering with IBM will enable real bottom line improvements for our clients. In large part due to the experiences and skills we bring to the table having dealt with many of these same issues across our own global supply chain</i></p> <p>IBM brings decades of relevant knowledge to the table. And IBM knows how to support each customer from its initial transition to supply chain visibility to meeting its goals of better service and a stronger bottom line. Few enterprises can offer that kind of experience and support.</p>
<p>Chehade</p>	<p>IBM has gained visibility by inviting its partners, from the initial design, in participating in the definition of visibility across all of their ecosystem, by process. By doing so from the beginning, partners understood why they're collaborating, what is the benefit of collaboration, and the visibility was shared. It was not kept</p>

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	only for IBM. IBM, in a way, allowed partners to become members of a very visible supply chain.
Chehade	<p>IBM is unique among service providers in that we operate our own massive supply chain, in fact, one of the largest in the world. As such, when we embarked on our transformation, from the beginning, we have involved our partners in understanding the importance of visibility across the entire supply chain. That collaborative effort, from the beginning, allowed us to design our processes and our systems to support an ecosystem model.</p> <p>Now, in order to achieve that, we had to build visibility in a layer that sits above the processes and above all applications. By doing so, we made visibility independent of a process, independent of an application, giving us maximum flexibility in building and designing our supply chain partnerships.</p>
Ciemny	<i>Collaboration was the key in addressing much of our supply chain challenges. As we began to understand the power of aggregating information across a supply chain, we then began to see the benefits in the form of improved financial performance and improved client satisfaction across the business.</i>
Chehade	As a result, IBM now has the ability to operate a supply chain, independent of the various entities that operate different processes within our supply chain. That flexibility, that dynamic approach allows us to retain visibility, no matter who is operating what part of our supply chain. This provides us for maximum productivity in our planning activities.
Chehade	Now, having built this visibility layer above all these applications, we gain tremendous flexibility in actually changing partners as needed and reassigning processes to different operators without losing the visibility. That central visibility is the hallmark of our flexibility in a changing market.
Improves Customer Supply Chain Process	Synth chord
VO Narrator	A significant global telecommunications company with complex physical and services supply chains selected IBM to help resolve various supply chain-related challenges.

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	<p>The original objective was to improve Operating Expenses and Capital Expenditures. IBM also found there was a lack of procurement process integration and automation with the organization's business partners.</p> <p>After a lengthy period of gathering requirements and analysis involving multiple divisions and groups, IBM entered into a multi-year agreement projected to save the telecommunications company hundreds of millions of dollars.</p>
VO Narrator	<p>Other significant customers of IBM's supply chain visibility solution include global hardware and clothing manufacturers. Each of them had distinct business objectives and challenges that IBM's solutions continue to help them meet and resolve.</p>
<p>Future Supply Chain Visibility</p>	<p>Synth chord</p>
<p>Chehade</p>	<p>In the future, I see companies challenged in a number of ways. First, as the trend in outsourcing continues to grow and companies seek different areas and better areas to optimize their supply chains, it becomes very important for companies to stop seeing themselves as enterprises, but rather as integrators of enterprises. Companies need to reinvent themselves in that way.</p> <p>The next challenge will be for companies to understand how their supply chains are not static, monolithic operations to be managed, but rather potentially dynamic supply chains built one product at a time. Those that are able to do so at that level will then generate far better optimization at a product level, rather than a static corporate level.</p> <p>And then last but not least, companies need to understand how much visibility is good visibility. I've seen companies have little visibility, but also, I've seen companies that have too much visibility.</p>

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Cehade	So calibrating what is needed, when it's needed, and getting just what's enough is the hallmark of companies that will succeed in the future of supply chain management.
Ciemny	<i>As clients look to become better orchestrators of the ecosystem, I can't think of a better opportunity to achieve this than through the use of IBM's supply chain visibility solutions.</i>
Cehade	It is important that companies engage and become leaders in bringing together their ecosystem of partners to an understanding of why opening up their systems and providing transparency actually provides visibility that is good for everyone involved. And that understanding and that leadership are really the hallmarks of companies that achieved true visibility across their ecosystem
	Synth chord then transition to closing music.