

VISIBILITY – SUPPLY CHAIN'S BIGGEST CHALLENGE?

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Access this SupplyChainStandard webinar on demand to hear the latest thinking on practical way for improving supply chain visibility.

The 60 minute webinar contains a series of questions and answers I have sectioned for your convenience:

1



Introduction and a definition of visibility

Meet the panel and hear both an academic definition of visibility and a real-world, experienced viewpoint.

2



What are the key things to look for in visibility?

Different supply chain elements and the complexities of planning and demand in a fractured, global network.

3



End-to-end supply chain performance against KPI measurements

Driving performance in the supply chain demands continual measurement to understand what is going on at every critical function.

4



The importance of collaborative relationships in retail for delivering visibility

At the sharp end of the supply chain, information flow with suppliers is a vital link to developing a responsive supply chain.

5



Is the technology only available for large organisations?

Do complex data management and analysis capabilities remain 'enterprise class', or can smaller organisations afford to benefit from them?

6



Where is inventory going, does RFID help real-time visibility?

Real-time tracking and tracing of inventory in transit is to some degree dependent on the level of granularity organisations want.

7



What are the guidelines, best practices to achieving greater visibility?

The evolution of visibility should include the act of measurement and the implementation of KPIs such as those defined by the SCOR model.

8



The challenge of forecasting demand and analysing sales data

The ability to develop a single view of demand across all channels and suppliers is essential, but forecasting today requires flexibility and market understanding.

9



The quality of data provided by logistics service providers

An area of significant improvement in both amount and accuracy – but it remains vitally important to ensure the data provided is suitable and relevant.

10



What are the pitfalls moving forward to achieving increased visibility?

The key to effective visibility is in making sure you measure the right thing – the ultimate objective is actionable insight.

11



Looking to the future, where should we be headed?

Rightsizing the supply chain to the organisation and understanding what is important to shareholder and customer value.

12



Internal mechanisms will also need to be addressed?

You can link up all your in-house systems and operational units but can visibility be achieved if the sharing of information is not ubiquitous?