

# UNICHANNEL FULFILLMENT: The Three Megatrends Impacting the Past, Present and Future of Commerce

Presented by:

Jim Tompkins

Chairman and CEO

Tompkins International



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# Three Megatrends That Are Impacting UniChannel Fulfillment

**Megatrend #1:** The evolution of organizational development from Continuous Improvement to Transformation to Reinvention.

**Megatrend #2:** The increase in complexity of commerce from optimal single channel design to Uni-Channel, Uni-Logistics, Uni-Marketing and Uni-Technology Optionality design.

**Megatrend #3:** The speed of change and the level of innovation, entrepreneurship and disruption to keep pace.

# Megatrend #1: The Evolution of Organizational Development from Continuous Improvement to Transformation to Reinvention

## A BUG STORY

Changing = Ametaboly  
Transforming = Hemimetaboly  
Reinventing = Holometaboly

# Understanding Continuous Improvement, Transformation, and Reinvention

## ▪ CONTINUOUS IMPROVEMENT

Baby Ant



Adult Ant



- ...Growth,
- but no Change.

## ▪ TRANSFORMATION

Baby Grasshopper



Adult Grasshopper



- ...change in wings and reproductive organs

## ▪ REINVENTION

Caterpillar

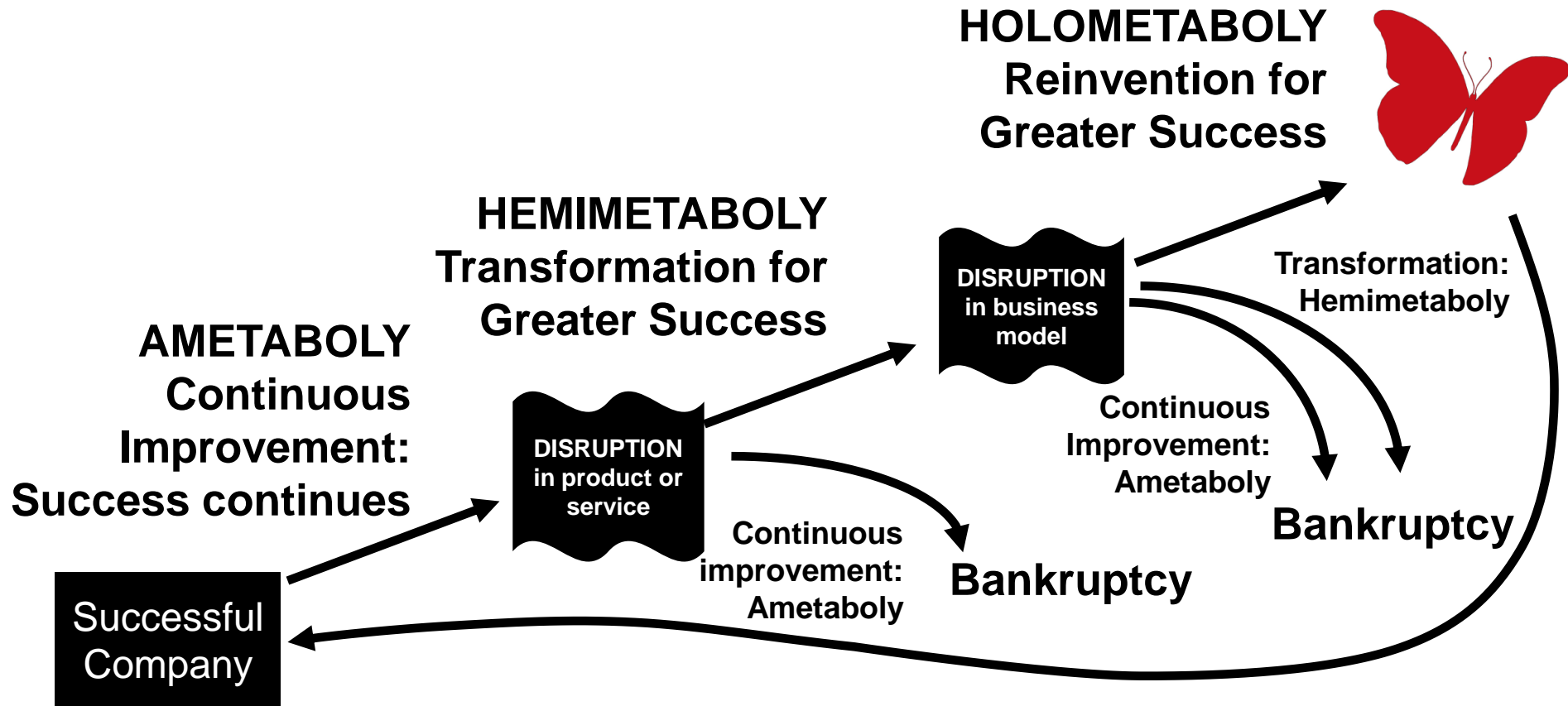


Butterfly



- Metamorphosis: Reinvention, *Totally Different*

# The Circle of Life for Companies



# Megatrend #2: The Increase in Complexity of Commerce from Optimal Single Channel Design to Uni-Channel, Uni-Logistics, Uni-Marketing and Uni-Technology Optionality Design



# UniChannel Fulfillment, Uni-Marketing and Uni-Technology Complexity Requires

- a. Distributed logistics
- b. Lite business model
- c. Automated portable, modular, agile “Each” order picking
- d. Distributed inventory flow forecasting
- e. Sell ANYWHERE
- f. Retail science
- g. Integrated technology suite



# Optimality vs. Optionality

- a. These are the most uncertain and volatile times in the history of the world.
- b. Uncertainty and volatility make it impossible to make accurate predictions about the future or to define operating requirements.
- c. The answer to these uncertain and volatile times is Anti-Brittle.
- d. Understand VUCA: Volatility, Uncertainty, Complexity and Ambiguity



# Optimality or Optionality

- a. **Should we be trying to establish optimal solutions, or should we be developing solutions that offer us a series of optional solutions allowing us to adapt over time the circumstances that occur?**
  
- b. **Anti-Brittle Solutions:**
  - i. Are about Optionality
  - ii. Allow for optimal solutions to be deployed over time to meet the short-term requirements for that time
  - iii. Optionality is superior to Optimality
  - iv. Given the uncertainty and volatility today, I believe optionality is the new optimal

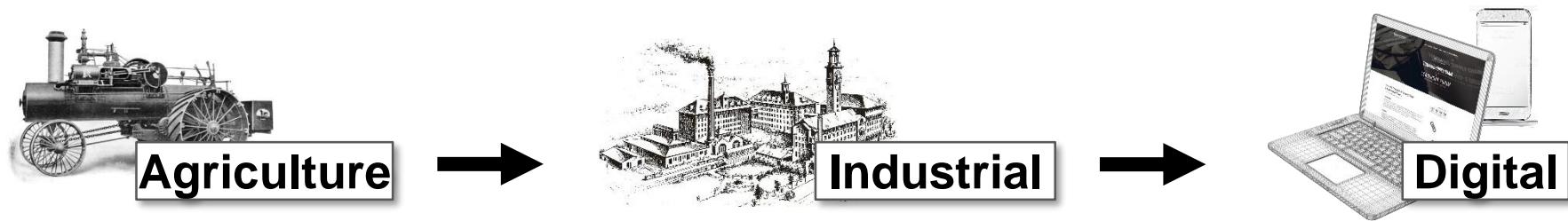
# Megatrend #3: The Speed of Change and the Level of Innovation, Entrepreneurship and Disruption to Keep Pace

- Digital
- Disruptive
- Distorted



# The Digital Imperative

- **We are engaging in a new era of business:**



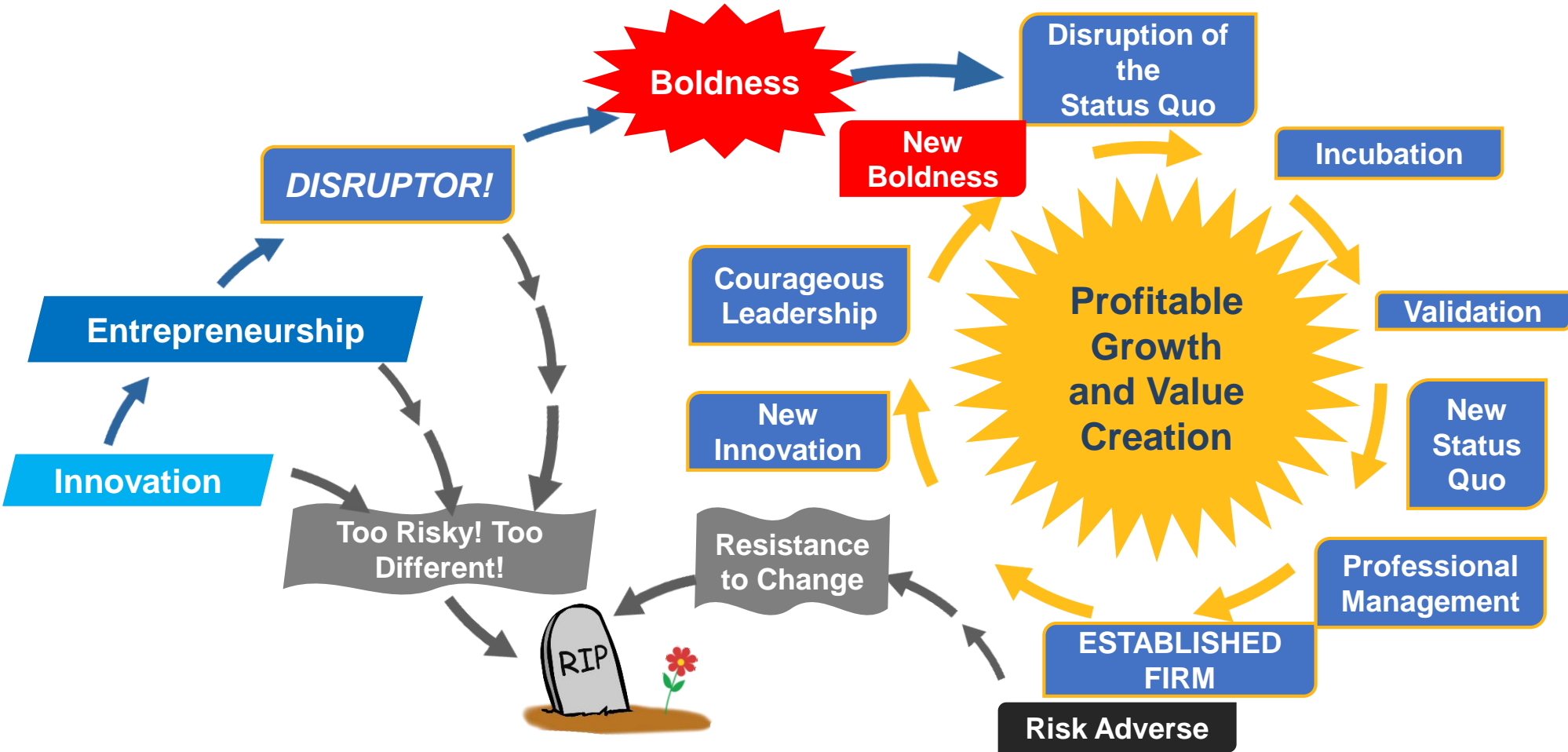
- **Digital Technology is changing all businesses**
  - New products
  - New services
  - New business models

# The Digital Imperative (continued)

- It is essential that all organizations vigorously pursue digitalization.
- Today we have the opportunity to start anew, to build an entirely new world
- Organizations that take control of the Disruption Cycle will surpass the organizations that pursue continuous improvement.



# The Disruption Cycle IS:



# Disruptive Innovation

- The Pursuit of the Disruption Cycle with Innovation & Boldness.
- A high stakes game, with high rewards.
- Not a high-risk game; in fact, the certainty of high risk is to NOT traverse the Disruption Cycle, but rather to be Risk Averse and to embrace resistance to change.
- The process of changing the world an innovation, a disruption at a time.



# Distorted Supply Chains: Uncertainty

## Anti-Brittle Supply Chain Perspectives

“Uncertainty is a permanent part of the leadership landscape. It never goes away.”

— Andy Stanley

“Exploring the unknown requires tolerating uncertainty.”

— Brian Greene

“I used to be scared of uncertainty, now I get a high out of it.”

— Jenson Ackles

“Without the elements of uncertainty, the bringing off of even the greatest business triumph would be dull, routine, and eminently unsatisfying.”

— J. Paul Getty



# Distorted Supply Chains: Speed

- Today is the slowest day of the rest of your life.
- Innovation obsolesces is shorter than ever.
- Speed Supply Chain Perspectives

“If you’re not fast, your competition will be.”

—Adam Friedman

“In a world where everything is moving so rapidly, simply being fast is not enough: you have to be faster than anyone and everyone.”

—Jeff Lerner

“We need to move from making a decision when you have 90% of the information to making a decision when you have 70% of the information.”

—McKinsey & Company

“Make not just high-quality decisions, but high-velocity decisions.”

—Jeff Bezos, Amazon Shareholders Letter, 2017



# Takeaways

- **We must focus on:**

- Reinvention drives innovation and big success.
- Lasting innovation must be Anti-Brittle.
- Complexity drives the need for innovation.
- Digital, Disruptive and Distorted realities drive the speed of innovation.

THE FUTURE OF UNICHANNEL FULFILLMENT IS A WOLE NEW WORLD!

*For more information:*

Jim Tompkins: [jtompkins@tompkinsinc.com](mailto:jtompkins@tompkinsinc.com)

Website: [www.tompkinsinc.com](http://www.tompkinsinc.com)

Or visit MODEX Booth 9002