

The Business Intelligence Journey: How Technology and Customer Needs are Evolving Supply Chain Strategies

Presented by:

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Brian Hecht

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powered by  MHI



When Data Creates Competitive Advantage

by Andrei Hagiu and Julian Wright

From the January–February 2020 Issue

Harvard Business Review



STRATEGY

When Data Creates Competitive Advantage

by Andrei Hagiu and Julian Wright

From the January–February 2020 Issue

Many executives and investors assume that it's possible to use customer-data capabilities to gain an unbeatable competitive edge. The more customers you have, the more data you can gather, and that data, when analyzed with machine-learning tools, allows you to offer a better product that attracts more customers. You can then collect even more data and eventually marginalize your competitors

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Overview



- Background
- Project Genesis (Previous State)
- Transition Process (Current State)
- Concept to Reality (Future State)
- Key Learnings
- Q&A

Background – Who We Are



**SUPPLY CHAIN
CONSULTING**

**WAREHOUSE
MANAGEMENT**

**VALUE ADDED
SERVICES**

**TRANSPORTATION
MANAGEMENT**

**FREIGHT
FORWARDING**

**ASSET-BASED
TRANSPORTATION**

NORTH AMERICAN NETWORK:

70+ Locations

30+ Million Square Feet

Corporate Offices
Transportation
Management Center (TMC)

GLOBAL NETWORK:

40 Countries

278 Locations



Reduce
Total System Cost



Improve
Service to Customers



Transform
Business Processes



Facilitate
Growth and Change

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4101 Basic
Action Code. . . I
Product No . . . AMP580
Catalog No . . . AMP580

Stocking Type. . . .
G/L Class.
Unit of Measure. . . .

Item Price Group . .
Basket Reprice Group
Print Message. . . .

ORIGINAL STATE

Shelf Life Days. . . .
ABC Codes.
Supplier
Product Manager. . .
Buyer Number
Print Message. . . .

F5=Codes F8=Measur
M11 a

POWERED BY POSSIBILITIES.

4101	Basic	Month to Date	Year to
Action Code	I	87.68%	89.04
Product No	AMP580	97.20%	97.17
Catalog No	AMP580		
Stocking Type			
G/L Class		Month to Date	Year to
Unit of Measure		3,174	42,97
Item Price Group		21,128,964	264,648
Basket Reprice Group		6.657	6.15

ORIGINAL STATE

PREVIOUS STATE

Shelf Life Days		
ABC Codes	\$6.92	\$6.30
Supplier		
Product Manager		
Buyer Number		
Print Message		
F5=Codes F8=Measure		

Service Definitions	
OTR	
>= 93%	
88% - 92.9%	92%
< 88%	

POWERED BY POSSIBILITIES.



4101
Action Code
Product No
Catalog No
Stocking Type
G/L Class
Unit of Measure
Item Price Group
Basket Reprice Group

Month to Date	Year to
87.68%	89.04
97.20%	97.17
Month to Date	Year to
3,174	42,97
21,128,964	264,648
6,657	6,15


FORESIGHT

Pallet Count

23,522

Location Hold
(All)

Lot #



ORIGINAL
STATE

PREVIOUS
STATE


CURRENT
STATE

Shelf Life Days
ABC Codes
Supplier
Product Manager
Buyer Number
Print Message
F5=Codes F8=Measur

Month to Date	Year to
\$6.92	\$6.3
Service Definitions	
OTR	
>= 93%	
88% - 92.9%	92
< 88%	

Dock Status
(All)

Parent Cust Name
(All)



Inventory	Cooler
16,507	1,329

POWERED BY POSSIBILITIES.

4101
Action Code
Product No
Catalog No
Stocking Type
G/L Class
Unit of Measure
Item Price Group
Basket Reprice Group

Month to Date	Year to
87.68%	89.04
97.20%	97.17
Month to Date	Year to
3,174	42,97
21,128,964	264,648
6,657	6,15

FORESIGHT

Pallet Count


23,522

Location Hold
(All)

Lot #

SKU	QTY	PLT
24	103K	3K

115,000ea



ORIGINAL
STATE

PREVIOUS
STATE

CURRENT
STATE

FUTURE
STATE

Shelf Life Days
ABC Codes
Supplier
Product Manager
Buyer Number
Print Message
F5=Codes F8=Measur

Month to Date	Year to
\$6.92	\$6.3
Service Definitions	
OTR	
>= 93%	
88% - 92.9%	92
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Dock Status
(All)

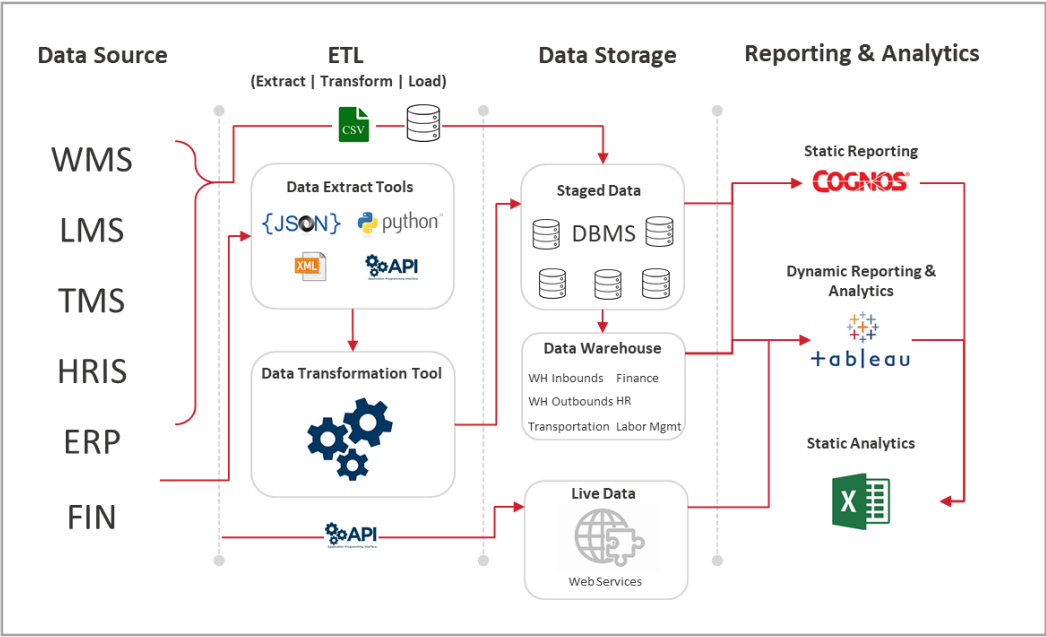
Parent Cust Name
(All)

Inventory	Cooler
16,507	1,329

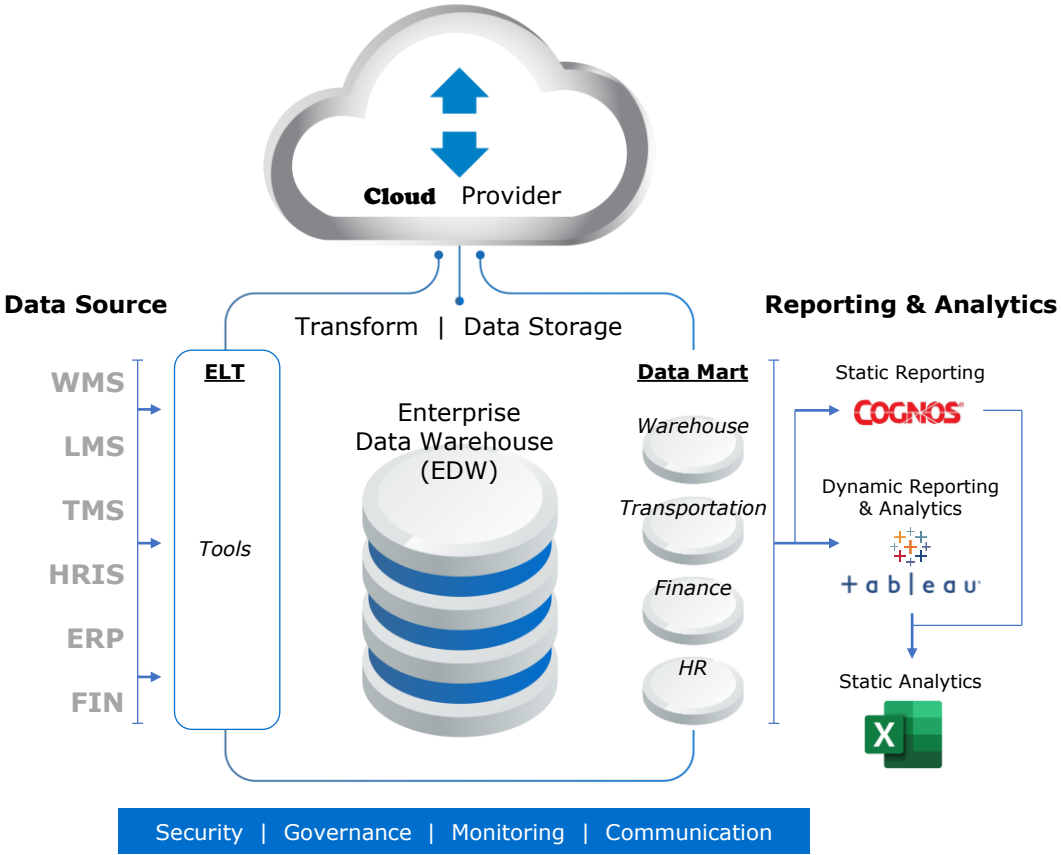


POWERED BY POSSIBILITIES.

Previous State



Current State



ORIGINAL
STATE

PREVIOUS
STATE

CURRENT
STATE

FUTURE
STATE

Data
Access

Report
Method

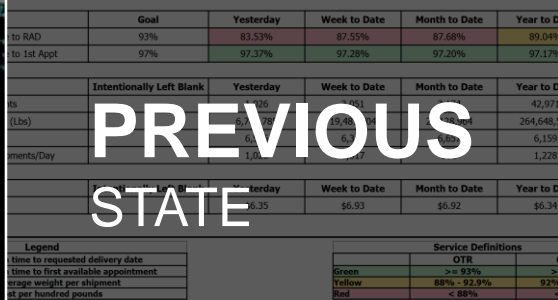
Data
Latency

Analytics
Turn Time

POWERED BY POSSIBILITIES.



**ORIGINAL
STATE**



**PREVIOUS
STATE**



**CURRENT
STATE**



**FUTURE
STATE**

**Data
Access**

Source System
Queries

De-Normalized
Databases

Cloud Based
Data Warehouse

Cloud Based
Data Warehouse &
Raw Data Access

**Report
Method**

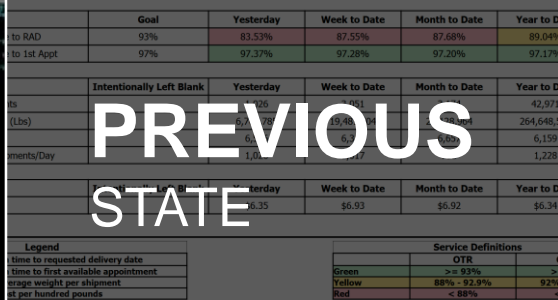
**Data
Latency**

**Analytics
Turn Time**

POWERED BY POSSIBILITIES.



**ORIGINAL
STATE**



**PREVIOUS
STATE**



**CURRENT
STATE**



**FUTURE
STATE**

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**Report
Method**

Source System
Reports

Scheduled Push
Reporting

Self Service
Dashboard
/ Subscriptions

Tableau Alerts / Dashboards
– Corrective action
suggestions (Machine
learning/AI)

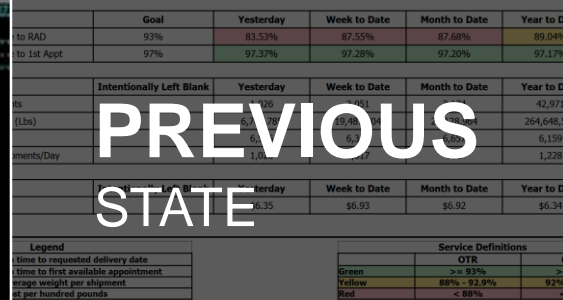
**Data
Latency**

**Analytics
Turn Time**

POWERED BY POSSIBILITIES.



**ORIGINAL
STATE**



**PREVIOUS
STATE**



**CURRENT
STATE**



**FUTURE
STATE**

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Reports

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Reporting

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– Corrective action
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learning/AI)

**Data
Latency**

2+ days

1 day

<=15 min data refresh
(Near real time)

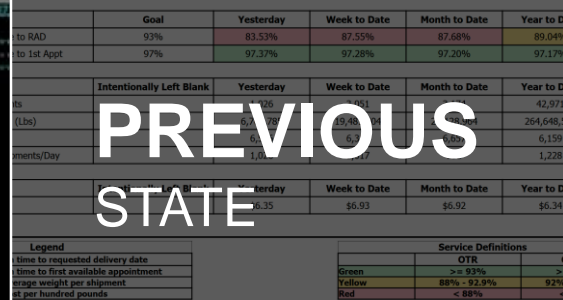
Real Time

**Analytics
Turn Time**

POWERED BY POSSIBILITIES.



**ORIGINAL
STATE**



**PREVIOUS
STATE**



**CURRENT
STATE**



**FUTURE
STATE**

**Data
Access**

Source System
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**Report
Method**

Source System
Reports

Scheduled Push
Reporting

Self Service
Dashboard
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learning/AI)

**Data
Latency**

2+ days

1 day

<=15 min data refresh
(Near real time)

Real Time

**Analytics
Turn Time**

2+ Days
(Analytics Team)

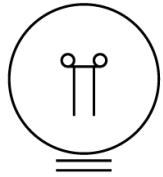
1+ day
(Analytics Team)

Instantaneous

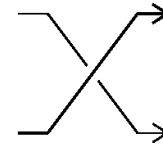
**Real Time
Directed Actions**

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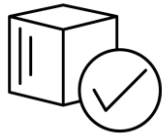
What does this achieve?



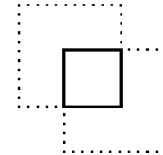
*Transformation of Data to
Actionable Intelligence*



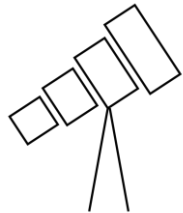
*End to End Supply Chain
Visibility*



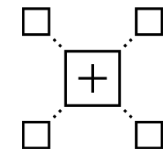
*Real Time Directed
Actions*



*Data Transparency with
Customers*



*Control Tower Monitoring of
Operations*



*Integration of Outside
Data Sources*

POWERED BY POSSIBILITIES.

Key Learnings

**Involve and partner
with stakeholders
early on and
throughout**



Key Learnings

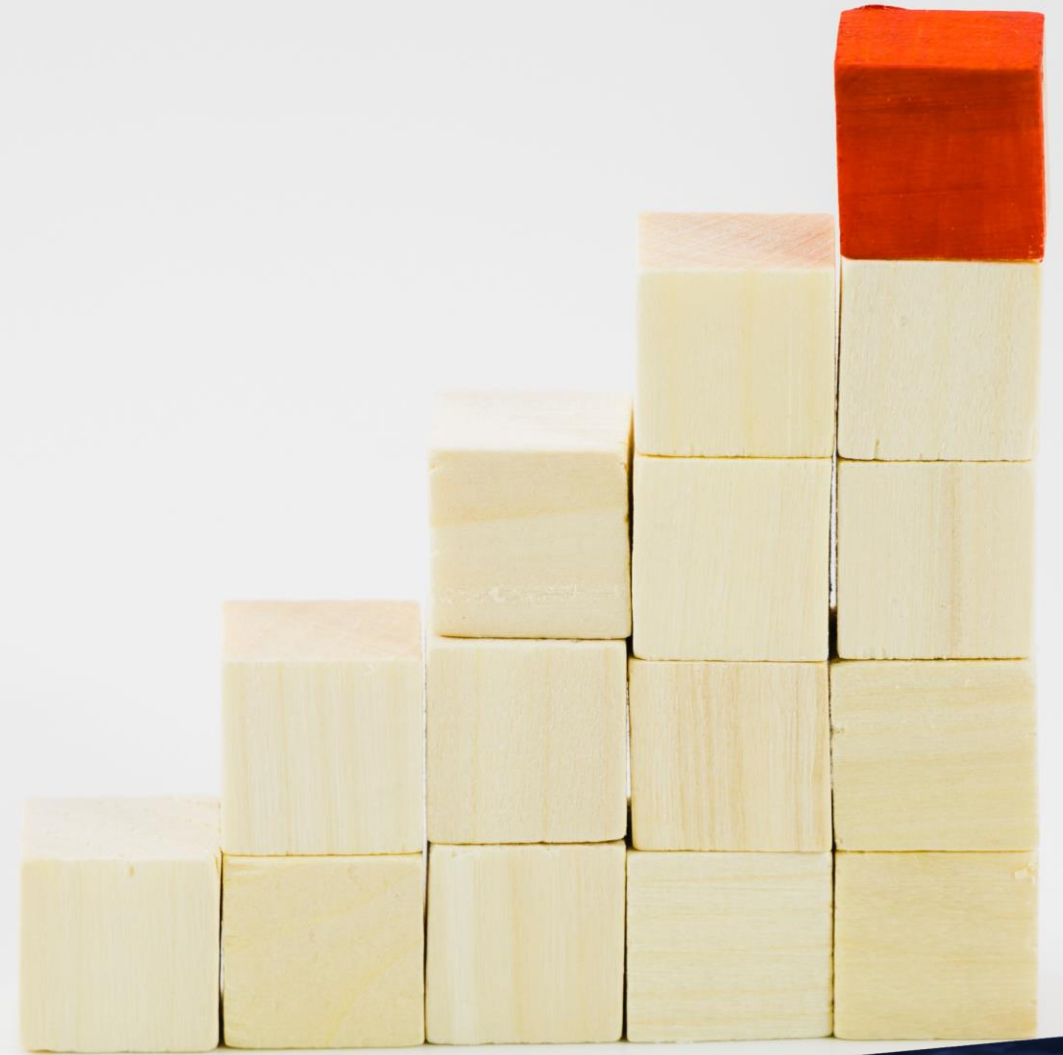
Customer driven

- Internal
- External



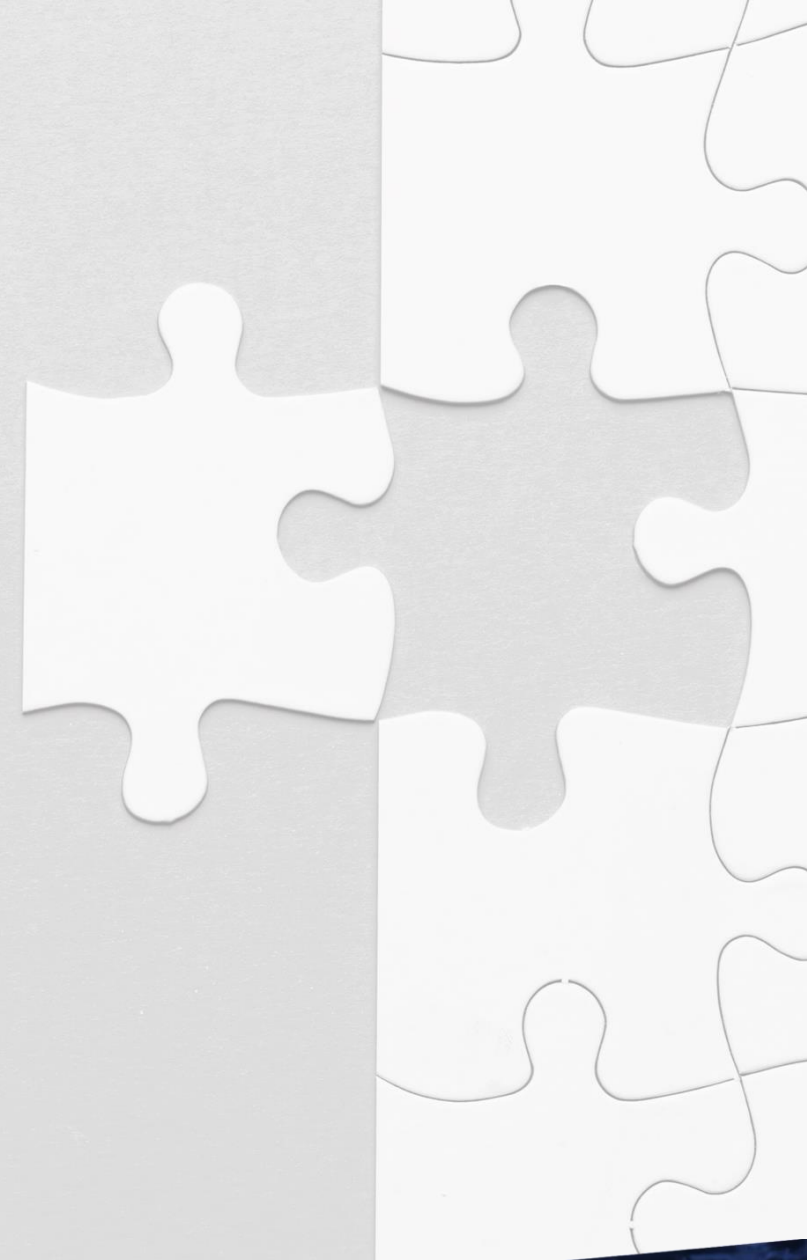
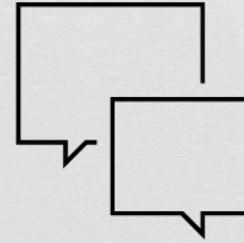
Key Learnings

**Build out roadmap
ahead of time for
prioritization**



Key Learnings

**Clearly communicate
timelines and
adjustments to
stakeholders**



Key Learnings

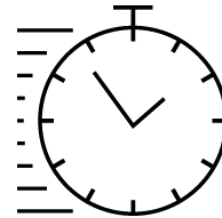
Explore total cost impact – savings when expected an increase



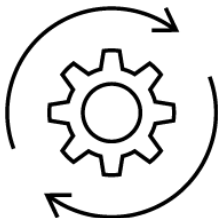
“When data creates competitive advantage”



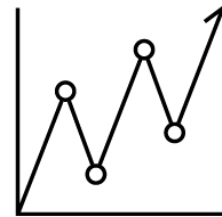
*Reduce Total System
Cost*



*Improve Service to
Customers*



*Transform Business
Processes*



*Facilitate Growth and
Change*

Q&A

For more information:

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Or visit MODEX Booth #6471

Demos of our Foresight BI tool are on display