



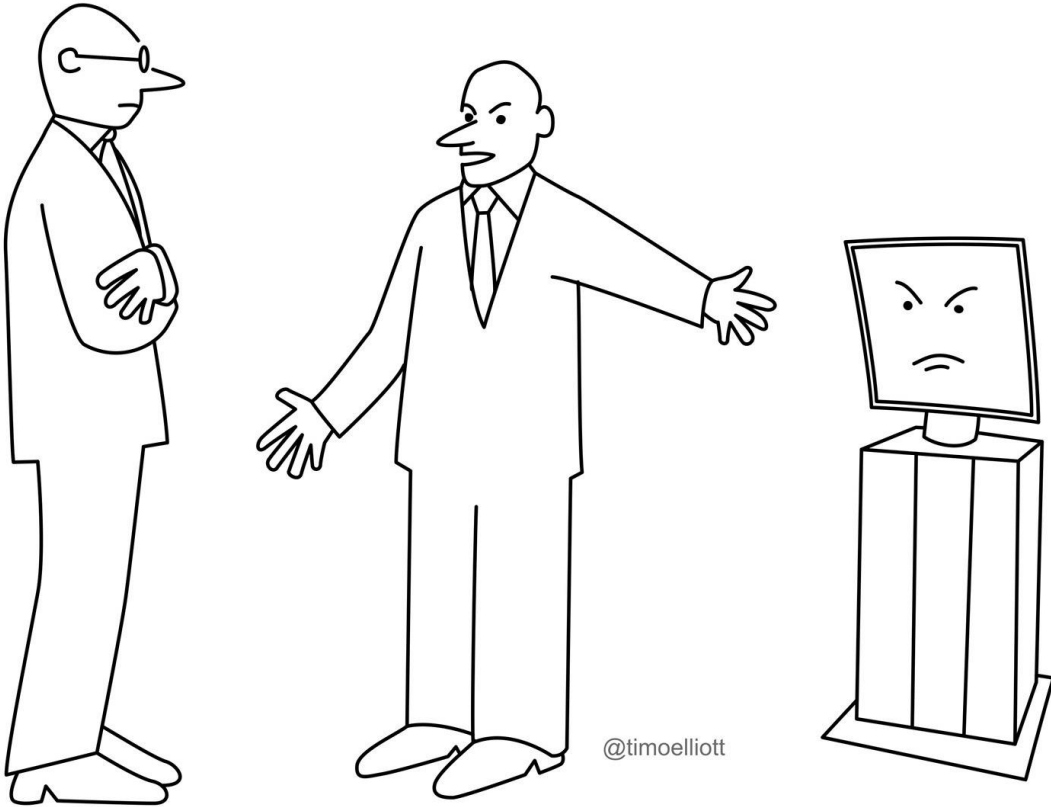
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PREPARING YOUR SUPPLY CHAIN FOR DIGITAL BUSINESS

Debashis Tarafdar
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What Digital Business is NOT!



*His decisions aren't any better than yours
— but they're WAY faster...*

Agenda

- What is digital business?
- Digital business evolution and value
- Aligning digital and supply chain strategies
- Supply chain capabilities essential for success
- Understanding the digital maturity journey

What is Digital Business?

A **solution-centric** business approach to deliver **customer value** through **process innovations** that connect people, technology and “things” to drive revenue and efficiency.

BMW Teleservices



OnCommand™ BY NAVISTAR

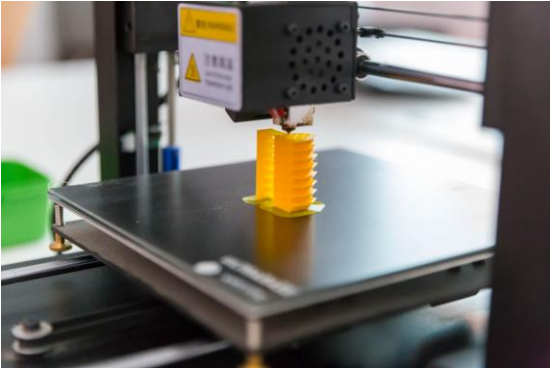


Digital Technologies Creating New Opportunities in Supply Chains

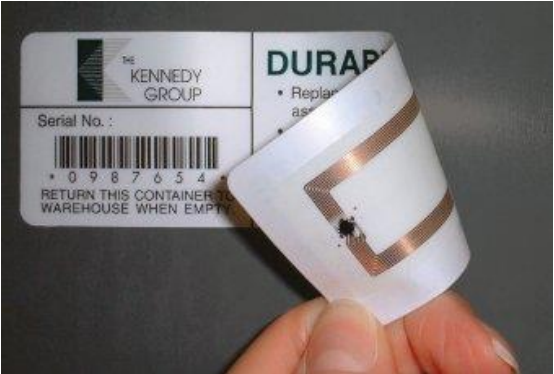
Smart Machines



3D Printing



The Internet of Things

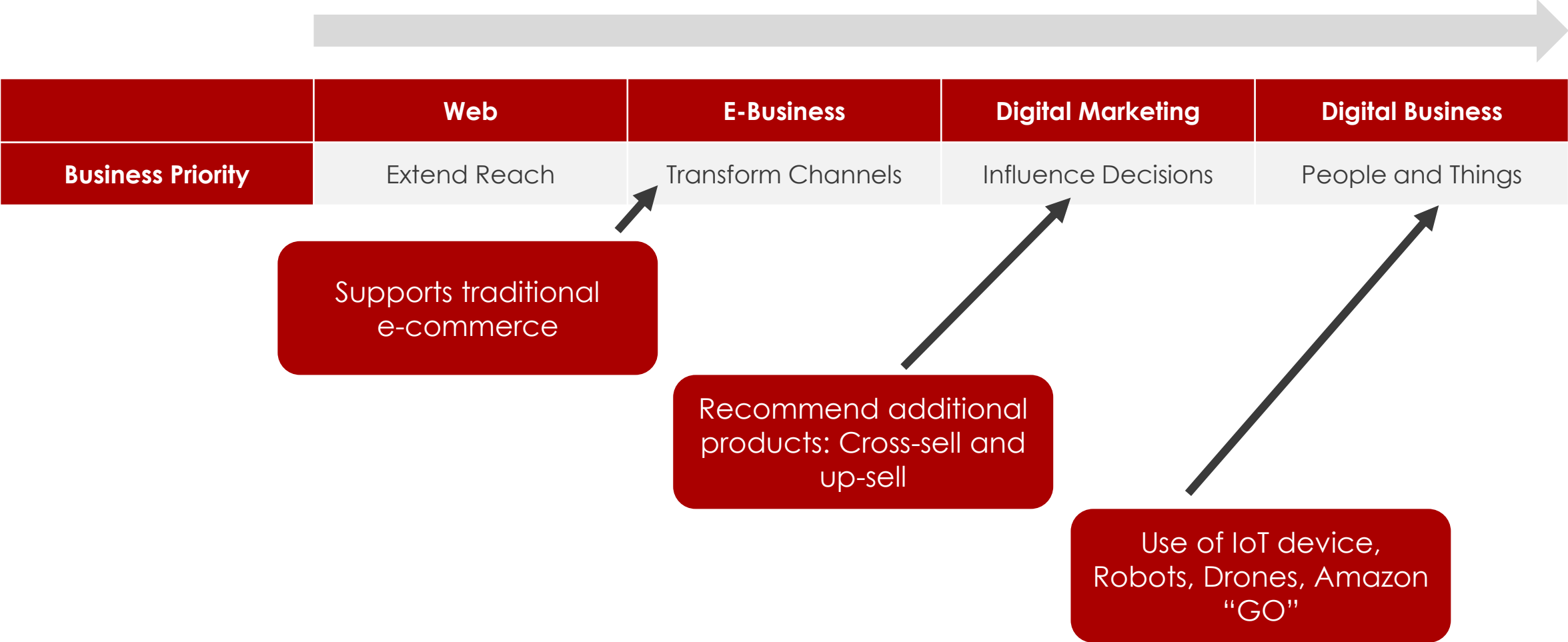


Big Data Analytics

Digital Manufacturing: Haier Interconnected Factory



Evolution of Amazon's Digital Business Priority



Aligning Digital Business and Supply Chain Strategies



	Web	E-Business	Digital Marketing	Digital Business
Business Priority	Extend Reach	Transform Channels	Influence Decisions	People and Things
Supply Chain Focus	Customer and Partner Access	Order Fulfillment; Cost-to-serve	Segmentation & Demand Shaping	Deliver Customer Value
Digital Supply Chain Capabilities	Web Services B2B Integration	Multi-channel Order Management	Analytics	Big Data; AI; Machine Learning

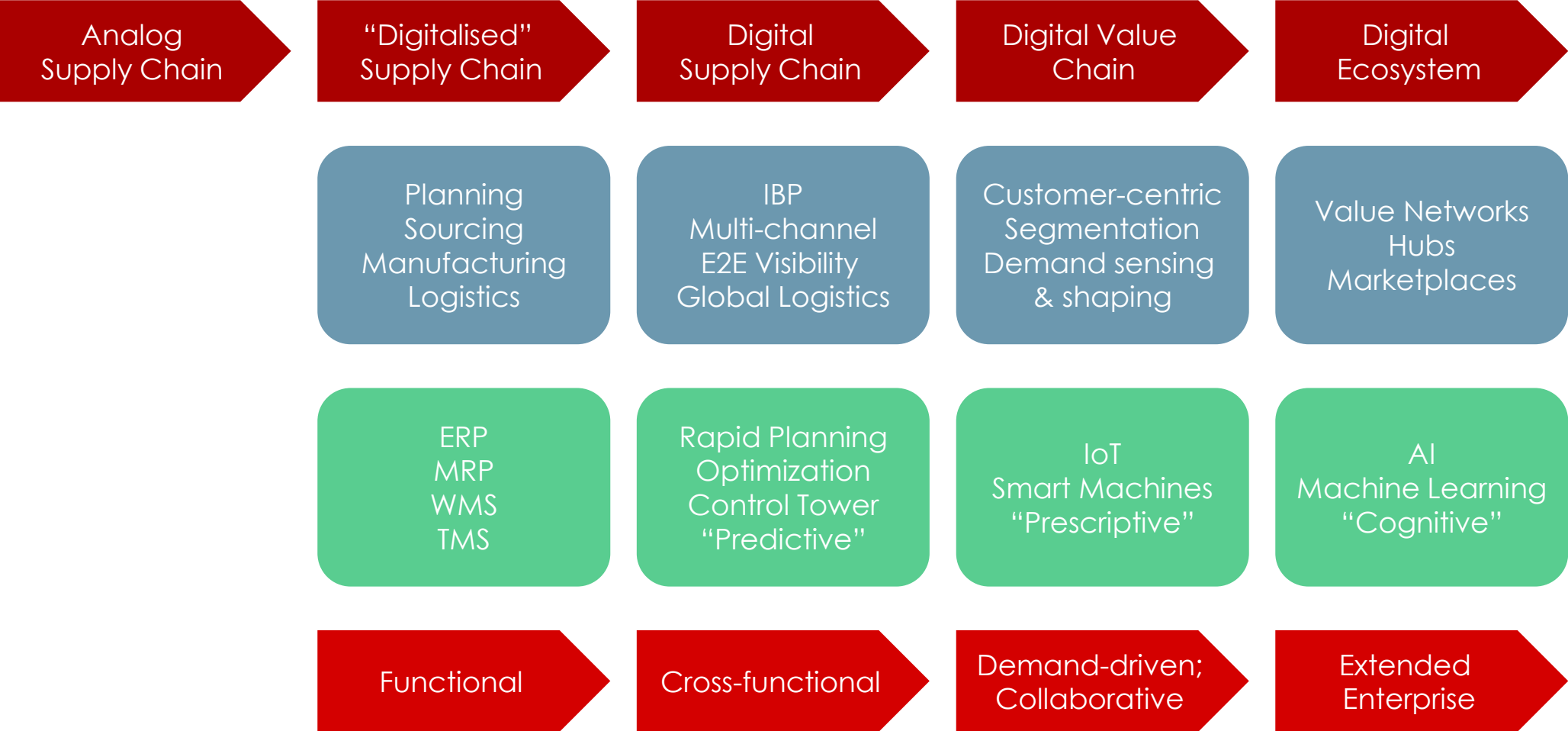
Align Your Digital Path



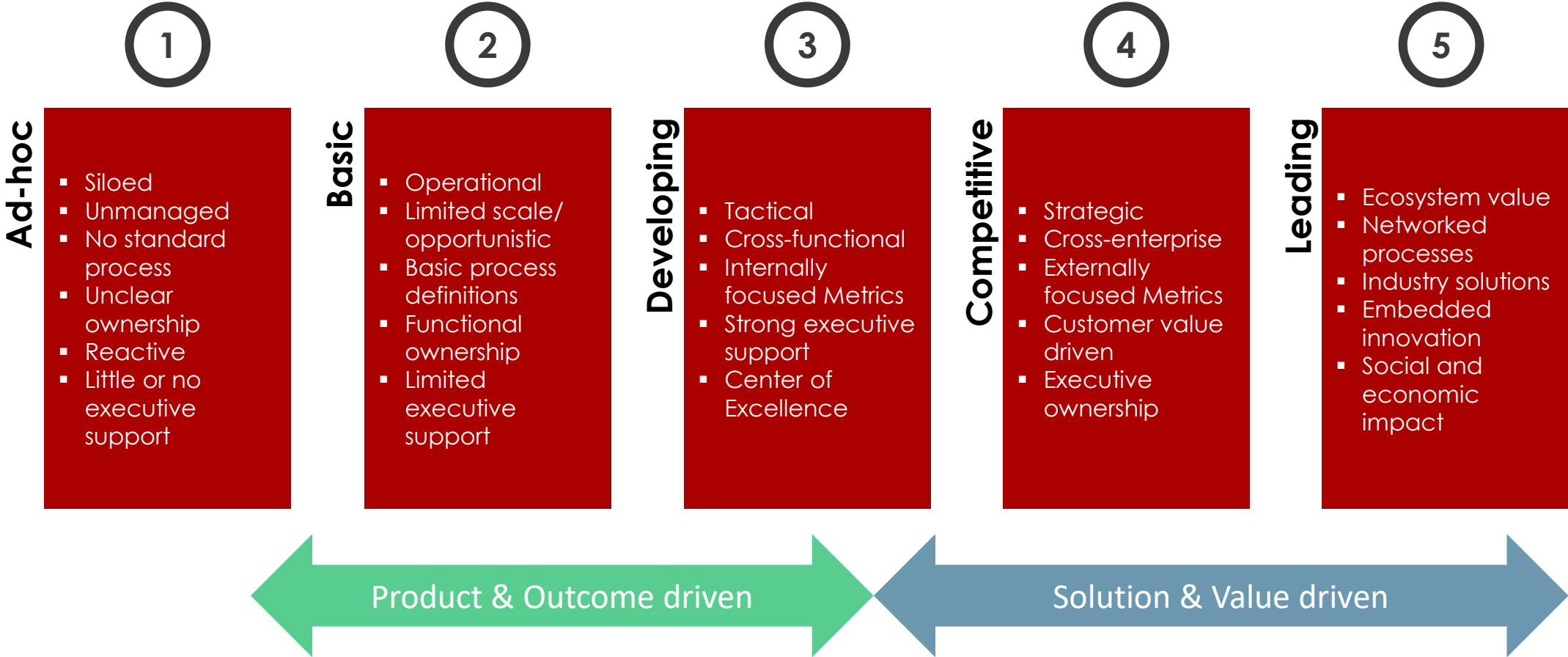
An example:



Evolution of Supply Chain Capabilities to Support Digital Business



Consider Digital Maturity Along the Way





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THANK YOU

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