



21st Century Supply Chain Performance

*From Logistics, to ERP-equipped Logistics, to...
sheer revolutionary Supply Chain Performance! Ask us for references...*

The End-User as Emperor and You as Scorer of Results

Conventional perspectives on logistics suffice *if* applied to stable markets, with predictable trends and gentle motion... Such markets are history: Today's reality is the near opposite. Today - more than ever - the end user is Emperor, dictating change in many corporate fields, including logistics. Globalization and internet have dramatically deteriorated predictability, whilst reducing the life span of products and processes. The consequence being that you simply lack the time to implement and mature a conventional logistics structure - even if you wanted to. All the while, manifold pressures on your financial results increase and increase.

Very few corporate professionals truly grasp *21st century supply chain* dynamics and even less are able to commercially apply them. Within today's organizations many supply chain obstacles still exist. Yet, in the USA we have observed a growing successful trend towards re-engineering. Supply chains are complex, extremely complex. To map them out and subsequently anchor them down in a rigid ERP-tool is potentially catastrophic. Harsh, but honest words... To proactively interact with a highly dynamic market simply demands **Performance** of your supply chain.

Discernment breeds Vision

The conventional and most common response to supply chain complexities is segmentation into manageable components. These components are then optimized and interactively joined using ERP-systems, raising efficiency.

Business Spirals dissociates herself from this approach altogether. We place Strategy and Vision first! Successful strategies birth out of a thorough understanding of the Emperor's needs ('Customer = Emperor' concept). What goes on in the mind of the end-user when he makes the purchase decision? Why does he want to have this sort of product? What place/role/function does it play in his (private or business) life? What are the foundational pillars underneath his purchase decision?

Using the Emperor perspective as our starting point, we map out and expose your entire current Supply Chain in reverse sequence: From the emperor to the raw materials.

The roadway to Supply Chain Performance starts with simplifying discernment birthing vision: Identify those elements which exercise the greatest influence on the strategic positioning of the end-product. Next: Implement changes or transformations to assure that those key elements strengthen the strategic positioning. Next: Improve or fine-tune all remaining elements, bringing them into sync with the newly gained perspective.

OPERA and Business Spirals

In recent years Business Spirals realized significant (client) success in Supply Chain transformations. Our senior partners enjoy direct lines with Goldratt, Quinn and others - delivering our clients top expert input. The OPERA-model deepens the analysis and subsequent transformation, delivering superior sustainability of results.

OPERA renders keen insight in the organic dynamics ('O') of a chain. It enables us to discern and improve the Psychological ('P') and Relational ('R') dynamics - both hierarchically horizontal and vertical. We facilitate Action-based Learning ('E' of education) to enhance competence in business processes. Joining your thorough knowledge of your industry with our broad strategic perspective and Supply Chain expertise, we attain an overall analysis ('A') which empowers us to co-create Supply Chains which truly deliver commercial performance.

CO-CREATORS

SCP/OPERA Approach

Process Overview Workshops

Our approach is segmented into four stages. In each of these, the Process Overview Workshop (POworkshop) method delivers transparent input and generates feasible, efficient projects.

Stage 1 - Analysis

We start at the final link of the Supply Chain - customers and end users - and work our way upstream towards the source. POworkshops with participants from both inside and outside your own organization map out genuine needs. OPERA enriches this analyses. Business Spirals acts as Expert.

Stage 2 - Diagnosis and Innovation

Using the hard findings of Stage 1, we identify those elements which exercise the greatest influence on the strategic positioning of the end-product. We then co-create accelerations and improvements. Not us, but the POworkshop participants present the innovation proposals to top management, attaining both the necessary resources and critically important commitment.

Strategic ROI is mapped out in terms of growth in Turnover, Profit margin and gains in the strategic role/value of key elements within your Supply Chain.

Cost-efficiency ROI is evidenced with cost-reductions and working capital improvements. Following top management commitment we co-create the actual implementation stage definition. The role of Business Spirals gradually shifts away from Expert to Facilitator: It is critically important that your own staff grows! Supply Chain transformations must ultimately come from within your organization to assure sustainable vitality and strong financial/commercial performance.

Stage 3 - Implementation

During the Implementation Stage we facilitate Competence Action-based Learning programs as well as OPERA coaching. We seek to assure that those carrying responsibility possess all necessary skills and competence to continue to deliver Supply Chain performance. Acquired agility is only useful if it is actually utilized. The same applies to flexibility and alignment. Corporate Strategists and Supply Chain Managers must be made aware of their role and potential.

Stage 4 - Agility, Flexibility and Alignment

In this final stage, Business Spirals acts as External Auditor. We look over your shoulder and coach strategic Value Chain maneuvers. This accelerates growth in the realization of the full potential of the developed dynamic Supply Chain.

Tools

Performance measurement tools; ABCD-Checklist; Outside-in/Inside-out-scans; Supply Chain Maturity Scan; Supply Chain Operations Reference model (SCOR-model); Cultural Analysis (Quinn); Inherent Simplicity (Goldratt); multi-discipline Process Overview Workshops; Demand & Supply Chain Performance Management Courses; Tools to raise competence levels.

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