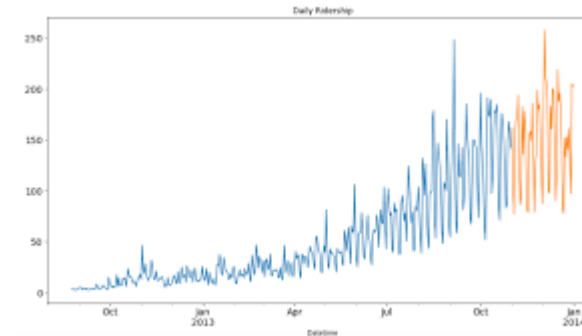
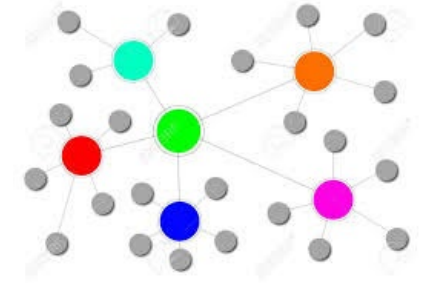


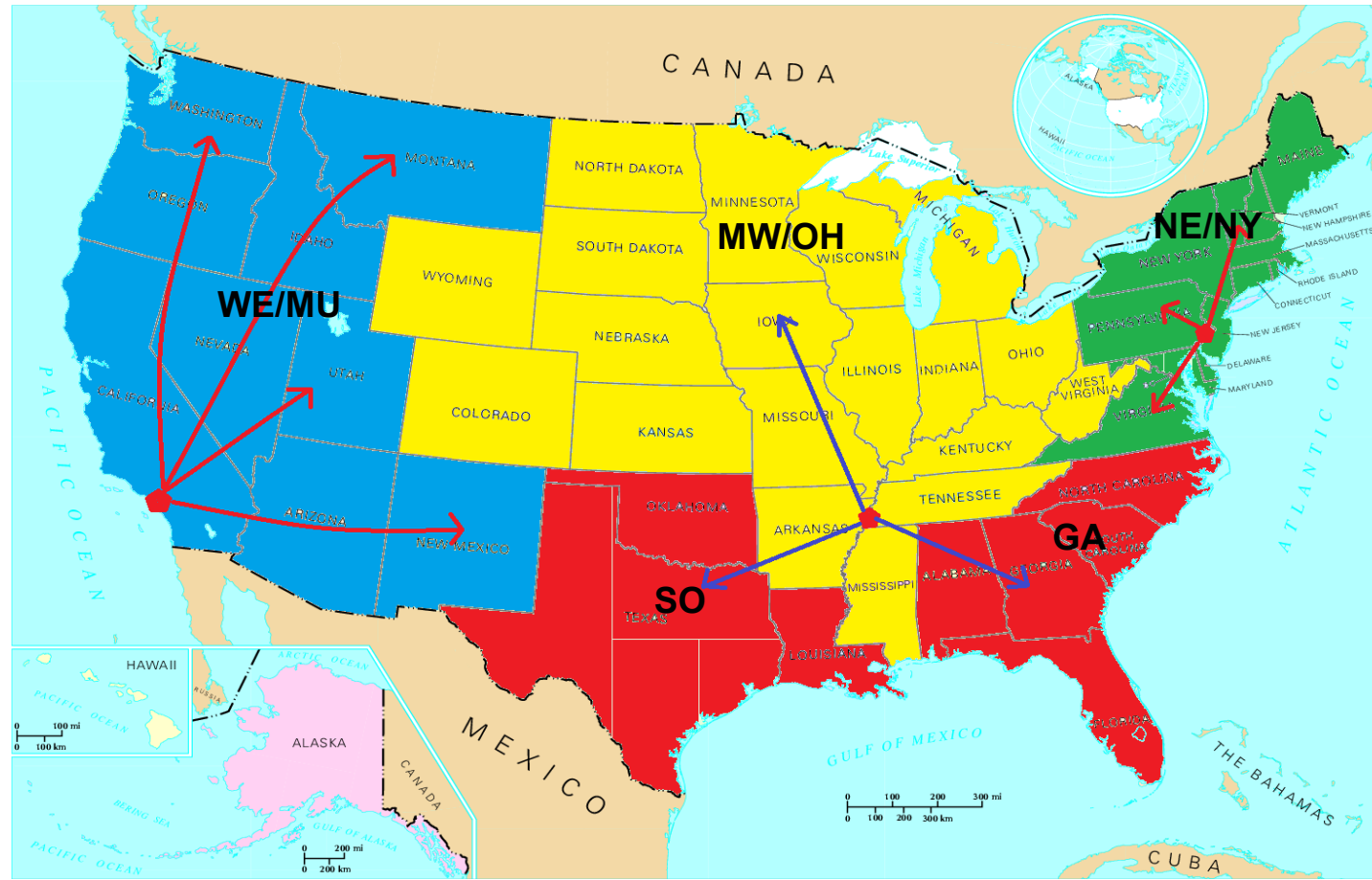
Supply Chain Challenges

- Complex network of facilities & products
 - Hard to optimize
- Dynamic, seasonal and random
 - Hard to predict
- Self-interested partners with conflicting objectives
 - Hard to coordinate



Complex Network of Facilities & Products

3 DCs,
hundreds of
SKUs,
> 2000 stores.

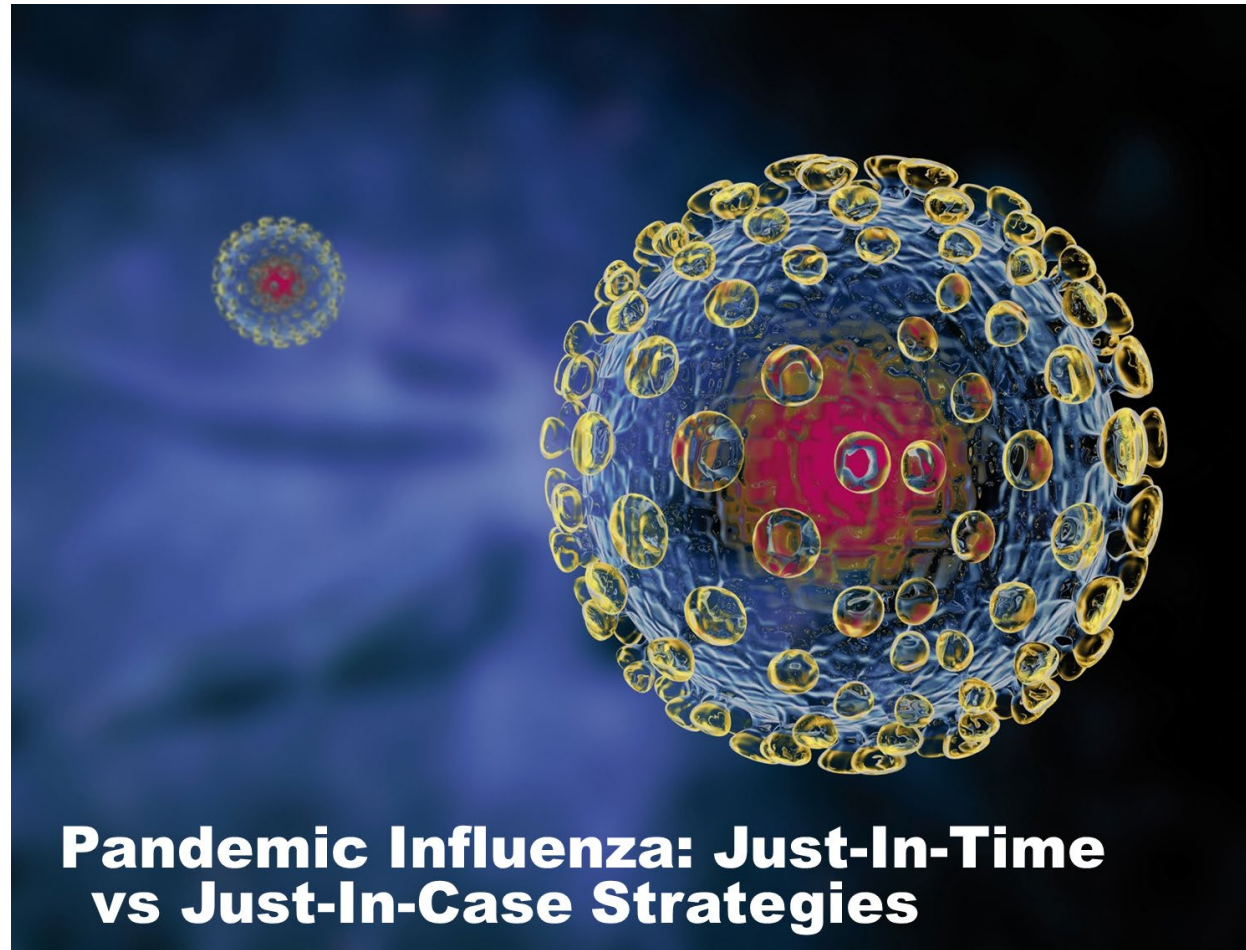


Covered in the
“**Distribution
Analytics**”
and
“**S&OP**”
modules.

Distribution at Verizon Wireless

Dynamic Random Demand

Rare but
Disastrous



Covered in the
**“Pandemic
Influenza”**
module.

Self-Interested Partners w/ Conflicting Objectives

- Supplier
 - Stable volume, small variety
 - Slow and fixed delivery
 - **High price**
- Customer
 - Flexible volume, large variety
 - Quick and flexible delivery
 - **Low cost**



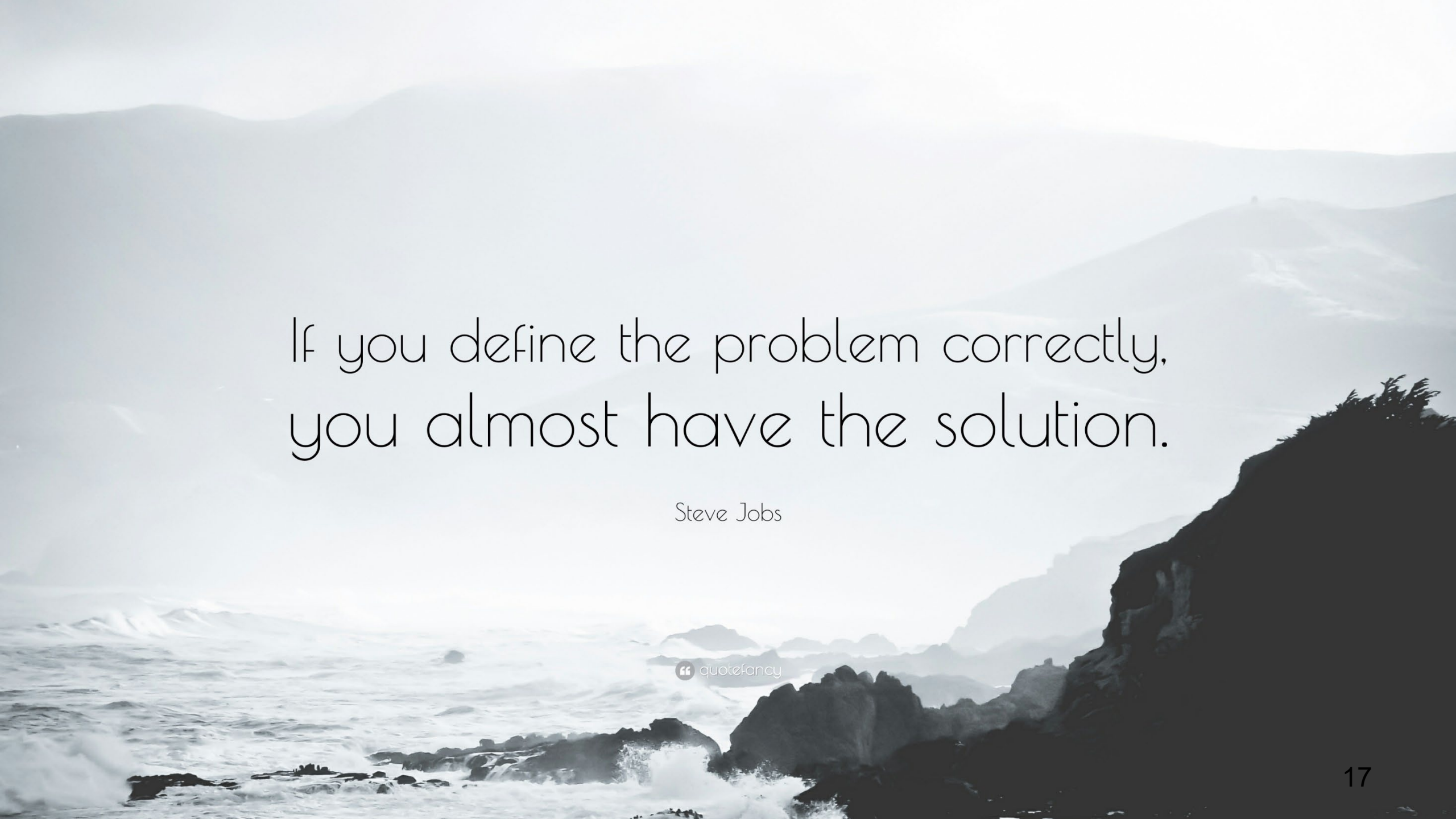
Covered in the “**Sourcing Analytics**”, “**Hunger Game**” & “**Flower Game**” modules.

The Biggest Challenge ...



- Things are falling apart but the causes are unknown: involving all sorts of problems.
- Out of the mess, identifying the right problem to solve is often the biggest challenge!

Covered in the “**Competitive Intelligence**” & “**Inventory Analytics**” modules.



If you define the problem correctly,
you almost have the solution.

Steve Jobs

“ quote fancy ”

Stop Guessing, Let's Make Data-Driven Decisions



Qualitative guess work



Quantitative data driven

Analytics framework

