

What is a Supply Chain?

A supply chain is a network of companies that designs, produces and delivers products and services to meet customer needs



Supply Chain is the Life Line



Leningrad
Under Siege



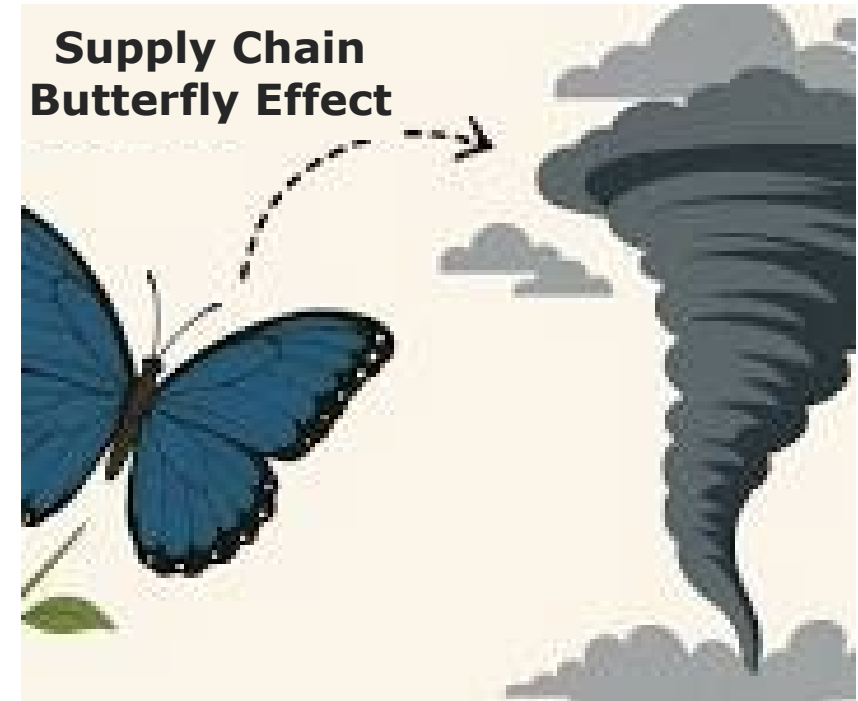
Supply Chain Enables Global Trade

- Today, supply chain is the enabler of **global trade** and **economic prosperity**.
- Nearly all nations are **trade dependent**: US tech products, Australia iron ore, Japanese cars, Canada energy, India, ..., global supply chain is everywhere.



Supply Chain Drives Market Value

- What people believe:
 - Supply chains, purchasing, production and logistics, are operational cost centers.
- What's counter-intuitive:
 - Supply chains can be powerful but hidden drivers of market value.
 - Details are covered in the “**Supply Chain Butterfly Effect**” module.



A butterfly flapping its wings can cause a major storm

What Is Supply Chain Analytics?

