Highlights

- Reduce supply chain costs by optimizing and executing complex order fulfillment processes
- Improve operational efficiency by integrating order fulfillment with inventory and planning optimization
- Improve customer experience by fulfilling more perfect orders in the demand chain

Today’s complex global supply chains are full of uncertainty. The volatile economic environment and customer demand variability require supply chains to able to anticipate, control, and react to disruptions and volatility, in collaboration with customers, suppliers and logistics partners. In order to restore supply chain stability, companies are looking for ways to optimize their global supply chain operations to execute on a customer value strategy of selling and fulfilling the right products and services, at the right price, place and time.

Leaders must integrate Supply Chain Planning and Execution to:
1. Know the customer as well as yourself. Smooth volatility with predictive demand.
2. See what others do not. Unveil visibility with collaborative insight.
3. Exploit global efficiencies. Enhance value with dynamic optimization.

Customer-Centric Supply Chain Planning and Execution Solutions
IBM offers a new business model, Smarter Commerce, that integrates the operational foundation—procurement, development, marketing, sales, service—so your entire enterprise becomes more focused to meet customer driven demand. IBM Solutions for supply chain management enable you to anticipate, control, and react to customer demand and
supply volatility within the supply chain by providing a comprehensive, integrated platform for planning and execution. Our supply chain planning and scheduling solutions identify the best options for sourcing, production and inventory positions. Meanwhile, IBM cloud-based execution solutions allow you to carry out the day-to-day tasks and activities needed to fulfill orders, manage inventories and deliver products with end-to-end visibility across the global supply chain network.

Achieving the optimal supply chain requires an integrated supply chain for planning and execution. By integrating these processes together you can easily leverage historical performance data from execution systems as part of the supply chain planning process, as well as increase the frequency of interaction between strategic planning and execution processes allowing you to make better decisions.

Key Capabilities:

Supply Chain Planning
- Make better decisions by prescribing specific actions to implement, leveraging data and institutional knowledge to fully assess all potential courses of action
- Plan what will happen in the event of disruption with advanced analytics using historical and real-time data in the cloud
- Discover the best solutions and alternatives by evaluating the trade-offs between order fulfillment costs and service level requirements
- Determine the right policies and strategic positioning of inventory to deliver orders in full, to the right place at the right time
- Improve transportation asset utilization through strategic routing and fleet planning

Supply Chain Execution
- Easily connect to a collaborative logistics network of carriers, suppliers, and customers by creating and exchanging documents electronically regardless of their size or technical expertise
- Manage a distributed network of warehouses through centralized planning with localized execution
- Leverage end-to-end visibility across your global trading partner network to detect and resolve supply chain disruptions in near real-time
- Enable suppliers to correct compliance issues as they occur through real-time detection, immediate notification and chargeback calculation
- Automate the planning and execution of inbound and outbound transportation processes by determining the most efficient transportation mode, carrier mix and route to fulfill an order.

“We understand the cost of a load before it’s tendered. We see the same rates as the carrier, fuel surcharges are identified up front, and when accessorials occur, the carriers can add that to the invoice—but we know it in real-time. We have the opportunity to approve or reject it up-front, and that has reduced billing errors substantially.”

—Keith Hartlaub, General Manager of Sargento Transportation, LLC
IBM Solutions for Supply Chain Management
By providing supply chain planning and execution solutions across the extended enterprise, IBM enables companies to anticipate, control and react to demand and supply volatility within the supply chain.

Why IBM?
IBM offers a new business model, Smarter Commerce. Smarter Commerce integrates everything together at the foundation—procurement, development, marketing, sales, service—so your entire enterprise becomes more customer-driven and able to meet consumer demand faster and more efficiently. In terms of the supply chain, that means getting to know your customers as well as you know yourself, helping you fulfill demand. You will also have the visibility to see what others don’t, giving you tremendous insight and foresight to make better, smarter decisions. And, you’ll be able to optimize your inventory to create cost-efficient products based on what consumers want right now.

IBM offers an unparalleled portfolio of services and software that delivers measurable value across all aspects of your supply chain. IBM’s Supply Chain consulting services focus on identifying and quantifying supply chain improvements and assisting clients in transforming their operations, from suppliers to the customer, to drive competitive advantage. Our consultants help clients achieve new and sustainable business value by formulating supply chain strategies, managing change and setting direction for new transformations and operational models. Working collaboratively with our clients, we provide solutions to many of the most difficult operation and supply chain challenges. We provide expert analysis, business planning, vision development, project planning, business case creation, and ultimately link strategy to execution in ways that build continuous improvement and success.

With experienced operations and supply chain professionals deployed worldwide and working across all major sectors, IBM has business expertise across more than a dozen industries. Our consultants have built a long track record of client success. Together with our proven software, assets, methodologies, partnerships and research capabilities, we act as trusted business and strategy advisors to our clients worldwide.

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<th>Supply Chain Planning:</th>
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<td>Network optimization, design and strategic planning with IBM ILOG® LogicNet Plus XE</td>
<td>Automate inbound and outbound transportation processes with IBM Sterling Transportation Management System</td>
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<td>Route planning software with IBM ILOG Transportation Analyst</td>
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Solution Brief
For more information
For more information on how IBM supply chain management solutions can help you anticipate, control and react to improve supply chain management, contact your IBM representative or IBM Business Partner, or visit: ibm.com/software/commerce/offers/sell_supply_chain.html

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit: ibm.com/financing

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