



High performance. Delivered.

Accenture Supply Chain Academy

The supply chain learning choice
that drives high performance

• Consulting • Technology • Outsourcing

Addressing a key business challenge

Supply chain performance is critical to business success. With increasing complexity and the rise of a hyper competitive world, an underperforming or unfit supply chain can prove unforgiving. Across industries, high performance businesses demonstrate a unique ability to consistently manage their supply chain to achieve superior business performance.

In recent years, many organizations have invested in process and technology improvements to enhance supply chain performance. While high-performance businesses have also made these investments in supply chain, they have also recognized the importance that people play in driving execution discipline, innovation and the ability to produce results from technology and process improvements.

According to Accenture research on supply chain that drive high performance, one of the seven key imperatives for achieving high performance is appropriately addressing the talent needs within the supply chain. Organizations are in need of well-trained, knowledgeable professionals—those who can integrate across all entities and processes within the supply chain arena. Rather than providing educational opportunities to only a few leaders or high potential employees in the organization, high-performance businesses invest in educating the broader supply chain organization through a continuous cycle in order to maximize impact and results.

At the same time, talent is no longer the exclusive preserve of the Western world,

but has become a global commodity that is fought over by multiple competitors. While many Western economies are grappling with the effects of older and—in some cases—shrinking workforces, the balance of global labor supply is shifting to developing economies owing to their rapid population growth. Not surprisingly, Western multinationals are increasingly seeking to tap into these new sources of talent. However, these supply side shifts are occurring in tandem with fierce competition for skilled employees: not only are indigenous companies in emerging economies competing head to head with overseas multinationals for new recruits and experienced managers, they are also seeking to lure diaspora workforces back home. Additionally, companies need to be able to attract and retain the next-generation workforce by understanding and addressing their career development needs.

Such a high level of competition presents a number of challenges for employers. First, it is important for an effective supply chain to invest in the development of its talent in order to increase its ability to recruit and retain the best people.

Second, the workforce profile of the adapt to these new sources of labor. Finally, young talent demands training that makes use of the latest technologies to provide convenience and keeps up with the latest trends and best practices.

The Accenture Supply Chain Academy addresses these challenges by providing a comprehensive virtual training curriculum across all supply chain disciplines that is available to its users on demand and from any location in the world. Its blended learning environment combines hundreds of supply chain courses with interactive distance-learning events, simulations and online resources. No other supply chain training program encompasses this breadth of content with such extensive depth, global reach and variety of curriculum-delivery options. It provides companies with a training program that is flexible, addressing the need for agility, consistency and continuous improvement.

In forward-looking companies, competencies have become the primary driver for employee assessment and development, the development of training solutions and all aspects of talent management.



Competencies are defined as a set of observable behaviors that encompass the knowledge, skills, attitudes, motives, and temperaments that distinguish top performers.

As companies may develop or adopt highly different competency structures, the Supply Chain Academy offers a flexible architecture that makes it possible to align the Academy's curriculum offerings with your organization's specific competencies. Alternatively, the architecture also allows the adaptation of the Academy's flexible competency structure to your organization's specific training needs. It therefore doesn't matter what competency structure your company has, the Academy allows you to align courses with your company's competencies and build the required learning series to close the skill gaps that exist in your organization.

Additionally, it is possible for organizations to add their own professional development content to the Academy's course framework, to ensure that all supply chain training within your organization is integrated onto a single platform. The progress of individual students within their

entire personal development program can then be tracked through advanced reporting functionalities. Finally, it is even possible to integrate the Academy's course framework into your company's existing learning- management system. The Academy, therefore, offers a completely tailored learning approach that provides a single platform for the training needs of the entire supply chain organization.

The Supply Chain Academy's courses integrate the "best-of-the-best" supply chain ideas and content from functional, industry and academic experts, and leverage Accenture's unmatched experience in identifying successful supply chain practices and helping clients become high-performance businesses. Clients benefit from the insights and experience of a team of supply chain professionals from dozens of organizations around the globe. These consultants, educators and practitioners provide learners with leading-edge thinking and best practices in every aspect of supply chain operations and strategy.

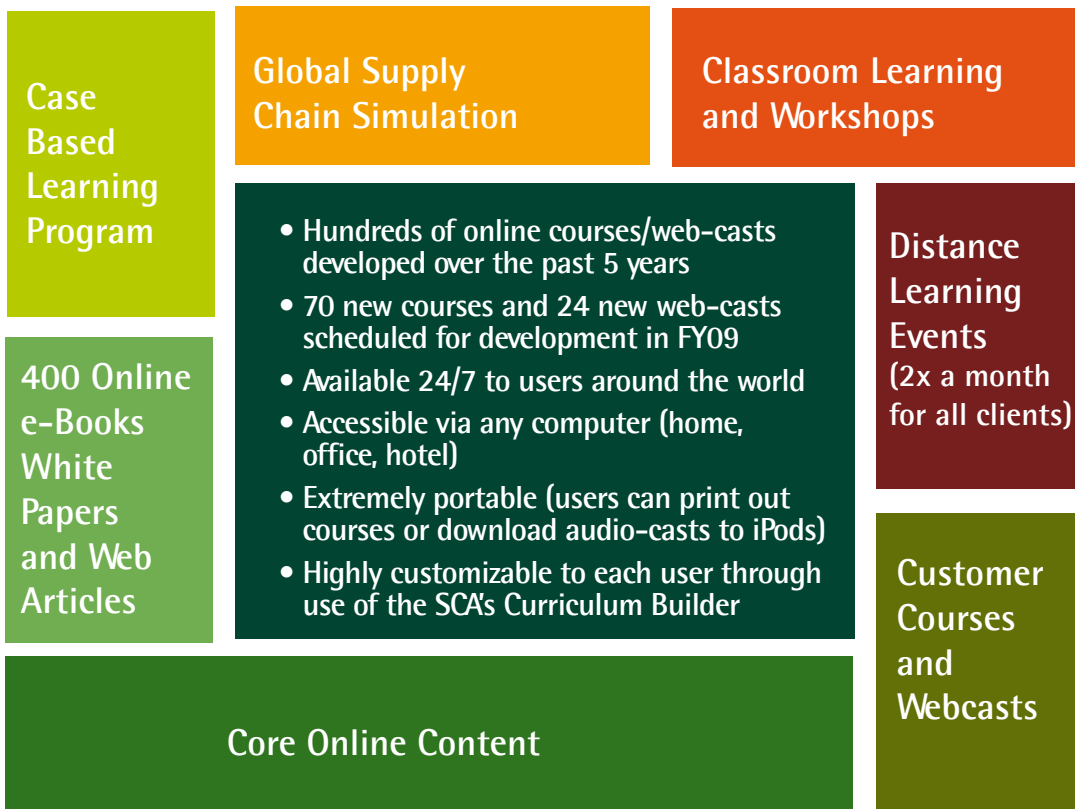
With its one-of-a-kind combination of quality content and comprehensive depth, the Supply Chain Academy provides

formal training in fundamental and advanced supply chain skills—at a time when demand for experienced supply chain professionals has never been higher.

"The Supply Chain Academy has helped us to uniformly define processes and terminology across the business functions."

Thomas Foerster, Supply Chain Academy Manager
BASF-YPC Company Limited

Figure 1: Supply Chain Academy provides a comprehensive learning resource



"The most significant impact of the Supply Chain Academy has been the improved business results and strategic transformation of the Caterpillar workforce in support of the long term corporate vision."

Pam Craig, Global Purchasing Professional
Development Manager, Caterpillar

Figure 2: Among the distinguishing aspects of the Supply Chain Academy are:

Available online	A portal available 24/7/365 through Internet access, with more than 27,500 users in 140 countries.
Comprehensive	Hundreds of courses—by far, the largest and most comprehensive supply chain course library available from any learning provider, anywhere
Complete coverage	Designed specifically for supply chain professionals, with full coverage of all supply chain functions, including procurement, planning, inventory management, logistics, manufacturing and customer service.
Flexible	A highly flexible architecture that allows organizations to adapt a competency model to fit their own needs, add their own professional development content, or integrate with a learning management system.
Leading experts	Course content developed by leading supply chain experts from around the world in consulting, business and academia.
Blended architecture	Education delivered using a blended e-learning architecture—including simulations, virtual instructor-led training, webcasts, case-based learning and online self-study courses.
Translations	Courses available in English, Chinese, Japanese, German and Spanish
Certifications	Supports certifications provided by leading academic and professional societies, including APICS, RILA, ISM, CIPS and ECRA.

The Supply Chain Academy:

- Provides consistency across the organization through a common operating language
- Raises the bar on workforce performance through a focus on critical supply chain competencies
- Overcomes geographic barriers to workforce skill development:
 - Global reach across the organization produces greater impact and more consistent results
 - Classroom training can stay focused on advanced and higher value-add topics
- Reduces travel costs associated with training delivery
- Rapidly begins the process of skill development for new employees through online access
- Provides convenience and continuous improvement opportunities to address the changing demographics of today's workforce.

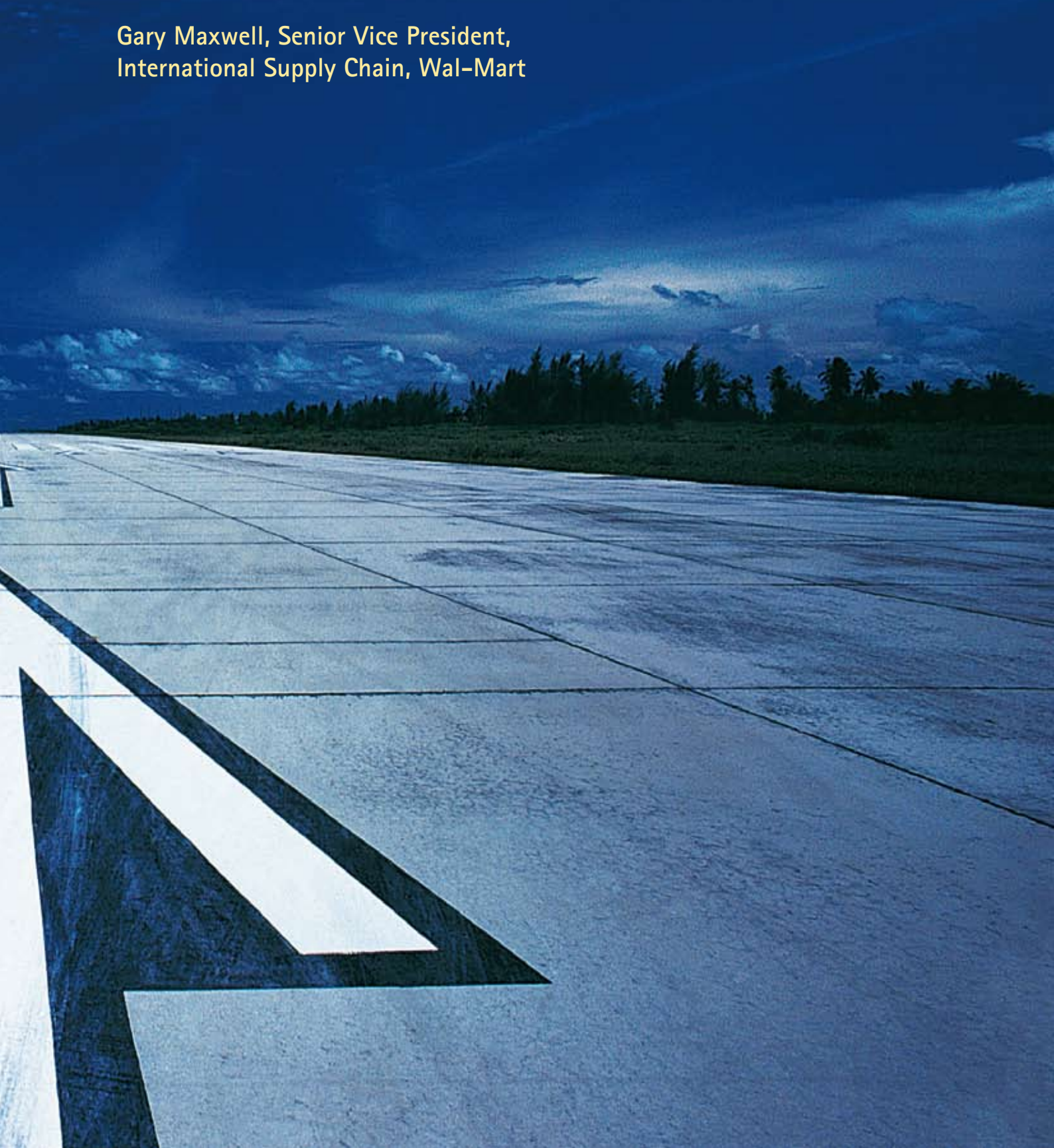
If part of your learning strategy is to support your top performers in attaining industry certification, the Supply Chain Academy can help. We recognize the importance of certification—for both the organization and the individual—and work with leading industry organizations to provide a mechanism that makes it more convenient to obtain these industry qualifications, by ensuring that most of the preparation work can be done online rather than through classroom or workshop sessions. The Supply Chain Academy currently provides learning programs supporting five key industry certifications, by working with the Association for Operations Management (APICS), the Retail Industry Leaders Association (RILA), Efficient Consumer Response Australasia (ECRA), the Institute for Supply Management (ISM) and the Chartered Institute of Purchasing & Supply (CIPS).

The Supply Chain Academy helps organizations create a better performing, more proficient and more consistently trained global supply chain workforce, while promoting job satisfaction and improving staff retention.



"...with thousands of highly experienced retail and supply chain management professionals, Accenture was the optimal partner to help make it happen."

Gary Maxwell, Senior Vice President,
International Supply Chain, Wal-Mart



The Supply Chain Academy serves more than 36,000 users in 140 countries. Clients comprise numerous Fortune 1000 companies, including Air Products and Chemicals, BASF, Best Buy, BHP Billiton, Bombardier Transportation, BP, Caterpillar, Honda Trading America, Mars, MeadWestvaco, Shell, Syngenta, Tenaris, Unilever, Wal-Mart and Wyeth Pharmaceuticals. When it comes to supply chain learning, the Supply Chain Academy is the choice of high-performance businesses.

Visit www.supplychainacademy.com for more information about how this unique learning solution can best support you on your journey to high performance. Or contact us at info@supplychainacademy.com for online demos, or to arrange a "virtual tour."

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 186,000 people serving clients in over 120 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended Aug. 31, 2008. Its home page is www.accenture.com

About Accenture Supply Chain Management

The Accenture Supply Chain Management service line works with clients across a broad range of industries to develop and execute operational strategies that enable profitable growth in new and existing markets. Committed to helping clients achieve high performance through supply chain mastery, we combine global industry expertise and skills in supply chain strategy, sourcing and procurement, supply chain planning, manufacturing and design, fulfillment, and service management to help organizations transform their supply chain capabilities.

We collaborate with clients to implement innovative consulting and outsourcing solutions that align operating models to support business strategies, optimize global operations, enable profitable product launches, and enhance the skills and capabilities of the supply chain workforce.

For more information, visit
www.accenture.com/supplychain