



# INTELLIGENT SUPPLY CHAIN AND OPERATIONS

## VIDEO TRANSCRIPT

1  
00:00:04,100 --> 00:00:08,520  
Supply chains today are under pressure like never before.

2  
00:00:08,520 --> 00:00:12,200  
They need to meet increasingly complex demands from the C-Suite

3  
00:00:12,200 --> 00:00:14,840  
to business leaders and the customer.

4  
00:00:14,840 --> 00:00:16,900  
Also they must be responsible and

5  
00:00:16,900 --> 00:00:20,150  
responsive to a world with ever changing conditions.

6  
00:00:20,150 --> 00:00:25,226  
The Covid-19 pandemic puts pressure on supply chains to produce with a new

7  
00:00:25,226 --> 00:00:30,100  
level of speed, responsiveness, responsibility, and resiliency.

8  
00:00:30,100 --> 00:00:34,586  
Only a supply chain that is designed with purpose and driven by data and

9  
00:00:34,586 --> 00:00:38,859  
digital technologies can meet these wide ranging requirements.

10  
00:00:38,859 --> 00:00:41,800  
We call it the Intelligent Supply Chain.

11  
00:00:41,800 --> 00:00:46,158  
In our approach we leverage our point of view of intelligent supply chains and

12  
00:00:46,158 --> 00:00:51,100  
with that I mean, it's supply chain and operations that are built on 3 dimensions.

13  
00:00:51,100 --> 00:00:53,527  
The first one is customer experience.

14  
00:00:53,527 --> 00:00:55,300  
The second one is Zero Based.

15  
00:00:55,300 --> 00:00:58,473  
And the third one is Responsible and Resilient.

16  
00:00:58,473 --> 00:01:02,950  
So in terms of customer experience supply chains as we mean that through



17

00:01:02,950 --> 00:01:07,664  
customer centricity, we truly create  
the growth engine for our clients.

18

00:01:07,664 --> 00:01:12,485  
Zero Based supply chains is where we  
allocate the scarce resources in line

19

00:01:12,485 --> 00:01:17,004  
with where our clients are going and  
we help fund the pivot to the new.

20

00:01:17,004 --> 00:01:21,158  
And then Responsible and  
Resilient supply chain and operations,

21

00:01:21,158 --> 00:01:25,753  
that's where we do all of this in a way  
that's good for society and good for

22

00:01:25,753 --> 00:01:29,979  
trust, in an approach that encourages  
our people and our clients to

23

00:01:29,979 --> 00:01:34,981  
continuously innovate and generate  
significant sustainable global impact.

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