Supply chains today are under pressure like never before. They need to meet increasingly complex demands from the C-Suite to business leaders and the customer. Also they must be responsible and responsive to a world with ever changing conditions. The Covid-19 pandemic puts pressure on supply chains to produce with a new level of speed, responsiveness, responsibility, and resiliency. Only a supply chain that is designed with purpose and driven by data and digital technologies can meet these wide ranging requirements. We call it the Intelligent Supply Chain. In our approach we leverage our point of view of intelligent supply chains and with that I mean, it’s supply chain and operations that are built on 3 dimensions. The first one is customer experience. The second one is Zero Based. And the third one is Responsible and Resilient. So in terms of customer experience supply chains as we mean that through...
customer centricity, we truly create the growth engine for our clients.

Zero Based supply chains is where we allocate the scarce resources in line with where our clients are going and we help fund the pivot to the new.

And then Responsible and Resilient supply chain and operations,

that's where we do all of this in a way that's good for society and good for trust, in an approach that encourages our people and our clients to

continuously innovate and generate significant sustainable global impact.