A LICENSE FOR GROWTH  
Customer-centric supply chains

Efficiency is table stakes  
Supply chains have traditionally been seen as drivers of efficiencies and scale, providing competitive cost advantage. In recent years, though, the role of supply chains has evolved beyond efficiency to growth.

1 in 10 supply chains contributes more to topline growth than the other nine. We call them Masters.

What do supply chain Masters do differently?

01 Masters begin with the customer in mind  
71% of Masters deliver experiences linked to the right customer value propositions. Sustainable supply chain and manufacturing is the #1 customer value proposition.

02 Masters help turn insight into innovation  
Collaboration, innovation and data-driven insight technologies accounted for more than two-thirds of Master’s 13% average revenue growth.

03 Masters are highly mature in select capabilities  
B2B companies make strides towards “pay-as-you-use model”  
Blockchain  Predictive asset maintenance

B2C companies find Human + Machine balance  
Warehouse automation  Collaborative innovation

04 Masters engage their CEOs to move beyond conversation to true transformation  
52% of CEOs drive discussions on supply chain transformation during discussions with the board  
53% of CEOs allocate funding to drive innovation required to accelerate supply chain transformation  
49% of CEOs allocate top talent to drive supply chain transformation

With companies investing an average of US$153.4 million in their supply chains during 2017-2019, generating growth from that investment is crucial.

We look forward to helping you think about what comes next, using these insights to drive tangible business value and widespread societal trust.

To learn more about Masters’ supply chain transformation, visit: www.accenture.com/customer-centric-supply-chains