



# UNLOCKING SUPPLY CHAIN | ACCENTURE MIDDLE EAST

## VIDEO TRANSCRIPT

Hi, Francesco. We're so happy to have you join us for this chat on the future of supply chains in the Middle East, the supply chain has always been a lifeline in delivering goods and services. Yet the covid-19 pandemic turned it on its head. Middle East firms have had to cope with multiple challenges that came with a sudden surge in demand, such as labor shortages and reduced productivity while making sure strict safety processes when implemented. What this show business's was that there is no time to waste in transforming all aspects of the supply chain.

### **What do you think are the most pressing challenges that leaders in the Middle East are facing in relation to their supply chains?**

The key challenges in the supply chain in the Middle East are related to putting the customers at the center of the equation, future competitive advantage and grow the Lorestan supply chains that can deliver innovative and hyper personalized products, services and experiences. So far, chief supply chain officer, the adoption of new supply chain strategies that put the customer at the center of everything they do is really key. So supply chains cannot be the typical supply chains that are linear, but they need to be part of an ecosystem.

And the only looking at the efficiency and the cost gain is not enough. They really need to become the engine for the growth of the organization.

Thank you, Francesco, that outlines what firms need to prioritize in order to deliver their value and grow in this new period of change, a digitally enabled supply chain is an imperative to leapfrog in this era instead of playing Catch-Up. Putting customers at the heart of the business strategy has never been more important, and this perspective needs to run through all functions of that organization.

### **How can businesses create a customer centric supply chain?**

The way to create customers in the supply chain is really with five key themes. First one is innovation. So use data as an inside generation engine for new products and services designed around a new customer. Second is configure the supply chain into a satellite system that delivers customer experiences in unique micro segments. That one is connect with external parties for real-time and visibility and integrated planning and execution. Operate so Bilharzia Service-Oriented operating model that leverages I would model us to deliver customer experiences and optimize optimize day to day operations using analytics, performance monitoring and continuous innovation and so much.

Francesco for sharing your thoughts and why customer centricity at the core of supply chains is so important. It is clearly no longer a question of if businesses should change this



perspective, but rather how fast they can adopt the strategy. The year 2020 has made one thing crystal clear for business leaders, we need to think ahead in order to outmaneuver uncertainty.

### **What expertise can be essential for Middle East businesses to help them navigate their supply chain transformation?**

In Accenture, we have a practice called supply chain and end operations that really vaporization transform their supply chain sourcing procurement organization, going towards operational excellence with intelligent enablers. So we really operate in the areas of supply chain planning, demand, supply, inventory in the area of manufacturing with digital and intelligent enablers in the area of fulfillment to really and the delivery of goods and services to the customers with the proper service level and with the proper network of warehouses and distribution centers in the sourcing procurement space that we can support organizations in new ways of working, enabled by new capabilities and intelligent assets in a service oriented operating model.

We can help the organizations in optimizing the spend and their cost base mindset, and we can help build organizations in really developing and turning their supply chains and the service and procurement activities to become more responsible and sustainable.

Thank you, Francesco. Sounds like we're definitely ready to help businesses unleash the power of their full potential by making supply chain transformation a top priority. At Accenture, we worked to harness the power of change by embracing it with agility, innovation.

### **How is Accenture supply chain X.com structuring itself to best address the Middle East's need for supply chain transformation?**

Supply chain is that is a practice that combines the traditional capabilities of a supply chain sourcing and procurement across the services of strategy and consulting technology and

operations with their most innovative capabilities coming from the industries that practice, which is already looking into digital and innovative assets and enablers for manufacturing and engineering in particular. But supply chain practice in Middle East is really part of a network connecting with innovation centers and delivery centers globally, as well as with the very strong network of experts in the growth markets, as well as in Europe and in America.

### **Disruption always acts as a catalyst to define new champions and leaders, and Accenture is here to help. Can you share with us some success stories of how Accenture supply chain X.com have helped firms navigate this period of disruption and to grow?**

I would like to mention three examples. The first one is related to digital manufacturing. We are supporting Big Pharma Company and the national oil and gas company in their development of disruptive assets and enablers for their manufacturing operations. The second is related to Fullfillment, where I bring on National Postal Service entity in Saudi Arabia to really redesign reconfigure its network offshore detention centers and retail centers. The third one is related to sourcing and procurement transformation towards new ways of working and the digital enablers at the National Oil Company in UAE, which will help the client really going to the next level of four leading practices in the sourcing procurement space.

And these are just three examples of our Accenture can help clients the Middle East on the supply chain sourcing, procurement and the excellent.

Thank you, Francesco. Clearly, digital transformation of supply chains can have a massive impact on the growth potential of those.

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