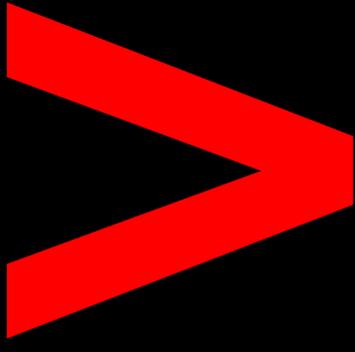


Can your supply chain avoid extinction?



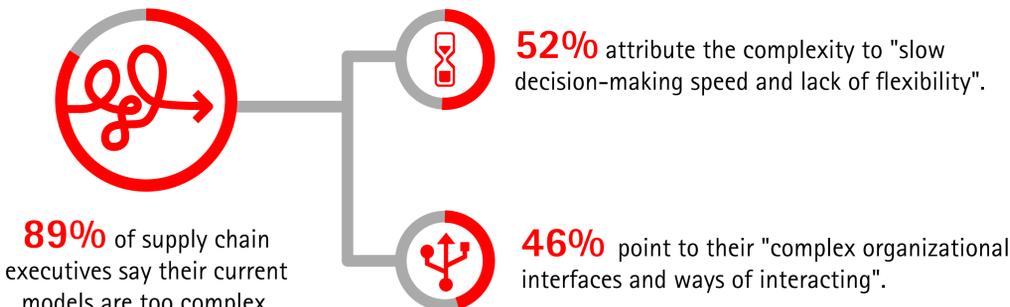
Truly differentiated supply chains are a "must-have".

Without them, organizations won't be able to protect market share, or ensure successful execution at new levels of cost competitiveness, agility and service.



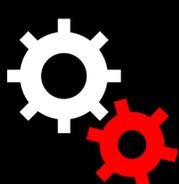
Continuing with business as usual could put your supply chain on the path to extinction.

Traditional supply chain operating models are no longer fit for purpose – and most organizations know it



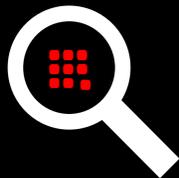
Dynamic segmentation is the name of the game

Given current demand disruptions and market complexities, segmentation models must be dynamic to be relevant and drive value.



98% of organizations report segmentation is relevant to the redesign of supply chain operating models.

What's more, in order to boost customer satisfaction,

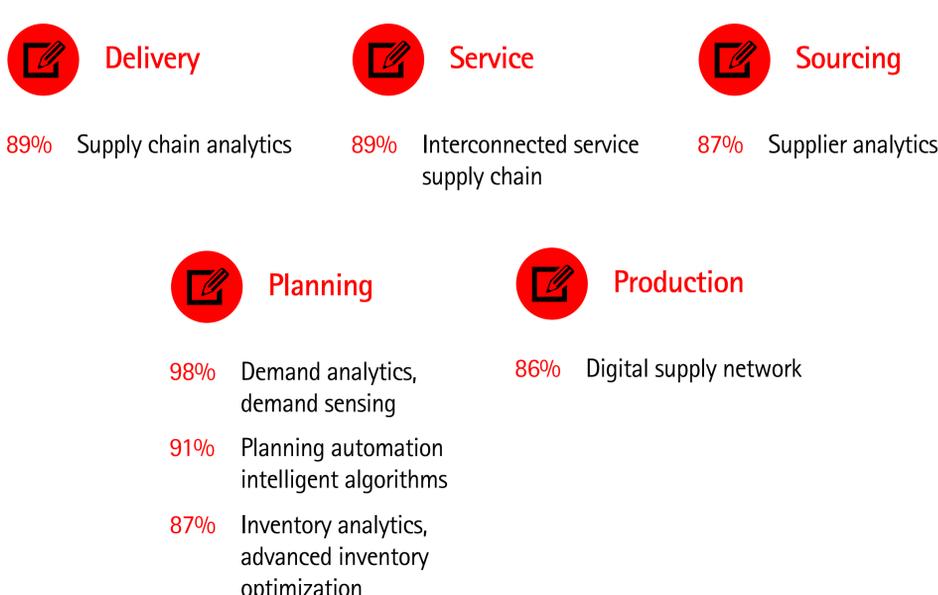


97% are planning to move toward more granular segments in order to boost customer satisfaction.

New capabilities are required

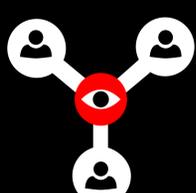
Running dynamic segmentation requires new digital capabilities, which need to be executed in a differentiated way. These capabilities are not only required in planning, but also in sourcing, production, delivery and service.

What digital capabilities do executives identify as most relevant to operating a differentiated supply chain?"



The new supply chain operating model

So how can supply chains organize to run dynamic segments? The new model consists of two interconnected worlds:



The **Value Chain Intelligence** team: consists of highly skilled resources that focus on innovative thinking, network and footprint evolution, overall optimization and management of all players in the ecosystem, while ensuring full control of strategic target setting and operational execution.



The **Execution Ecosystem**: consists of a mix of in-house and outsourced solutions, and is the machine that runs physical, information and financial flows.