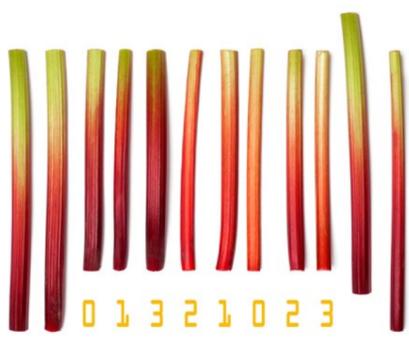


DRIVE YOUR OWN DISRUPTION



New IT can turn the supply chain into a powerhouse of top-line growth —if it's targeted effectively and strategically deployed.

THE ACCENTURE SUPPLY CHAIN PULSE SURVEY ASKED:

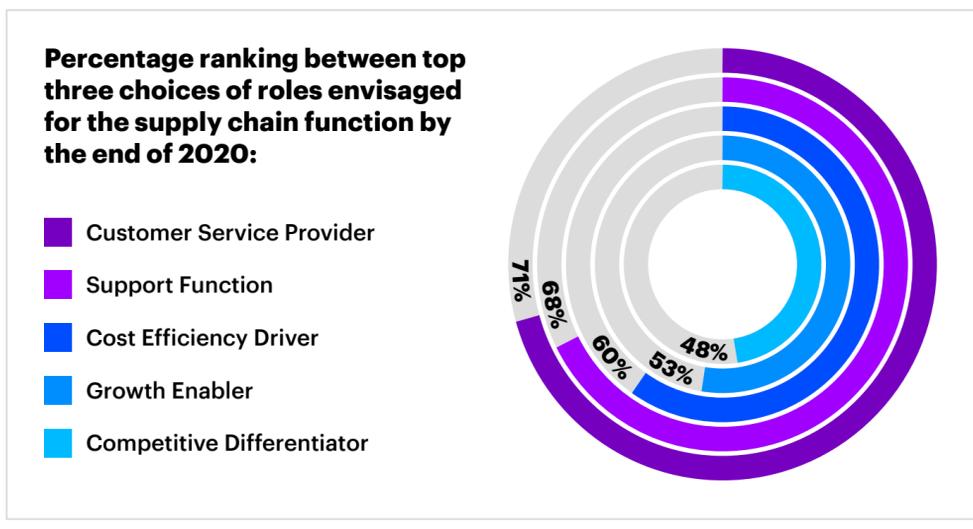
900 Supply Chain executives

from 12 industries

how they are using new IT to wake up the supply chain

THE SUPPLY CHAIN IS STILL SEEN AS A SUPPORT FUNCTION

- Only **48%** consider the supply chain a competitive differentiator,
 - with **68%** still seeing themselves in a support role,
 - and **60%** remain focused on driving cost efficiencies.
- Yet, the tide may be turning...**
- By 2020, **71%** expect their function to be driving better customer service.
 - **53%** now see the supply chain as a growth enabler.



NEW IT INVESTMENTS ARE END-TO-END

- Investments are diversified across **all functional domains**.
 - Most know that IoT technologies combined with Big Data Analytics and/or AI can create a platform of networked value creation.
- Yet, the full value-driving potential of a digitally reinvented, next generation supply chain still eludes many Chief Supply Chain Officers —and it's pretty clear why:**

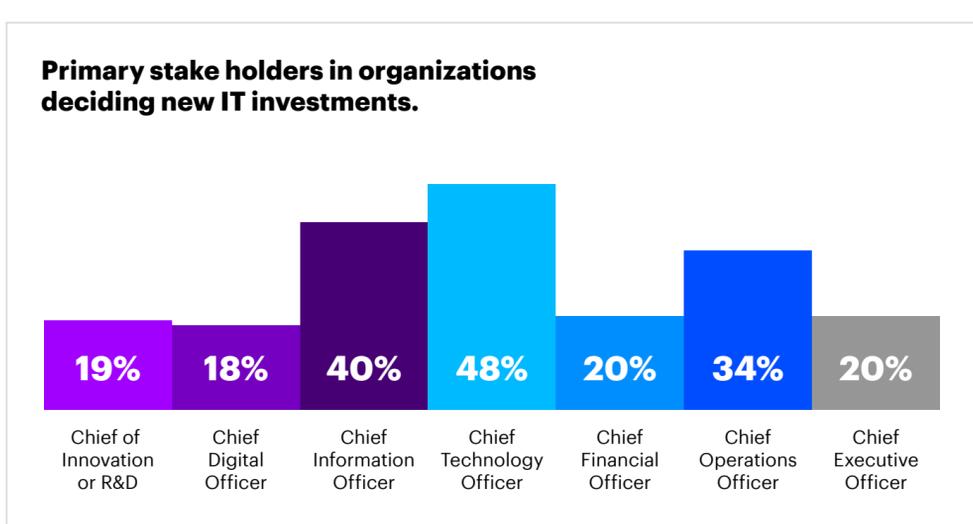
50%

Only half recognize the connection between new IT and unlocking value.

80%

are not working strategically with the right people in the C-suite.

The Chief Finance Officer and Chief Operating Officer are becoming more critical in the development of a digitally enabled enterprise, yet these key stakeholders are not being engaged in a transformational effort to build the intelligent supply chain.



TO UNLOCK THE VALUE OF NEW IT, CHIEF SUPPLY CHAIN OFFICERS NEED TO TACKLE THREE TOP CHALLENGES:

1. Align with leadership —and lead with value

All investments in new IT should be driven by a clear value proposition and anchored to the business strategy. The supply chain's role in delivering on that strategy should be clear, and the Chief Finance Officer and Chief Operating Officer should be engaged in reaching meaningful decisions.



2. Build the workforce of the future

New IT will not drive value if the organization is unable to adopt and use it. The C-suite must support a reskilling strategy founded on continuous learning.

3. Decouple data

Legacy systems can create a roadblock to the adoption of new IT. Decoupling data from legacy IT systems and moving it to broadly accessible cloud-based data lakes can help ensure that the right data is fueling the use of new IT.



To find out more read the full report at: [accenture.com/wakeupyoursupplychain](https://www.accenture.com/wakeupyoursupplychain)