Drive your supply chain journey with new data.

Accenture conducted a recent, cross-industry survey of supply chain leaders to understand the current and expected impact of new technologies on the supply chain function. Here were our findings:

**THE VOLUME OF DATA IS SKYROCKETING**

Diverse data sources, processes and systems show unprecedented growth.

- Companies find more value in digitization, analytics, and automation as new technologies help them extract more meaningful information from larger amounts of data.
- 62% of respondents claim business decisions are automated and analytics-driven to a large extent.
- 74% agree that fully embracing digitization, analytics, automation and new technologies is the fastest path to being an industry disruptor.

**HOWEVER, WITH BIGGER DATA COMES BIGGER CHALLENGES**

Companies are struggling to build a more robust data function that can help process and leverage this increasing volume of data.

- Without adequate resources and experienced talent, it’s challenging for companies to overcome data quality issues and leverage new technology in response to a transforming business world.
- 46% indicate their company needs but lacks a master data function to manage the quality and integration of data.
- 42% identify data quality as the greatest challenge they face in implementing digitization, analytics, and automation in their supply chain.
- 43% admit they don’t have enough data scientists to implement digitization, analytics, and automation in their supply chain.
MORE DATA CAN PROVIDE DEEPER INSIGHTS

With the right tools, organizations can use data to drive intelligent supply chain transformation.

While companies may struggle to leverage their supply chain data effectively today, most agree they will soon have the processes and technologies to do so.

AND DEEPER INSIGHTS SHAPE A BETTER FUTURE

The explosion of data will allow companies to gain a better understanding of trends and consumer behaviors.

Uncovering and combining data from various sources helps to create a more integrated and transparent supply chain ecosystem and draw more meaningful consumer insights — in real time. This will not only improve operational efficiency and accuracy, but also create better, more personalized customer experiences.

Over the next five years, they will experience:

- Increase in data usage and inclusion in management processes and decision-making: 26%
- Increase in both structured and unstructured data usage: 53%
- Increase in internal and external data usage: 44%
- Increase in centralized and uniform data across functions/geographies: 37%

Changes to the supply chain operating model will enhance:

- Customer Satisfaction
- Overall Quality of Data
- Supply Chain Security and Reliability
- Supply Chain Visibility

By leveraging diverse sources of data, companies can achieve:

- Improved Self-sufficiency
- Greater Collaboration
- Enhanced Integration
- Agility and Responsiveness
- Insights Into Unfamiliar Territory

LEARN MORE

Learn more about how New data can provide your organization more opportunities to transform its Supply Chain—now.

accenture.com/supplychange

Source: As per a survey conducted by Accenture on Supply Chain analytics.

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