The 3Rs of the Intelligent Supply Chain

Video Transcript

Accenture @COP26

Relevant: Flexibly meeting customer demand

The Intelligent Supply Network

Resilient, RELEVANT, Responsible

RELEVANT

Kris Timmermans, Accenture Global Supply Chain Lead:

The second one - relevance- this is where it’s following the demand more flexibly but also doing it in a cost-effective way, so you don’t price yourself out of the market.

This is where digital technologies have fundamentally created a lot of progress around applying machine learning to do better forecasting and a sense of demand.

It’s about creating control towers that give you end-to-end visibility and that allow you to structurally get early warning signals.

It’s about digital manufacturing to create the flexibility.

Now, there’s another thing here and this is where the consumers, they’re telling us loud and clear: If you want to be relevant, make sure- manufacturer or retailer - make sure that your products are more sustainable and make sure that the way you operate is more sustainable.

I’ll give you an example, in the car industry, today us as car drivers, two thirds of us have a sustainability mindset for the first time in history.

Actually, 97% of us would want to change brand for a more sustainable vehicle at the end.