



INTELLIGENT SUPPLY CHAIN AND OPERATIONS

VIDEO TRANSCRIPT

1

00:00:04,100 --> 00:00:08,520
Supply chains today are under pressure like never before.

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00:00:08,520 --> 00:00:12,200
They need to meet increasingly complex demands from the C-Suite

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00:00:12,200 --> 00:00:14,840
to business leaders and the customer.

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00:00:14,840 --> 00:00:16,900
Also they must be responsible and

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00:00:16,900 --> 00:00:20,150
responsive to a world with ever changing conditions.

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00:00:20,150 --> 00:00:25,226
The Covid-19 pandemic puts pressure on supply chains to produce with a new

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00:00:25,226 --> 00:00:30,100
level of speed, responsiveness, responsibility, and resiliency.

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00:00:30,100 --> 00:00:34,586
Only a supply chain that is designed with purpose and driven by data and

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00:00:34,586 --> 00:00:38,859
digital technologies can meet these wide ranging requirements.

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00:00:38,859 --> 00:00:41,800
We call it the Intelligent Supply Chain.

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00:00:41,800 --> 00:00:46,158
In our approach we leverage our point of view of intelligent supply chains and

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00:00:46,158 --> 00:00:51,100
with that I mean, it's supply chain and operations that are built on 3 dimensions.

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00:00:51,100 --> 00:00:53,527
The first one is customer experience.

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00:00:53,527 --> 00:00:55,300
The second one is Zero Based.

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00:00:55,300 --> 00:00:58,473
And the third one is Responsible and Resilient.

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00:00:58,473 --> 00:01:02,950
So in terms of customer experience supply chains as we mean that through



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00:01:02,950 --> 00:01:07,664
customer centricity, we truly create
the growth engine for our clients.

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00:01:07,664 --> 00:01:12,485
Zero Based supply chains is where we
allocate the scarce resources in line

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00:01:12,485 --> 00:01:17,004
with where our clients are going and
we help fund the pivot to the new.

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00:01:17,004 --> 00:01:21,158
And then Responsible and
Resilient supply chain and operations,

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00:01:21,158 --> 00:01:25,753
that's where we do all of this in a way
that's good for society and good for

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00:01:25,753 --> 00:01:29,979
trust, in an approach that encourages
our people and our clients to

23

00:01:29,979 --> 00:01:34,981
continuously innovate and generate
significant sustainable global impact.

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