

# CSCMP hottopics

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## End-to-End Supply Chain Management: Building An Enhanced Customer Experience

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As supply chain disruptions have taken center stage, so too has the conversation about end-to-end supply chain, what it means and how it is managed. These conversations are now mainstream, being had by consumers, financial institutions, investors, governments, and retailers alike. The importance of a dynamic, nimble, and visible supply chain is becoming a competitive advantage to deliver a superior customer experience, as consumer spending habits change, disrupting traditional revenue streams.

### WHAT IS THE END-TO-END SUPPLY CHAIN?

End-to-end supply chain is the entire process, starting at the procurement of materials and ending when the finished product reaches the customer. Supply chains continue to evolve into dynamic end-to-end eco-systems incorporating supplier management, scheduling, production, transportation and logistics, and customer fulfillment, all to provide a consistent and unique customer experience.

This entire process needs to be monitored, managed, and analyzed utilizing a combination of technology complemented by a global network of people to drive each phase.

### HOW TO ACHIEVE END-TO-END SUPPLY CHAIN SUCCESS

The difficulty in achieving end-to-end supply chain success is determining how to synchronize each individual stage of the supply chain into a unified, efficient system. Technology, visibility, processes, and a global support network of individuals, and their coordination through real-time data and actions will be the foundation to any success.

To create a strategic competitive advantage in today's consumer environment, effective management supported by verifiable, data driven decisions is necessary. Real-time data, establishing overall end-to-end supply chain visibility is key to unlocking the supply chain challenges of the past.

As supply chains become increasingly long and more complex, organizations are introducing technology to monitor, measure, predict, and report throughout the supply chain. Technology, however, is only part of the end-to-end supply chain success puzzle.

With the demands of managing global suppliers, and local transportation half a world away, technology is only part of the overall end-to-end supply chain solution. A supply chain partner with a global network of offices and highly skilled people is necessary to build local relationships on your behalf to enable the operational milestones to be communicated, managed, and met.

This interfacing of technology with a global network will drive the supply chain synchronization needed to support your organization's brand integrity and customer experience.

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## END-TO-END SUPPLY CHAIN TECHNOLOGY

Supply chain technology continues to grow with digitization, predictive analytics, and machine learning, to improve manufacturing processes, automate operations, drive exception management, provide real-time transportation visibility and tracking with predictions of performance, along with a transparency for improving the customer experience.

Supply chain visibility platforms should connect all needed external data sources from supply chain partners and entities to map, prioritize and aggregate real-time data for consumption by any customer platform of choice. Whether you integrate directly to the supply chain platform or utilize it as a standalone system, the visibility it will create allows for better decision making and more efficient overall supply chain management. The instant access to detailed data milestones such as, your supplier's production dates, the local and international logistics progress, customs formalities and ultimately delivery and fulfillment, will drive efficiencies while providing predictive analytics capabilities enabling transparency to the consumer and therefore a better customer experience. This real-time visibility with predictive insight will benefit the entire organization from sales and marketing to finance and customer service.

Implementing innovative technologies can provide your company with the competitive edge you need to stand out within the industry and make an impact on your customer base.

End-to-end supply chain visibility enables companies to effectively provide their customers with a consistent experience by improving overall production efficiency and identifying potential issues to reduce disruption across the supply chain.

## GLOBAL END-TO-END SUPPLY CHAIN NETWORK

A global network to control and manage supply chain variations immediately is as critical as the deployment of technology that will provide real-time data and visibility. The individuals at the point of origin liaising with suppliers, local transporters and international logistics providers is critical to the overall coordination and effectiveness of the end-to-end supply chain management process.

Having an empowered team of global experts as an extension of your organization's supply chain team will be invaluable to quickly and concisely, manage, support and problem solve issues as they arise, regardless of the location or time zone. These actions are recorded and communicated through the supply chain technology to allow all users to have visibility to the progress of each individual product.

## PROCURING THE TECHNOLOGY AND GLOBAL NETWORK

While a lot of the current focus is on supply chain technology, it is critical to find a supply chain partner that has both the tech and global network to complement your business and manage your supply chain effectively. Very few supply chain providers have both in today's market opening the current state where you have pure tech companies and the traditional logistics provider. Implementing technology without a global network of experts could lead to increased costs, delayed communication and inconsistent decision making.

While selecting the right supply chain partner with a core competency in managing the end-to-end supply chain by utilizing technology and a global network is essential, it is increasingly important that other services complement the overall process, including Customs House Brokerage, Ocean and Airfreight Procurement, Domestic Transportation and Fulfillment, and impartial supply chain engineering services.

## BENEFITS OF END-TO-END SUPPLY CHAIN MANAGEMENT

By deploying a digital supply chain supported by an expert global network, corporations will experience the benefits of being connected to manage suppliers, logistics partners and the critical processes that deliver products to customers.

## About CSCMP Hot Topics

Issues of *CSCMP Hot Topics* may include early results from ongoing research being conducted for CSCMP or other organizations; new supply chain practices, thought-provoking ideas, or emerging trends; discussions of changes in the broader business and regulatory environment that may impact the supply chain and logistics field.



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While the customer experience and ensuring delivery of the desired product can only be improved with end-to-end supply chain management, there are other significant benefits to investing and adopting a complete end-to-end supply chain approach.

- Pro-active supply chain management
- Reduce supply chain disruptions
- Management and visibility of inventory in transit
  - Real-time tracking status and updates
  - Minimize disruptions and pro-actively problem solve
- Reduce inventory requirements
  - Lower inventory holding costs
  - Optimal inventory levels in the right locations
- Maintain margin integrity
- Increased product in-stock correlation
  - Right product, right quantities, right place, right cost, right time
- Improved financial management
- Supply chain optimization
- Speed to market
- Improved risk mitigation
- Improved planning opportunities and capabilities
- Enhanced reporting
- Effective real-time data analysis
- More efficient warehouse labor planning and costs
- Cost savings transportation
  - Optimal mode, routing, and carrier selection
- Higher on-time logistics performance
- Process efficiencies for suppliers
- Strengthen the overall customer experience
- Increased customer retention

These benefits lead to better overall company performance while supporting an enhanced customer experience.

## ABOUT OOCL LOGISTICS

OOCL Logistics is a world-class provider of innovative logistics and end-to-end supply-chain services and solutions, which has an extensive network of more than 150 offices in over 50 countries. OOCL Logistics provides innovative, customer-specific solutions through our value-creating expertise, championed by our proprietary, advanced information technology platform in supply chain management; OOCL Logistics' extensive service network and platforms will "Power Your Supply Chain" to fully support your business. Our dedicated, quality people always provide tailor-made logistics solutions, customized to your particular needs. OOCL Logistics is also an industry leader, providing sophisticated transportation, warehousing, and distribution services as well as professional and efficient Customs House Brokerage, 3PL, 4PL, and e-commerce fulfillment solutions.

[oocllogistics.com](http://oocllogistics.com)

<sup>1</sup><https://supplychainmanagement.utk.edu/blog/end-to-end-supply-chain-planning/>

<sup>2</sup>[https://www.scmr.com/article/end\\_to\\_end\\_supply\\_chain\\_synchronization\\_a\\_strategy\\_for\\_uncertain\\_times](https://www.scmr.com/article/end_to_end_supply_chain_synchronization_a_strategy_for_uncertain_times)