

Leveraging the power of data to elevate supply chain performance



It's safe to say there's never a dull moment for a modern supply chain organization.

Whether you're a team dealing with aftershocks from the COVID pandemic, weather-related disruptions, shipping bottlenecks, or some other crisis, many supply chain leaders have two key questions on their minds:

- 1 Why are so many things going so wrong, in such a short time?
- 2 How do we get ahead of the next disruption — and the one after that, and even the one after that?

For many companies, there's far more at stake than short term cost and inconvenience. Supply chain disruptions often have a major impact on revenue. And the ones that solve their supply chain challenges first will gain a competitive advantage over those that continue to struggle.



Getting to the bottom of today's supply chain challenges

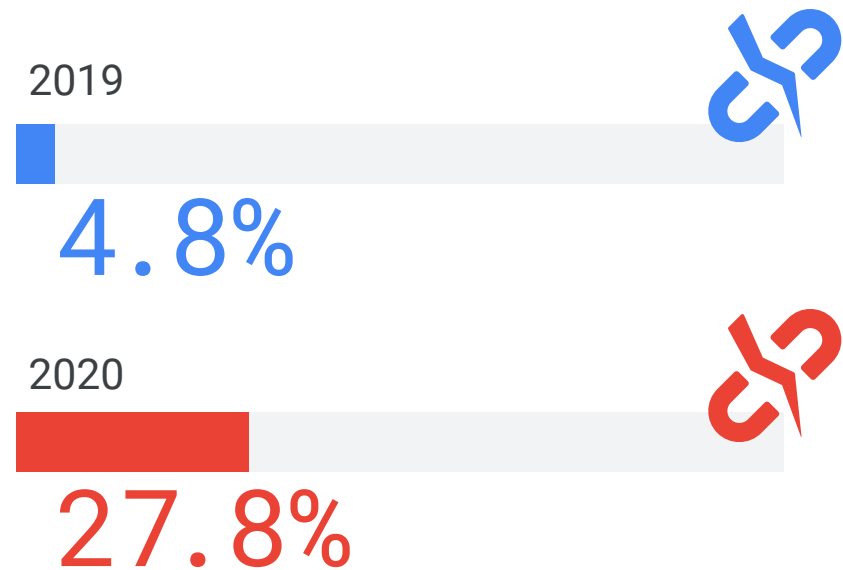
Most of us would agree the last couple of years have been extraordinary – and often not in a good way.

But the truth is that our biggest supply chain challenges aren't tied to any particular event. Rather, current events have exposed vulnerabilities that already existed, forcing enterprises to examine the underlying conditions that prevent them from responding effectively when disruptions occur.

These deep-seated challenges make supply chain organizations less efficient, less resilient, and far less capable of moving quickly when an urgent problem is identified.



Percentage of companies surveyed that reported 10 or more supply chain disruptions:¹



¹ 2021 APOC Survey of Global Supply Chain Challenges and Priorities

Three challenges that undermine supply chain resilience

Volatility



A modern supply chain can be a study in extremes. Your forecasts must contend with fickle consumer tastes married to ever rising expectations. Your supplier relationships are shaped by rapid and sometimes radical leaps in tech innovation, and market changes that can reshape entire industries virtually overnight.

What's more, other forms of volatility, such as extreme weather events or worker shortages, demand new capabilities for identifying and managing supply chain risk.

Complexity



A modern enterprise supply chain includes thousands of businesses across six continents – and that includes only a company's direct supplier relationships. More recently, activist customers, shareholders, and regulators have been calling on companies to take the next step: Gain visibility and demand accountability from second- and third-level suppliers.

Complexity is an especially urgent challenge because it has such a clear impact on business performance. According to a recent McKinsey survey, companies that successfully manage complexity can expect to boost their margins by up to 8%, along with 1-4% of net sales.²

Decision Latency



The impact of distributed supply chain disruptions often take time to flow through to key decision-makers. Finding and leveraging tools that assist in making better decisions faster is key to minimizing cost and improving customer impact.

The fact is, good supply chain planning relies on solid decision-making. But unfortunately, planning is a major pain point for supply chain teams. A recent Modern Materials Handling survey found that 43% of businesses have been pushed to increase their cost structures in order to protect against further disruptions.³



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² Harnessing the power of simplicity in a complex consumer-product environment, McKinsey & Company, 2020
³ Survey: inflated inventories tied to poor data quality and excessive legacy systems, Modern Materials Handling, 2021

The predictive approach to supply chain management

What's the antidote to these supply chain challenges? A digital supply chain platform that leverages data to make teams more agile, to solve problems quickly and with confidence, to collaborate more effectively with supply chain partners, and even to build predictive capabilities.

Working together, Google Cloud and Anaplan are giving enterprises proven, practical, and highly cost-effective solutions that usher in a far more proactive and predictive approach to planning and decision-making.

Using advanced planning and decision support tools with supply chain data, supply chain teams can move faster, make better decisions, and solve problems before they impact customers – even as they allow teams to cut costs and reduce operational risk.



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40%

of global supply chain practitioners cited a lack of cross-team collaboration tools as a significant barrier to improving supply chain processes.⁴

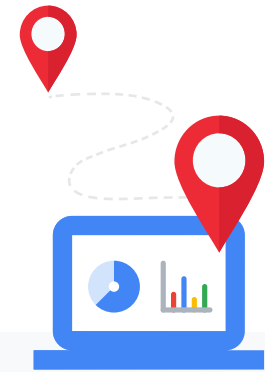


⁴2021 APQC Survey of Global Supply Chain Challenges and Priorities

Four pillars of a digital supply chain platform

Google Cloud and Anaplan work together to give supply chain teams a platform that addresses modern supply chain challenges.

Harnessing the combined capabilities of two products that focus on supply chain efficiency and resilience – Google Cloud Supply Chain Twin and Anaplan Supply Chain – teams gain 4 key benefits. These include:



1

Achieving end-to-end visibility with a digital twin of your company's supply chain, leveraging a vast range of data sources, types, and use cases.

2

Empowering users with access to a real-time supply chain pulse – setting the stage for reliable alert-driven event management, analytics, and cross-team collaboration.

3

Aligning and integrating supply chain planning and decision-making with other areas of the business, which transforms supply chains into a strategic differentiator and a proven driver of revenue growth.

4

Opening new avenues to communicate and collaborate with supply chain partners, and allowing closer coordination at critical moments with key partners.

Data segments: Google Cloud's approach to leveraging data

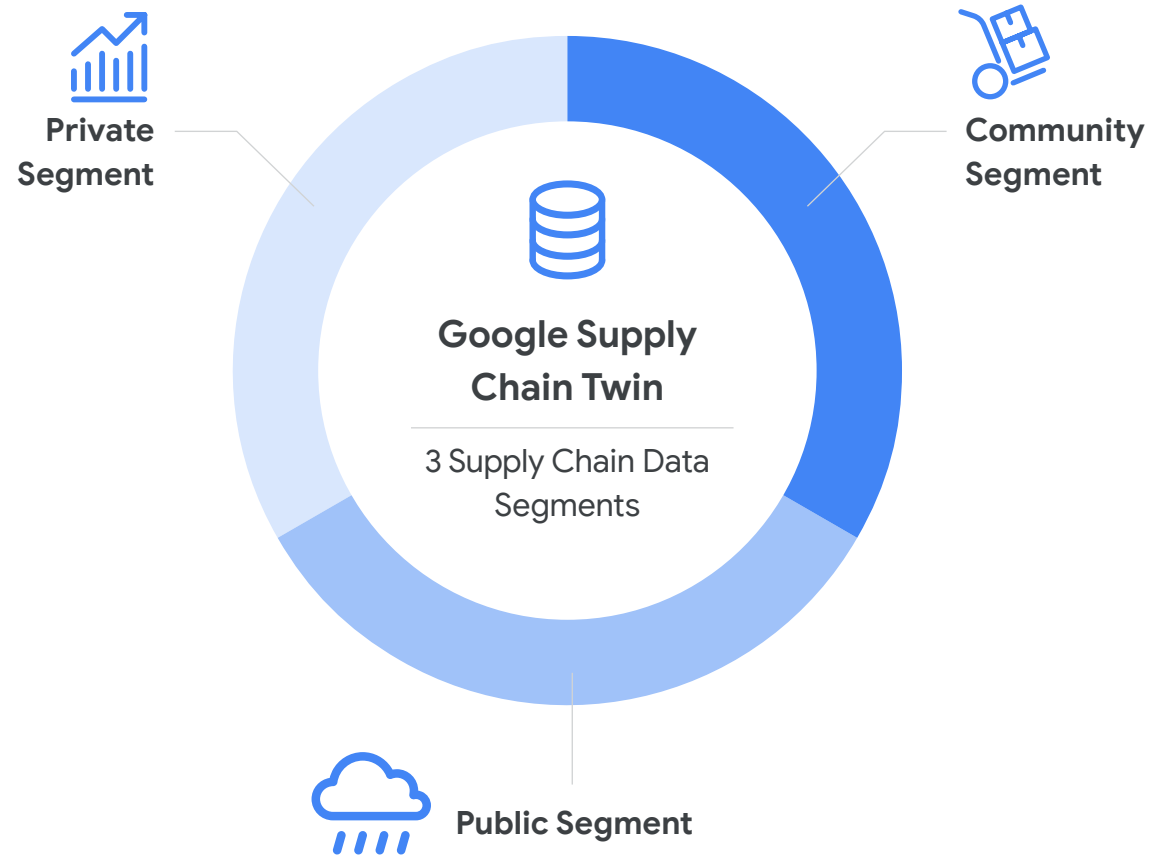
Data ranks high as a modern enterprise's most valuable asset. And like other assets, the ability to make connections and create synergies is a major source of value.

Google Supply Chain Twin achieves these synergies through the use of 3 supply chain data segments:

A private segment includes data from an organization's enterprise business systems – in other words, the proprietary “crown jewels” of a company's business data assets.

A community segment that includes data from supplier and partner systems, such as stock and inventory levels and material transportation status.

Finally, the public segment includes contextual data from public sources like weather, risk, or sustainability, including public datasets from Google Cloud.



How Anaplan powers real-time answers

Optimizing a supply network involves asking critical “what if?” questions. It also means giving decision-makers highly focused, relevant, real-time answers to those questions – even when they involve millions of possible outcomes.

Anaplan's Connected Planning platform enhances this process by leveraging data from the business to inform supply network decisions.

Anaplan gives planners powerful yet intuitive tools for comparing and refining supply network scenarios. At the same time, Anaplan enables planners to understand how supply network decisions may impact a company's financial performance, sales forecasts, and other key business metrics.

Connected Planning exemplifies Anaplan's approach to supply chain management:



Built on cutting-edge data analytics and planning tools



Engineered for flexibility and real-time performance



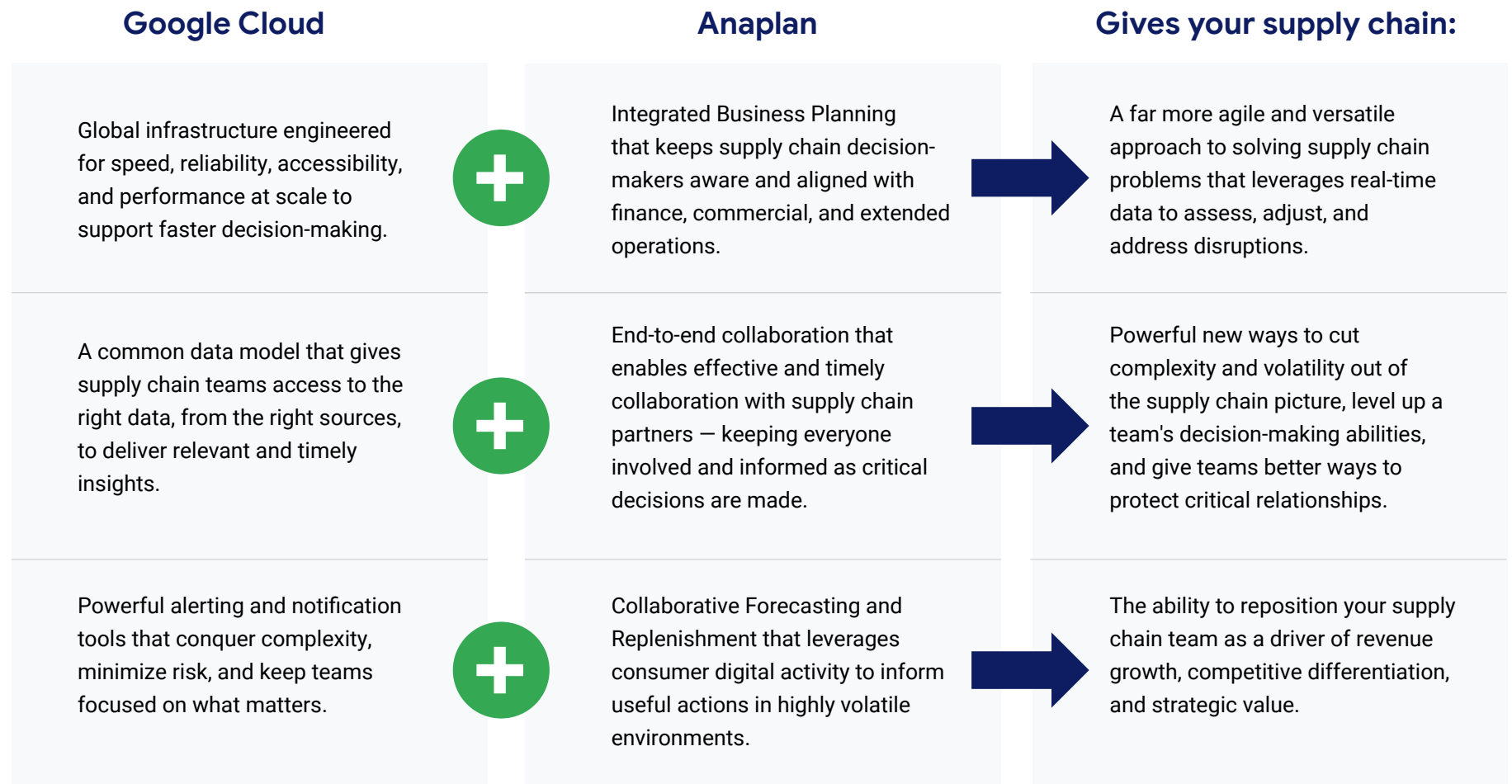
Focused on driving strategic business outcomes



Anaplan gives planners powerful yet intuitive tools for comparing and refining supply network scenarios.

A smarter supply chain

Google Cloud Supply Chain Twin and Anaplan for Supply Chain give supply chain organizations the infrastructure capabilities, analytical tools, and planning and forecasting options to solve their supply chain challenges.



Build your resilient supply chain

Google Cloud and Anaplan give supply chain organizations the tools they need to become more resilient, more agile, and better prepared to respond to inevitable disruptions. New ways to find and apply data-driven insights, better ways to collaborate and engage with supply chain partners, and cutting-edge AI/ML and predictive analytics are coming together to give supply chain teams increasingly powerful and impactful problem-solving capabilities.

And for many supply chain organizations, the best is yet to come. With Google Cloud and Anaplan, you can deploy planning tools that align supply chain planning with revenue impacts and business performance. There's no better way to ensure that a supply chain team gets the visibility and recognition it deserves within a modern enterprise.

Learn how Google Cloud and Anaplan are innovating to advance supply chain planning for the modern enterprise.

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