



# Leveraging the power of data to elevate supply chain performance



### Google Cloud / naplan

### 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:

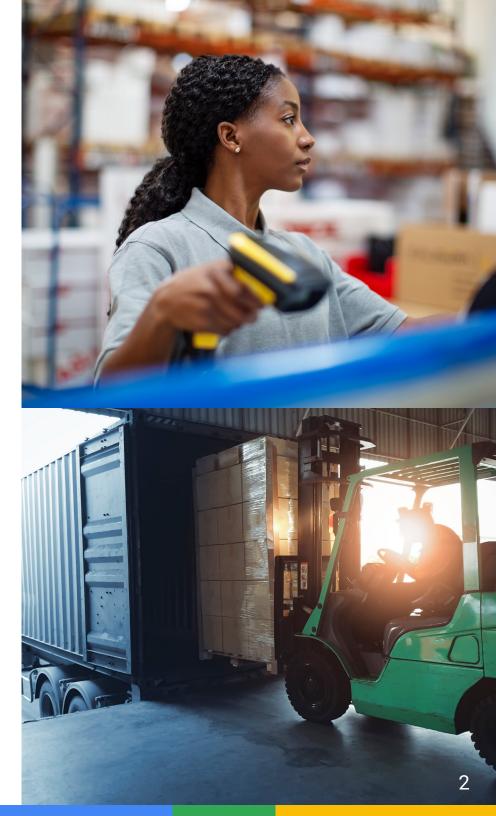


Why are so many things going so wrong, in such a short time?

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

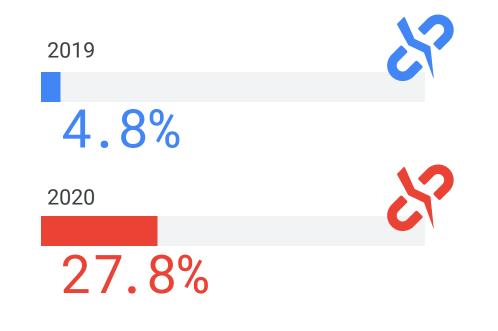
Most of us would agree the last couple of years have been extraordinary – and often not in a good way.

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:**<sup>1</sup>



## 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



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.<sup>2</sup>



### 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.<sup>3</sup>

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## 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.

of global supply chain practioners cited 40% a lack of cross-team collaboration tools as a significant barrier to improving supply chain processes.<sup>4</sup>

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### Google Cloud / naplan

## 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.



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

**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

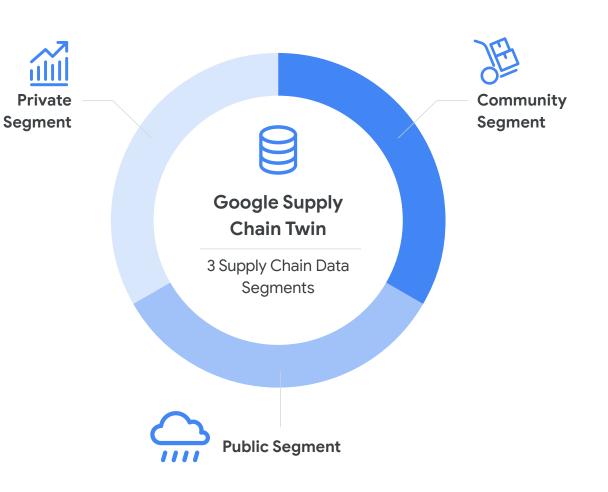
Data ranks high as a modern enterprise's most valuable asset. And like other assets, the ability to make connections and create synergies is a major source of value.

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 decisionmakers 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.

Anaplan

Integrated Business Planning

that keeps supply chain decision-

finance, commercial, and extended

makers aware and aligned with

End-to-end collaboration that

enables effective and timely

collaboration with supply chain

involved and informed as critical

partners - keeping everyone

decisions are made.

operations.

#### **Google Cloud**

Global infrastructure engineered for speed, reliability, accessibility, and performance at scale to support faster decision-making.



A common data model that gives supply chain teams access to the right data, from the right sources, to deliver relevant and timely insights.



Powerful alerting and notification tools that conquer complexity, minimize risk, and keep teams focused on what matters.



Collaborative Forecasting and Replenishment that leverages consumer digital activity to inform useful actions in highly volatile environments.

#### Gives your supply chain:

A far more agile and versatile approach to solving supply chain problems that leverages real-time data to assess, adjust, and address disruptions.

Powerful new ways to cut complexity and volatility out of the supply chain picture, level up a team's decision-making abilities, and give teams better ways to protect critical relationships.

The ability to reposition your supply chain team as a driver of revenue growth, competitive differentiation, and strategic value.

### Google Cloud

### **/**aplan

## **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.

Contact Google Cloud

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