



# REAL-TIME, INTELLIGENT VISIBILITY THROUGH COMMAND CENTERS:

Orchestrating the Supply Chain Symphony

By  
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Recently I was having a cup of coffee with Ramco Logistics Software team & the discussions focused on the disruptions in supply chain (SCM) landscape. This paper here is a summary of my thoughts after the meeting.

The ever-temperamental SCM landscape is perennially on the go, combating sudden disruptions and juggling its multiple functionalities with ease. The industry is constantly surrounded by obstacles that challenge its business environment, with **volatility** across the entire supply chain network being one of the biggest barricades. Sudden changes within the system precipitate a high level of uncertainty and vulnerability, while **gaps in connectivity** across the supply chain forces its stakeholders to function in silos. The industry is hence constantly on the lookout for an ideal solution for this Rubik's cube.

**Supply chain visibility** is fast emerging as a powerful option to overcome the risks posed to the landscape.

Knowledge is power! Hence, having information of every aspect of the supply chain from inventory to logistics and from the first mile to the last with zero latency gives you the power to

- Make a quick comparison of the current state of operations as against the desired state
- Take immediate actions to resolve or avoid any possible disruptions or deviations that might jeopardize the planned sequence of events.

## Data - the catalyst promoting visibility

Having realized the power of visibility, the supply chain stakeholders have been quick to zero in on the tool that'll enable visibility across the network - data, of course! Leaders of the landscape are counting on data-enabled solutions to illuminate the entire supply chain. Retailers across the globe still feel that supply chain stakeholders have not harnessed the power of data and visibility to their maximum potential.

## But how can data help solve the visibility problem?

Let's look at every aspect of the supply chain network to understand how data is integrally linked to fine tuning every node of the system:

- **Balancing supply with demand** requires real-time data on demand and supply from every node of the ecosystem. These data insights help harmonize procurement, inventory, and delivery.
- Warehouse management is streamlined with **real-time information on warehousing capacity** and operational efficiency disentangling every function of warehouse operations. This helps optimize resources and inventory management.
- Data simplifies one of the toughest components of the supply chain landscape - fleet management. An algorithm-based **in-memory forecasting engine** takes into consideration every variable from driver rostering and route optimization to load planning and regulatory compliance based on data generated in real time and extrapolates this information to determine potential scenarios. These insights enable formulating trip plans and accurate decision-making.
- **Forecasting and managing real-time disruptions** is critical for transportation management. Data-enabled insights contribute hugely to this role by optimizing cost. Real-time granular tracking of transit, review of possibly roadblocks, and provision of multiple options after considering all possible variables ensure on-time delivery.
- At a global level, keeping up with **changing regulatory compliances and safety norms** can be quite a challenge. But with real-time data on the latest measures will help plan ahead keeping in mind all the geography-specific rules and regulations.
- **Supplier relationship management** is essential for sustaining a collaborative supply chain ecosystem. Real-time monitoring of crucial supplier and partner performance parameters help determine their level of service and performance and foster strong partnerships and supplier relationships.
- Accurate data-enabled forecasting through **predictive analytics** delivers crucial analytics after a detailed scanning of all possible influencers provide accurate extrapolations across all operational nodes of the supply chain - from demand planning to route optimization and inventory management.
- Seamless operations from a single contract to a single invoice depend on data. A robust, data-enabled system consolidates multiple compartments to provide a **holistic end-to-end view and control** across all the partners in the landscape.

Data-enabled visibility thus provides complete transparency of operations and helps you take smart decisions in a timely manner after evaluating all possible impacts of the decision you take.

## A comprehensive solution delivering visibility through real-time data

With data providing strong reasons to invest on delivering transparency and visibility, the final summit that will take you towards your goal of seamless operational efficiency is to find an ideal end-to-end solution that will give you complete control over the entire ecosystem - the command center of the supply chain landscape.

### What can a command center achieve for the supply chain?

- Having a **centralized data management center** enables you to have complete visibility across the entire supply chain network, including your partners, suppliers, and customers.
- With every information from inventory to order management available at your fingertips, you are indeed in complete control of **every single operational aspect**. For example, real-time status of a shipment, warehouse inventory, and immediate assessment of asset utilization can be managed from a single point.
- Role-based access to the command center helps every partner, supplier, and customer to share **a single version of relevant data securely**, enabling operational transparency across the supply chain.
- The in-memory engines also have the ability to **assess the vulnerability associated** with each variable that can potentially influence any decision. The well-packaged suggestions are delivered in multiple formats from reports and graphical representations to forecasts and through wearables and mobile interfaces.
- The **cloud-based** system facilitates **24\*7 assessment of the supply chain** ecosystem to immediately escalate any potential deviation or disruption and even throw up possible solutions for the decision-maker to choose from.
- An easily accessible dashboard delivers an **intuitive user experience** customizable based on the role of the user in the supply chain.

The result is optimal inventory delivering exponential production capabilities at minimal cost to reap maximum profits. The crystal clear visibility delivered by this system enables smooth collaboration between the supply chain partners, suppliers, and customers. The overall result is a smoothly functioning supply chain that is ready to overcome any disruption anytime from anywhere.

The command center is indeed the maestro of the supply chain orchestra, bringing together all the elements of the landscape to create a transparent and harmonious data-enabled symphony.



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