

Freightways Supply Chain Control Tower



A central hub for end-to-end visibility to autonomous execution, supporting new ways of working and driving new business outcomes across the supply network to help increase enterprise value.

Improved visibility:

A single view of all supply chain data, from suppliers to customers.

Increased collaboration:

Improve collaboration with suppliers and customers leading to better planning and execution.

Improved agility:

Provide data and insights to become more agile and responsive to changes in the market.

Key Challenges

72%

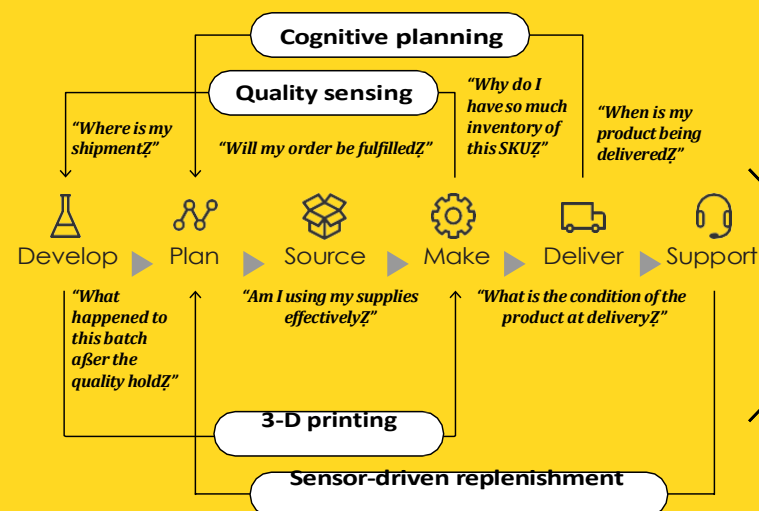
of supply chain “masters” believe control tower capabilities will be critical to enable their customer experience-led growth.

ACCENTURE

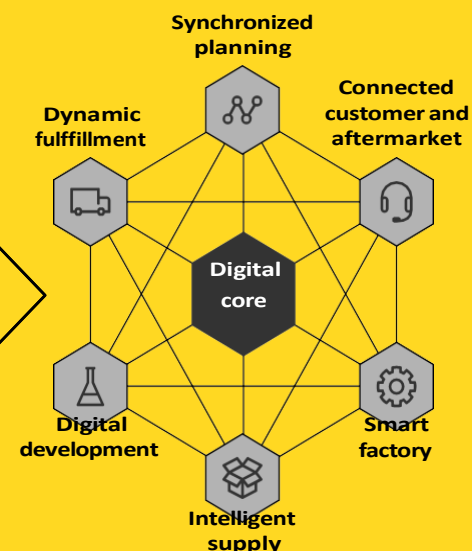
- Lack of visibility in the supply chain
- Highly complex system/data landscape
- Frustration about next-gen capabilities
- High amounts of errors in processes
- Customer sentiment not matching internal metrics
- Lack of end-to-end orchestration
- Difficulty to generate insights from data sets
- Heavily relying on external partners

Evolving the supply chain to a digital supply networking

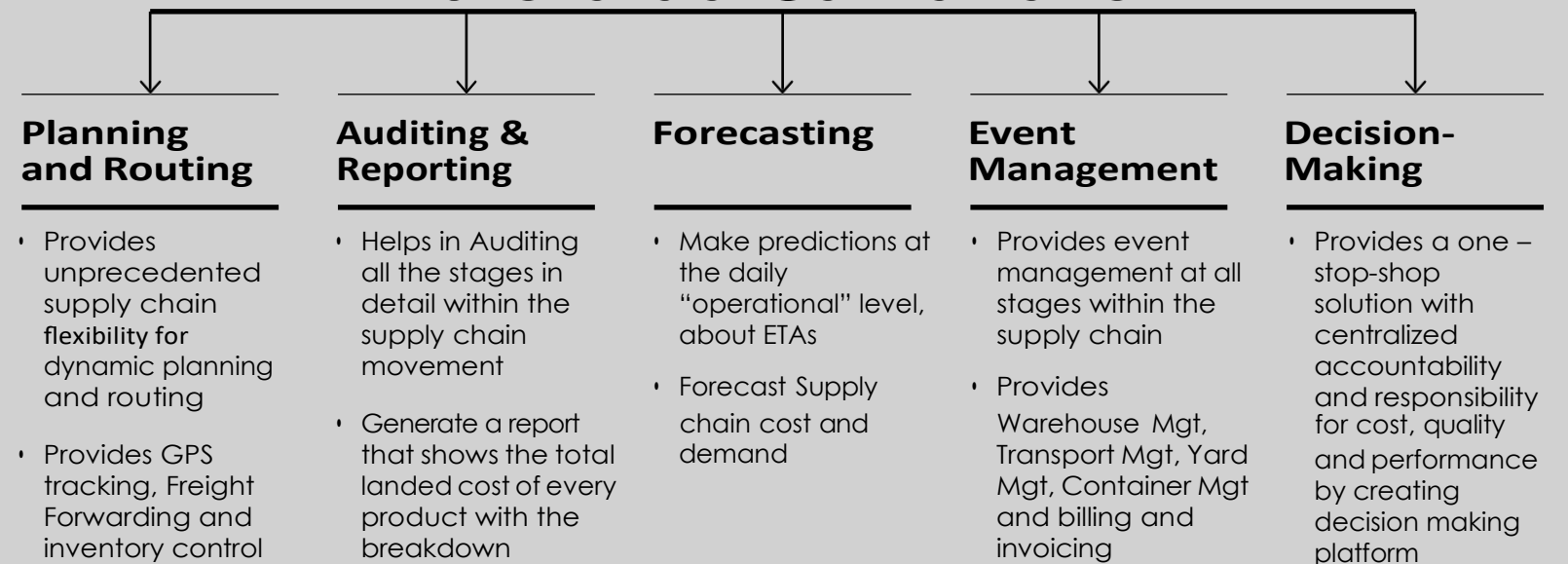
Traditional supply chain



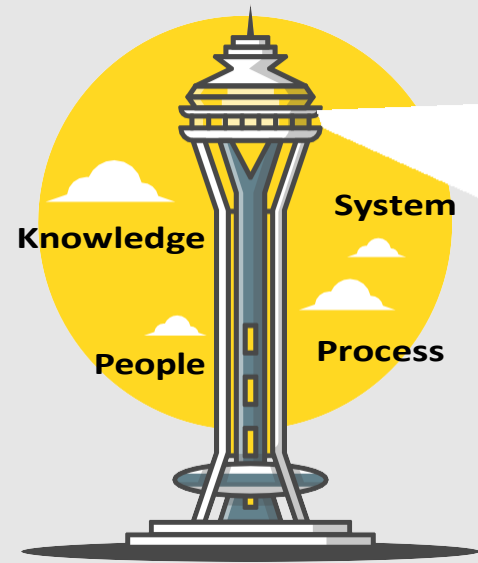
Digital supply networks



Functions of Control Tower



Supply Chain Control Tower Flow



Information

Information Consolidation

Visibility

Improved Decision Making

Improved Business Activities

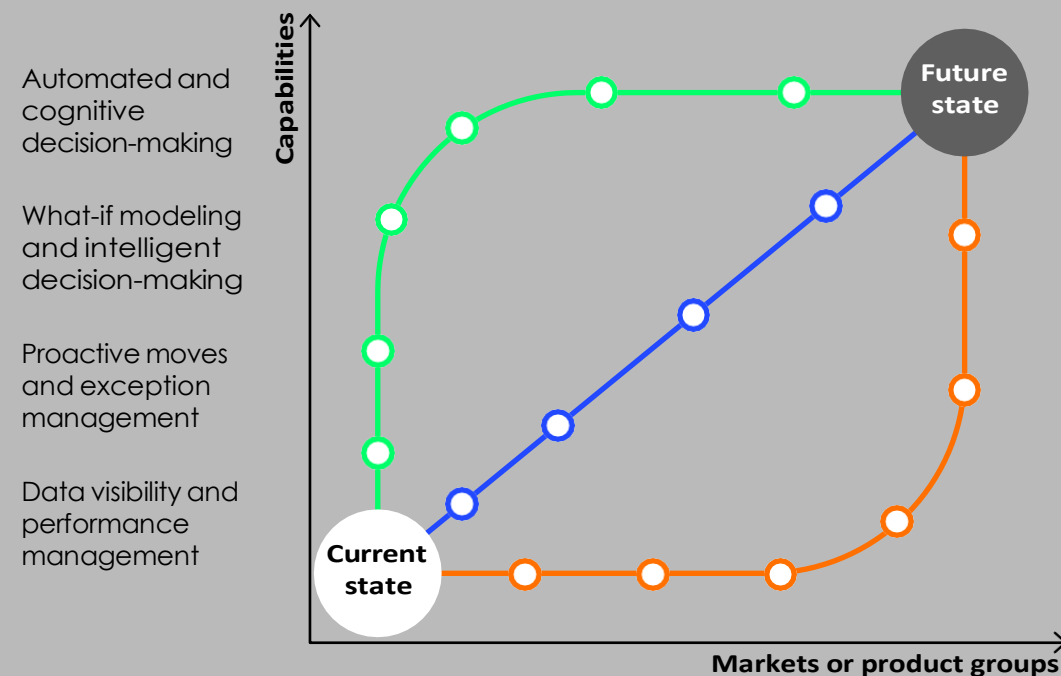
KPIs to track

- On-time Delivery (OTD)
- Order Cycle Time
- Inventory Turns
- Lead Time Variability
- Demand Forecast Accuracy
- Supplier Quality Performance
- Supplier Lead Time
- Supply Chain Flexibility

Best Practices

- KPI-based monitoring
- Data Integration and Visibility
- Scenario Planning
- Continuous Improvement
- Sustainability and Environmental Impact
- Collaboration and Communication with stakeholders

A Hybrid Approach to an SCCT Implementation



Option 1

Build E2E SCCT for one market / product group. Once capabilities are completed, expand to additional markets and/or products

Option 2

Build foundational data visibility across all markets/product groups. Once visibility is established, develop additional E2E SCCT capabilities

Option 3

Hybrid approach based on business use case to evolve capabilities

Process Overview

Start with specific use cases and scale to other markets to build capabilities to generate value

Extend use case-driven capabilities to help develop fully mature capabilities

Roll out capabilities to all markets and products to help achieve future-state vision

Future-State Vision