



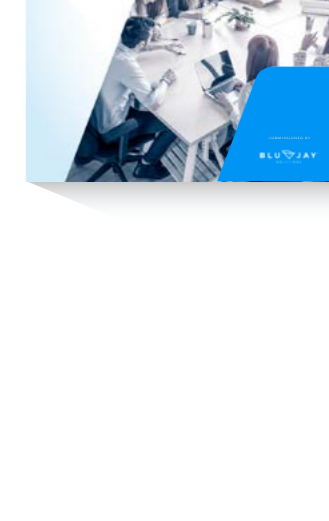
3 SECRETS OF SUPPLY CHAIN SUPERSTARS

Who Are the Supply Chain Superstars?

Supply Chain Superstars are Innovators and Early Adopters of new technologies. According to their responses to the **Competing on Customer Experience Survey**, Supply Chain Superstars are more than **2X more** likely to have above average supply chain performance than self-identified innovation Laggards and Late Majority technology adopters.

Competing on Customer Experience Research

BluJay Solutions and Adelante SCM conducted a web survey of 137 supply chain and logistics professionals in March 2018.



[See the full report](#)

*Percentages are rounded, and so groups of numbers may not add up to 100%.

8 OUT OF 10

Innovators/Early Adopters report above average supply chain performance

3 OUT OF 10

Laggards/Late Majority Adopters report above average supply chain performance

SECRET #1: Make a Customer Focus Mandatory

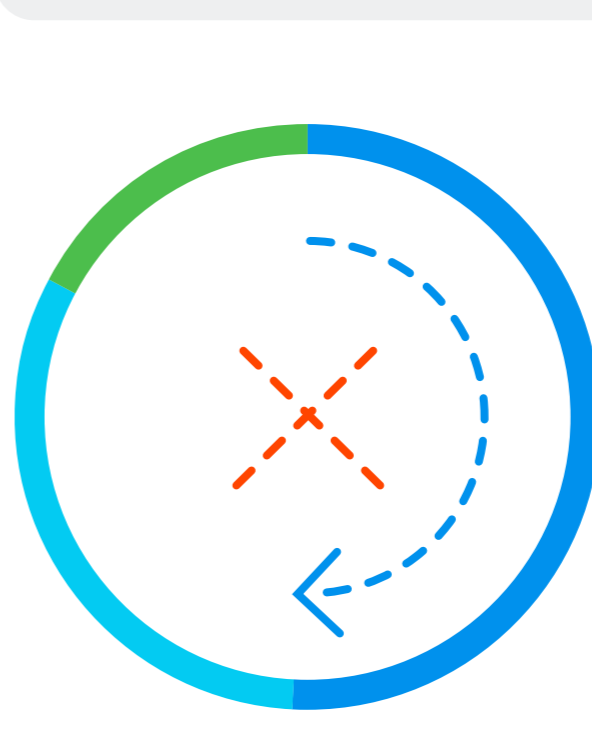
Is delivering an enhanced CX a defined and measured supply chain objective?

Innovators/Early Adopters



77%
Yes
13%
No
11%
I don't know

Laggards/Late Majority

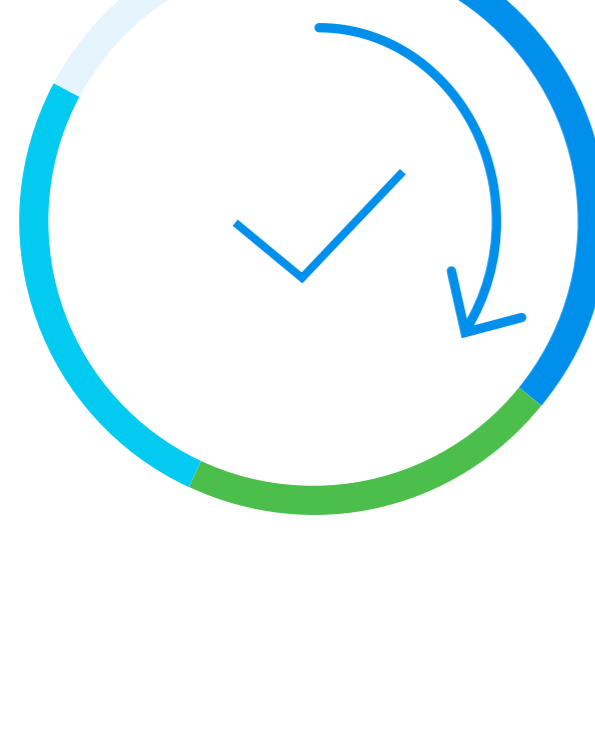


51%
Yes
32%
No
17%
I don't know

Supply Chain Superstars use technology to automate and streamline processes for cost-control and speed, and focus strategic energy on an enhanced customer experience for competitive advantage. The Laggards/Late Majority group maintains a cost-control focus.

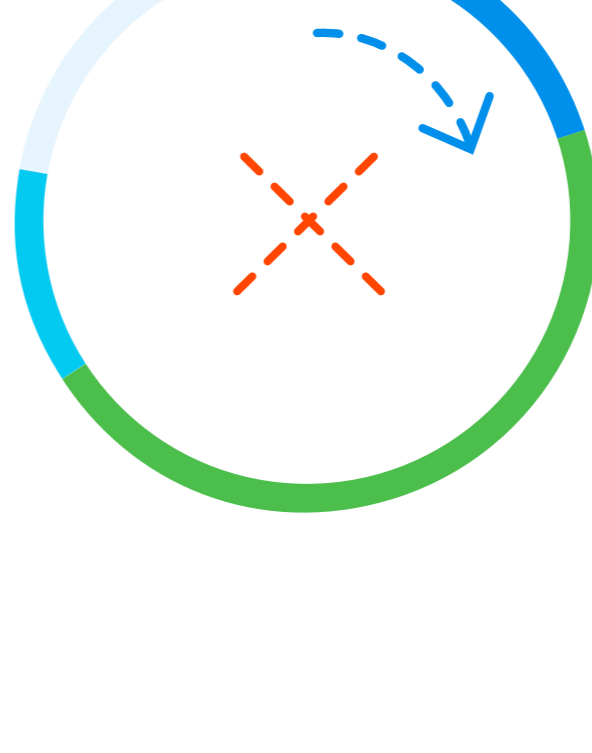
What is driving supply chain innovation at your company?

Innovators/Early Adopters



36%
Enhanced CX
21%
Cost reduction
26%
Create competitive advantage

Laggards/Late Majority



20%
Enhanced CX
46%
Cost reduction
12%
Create competitive advantage

SECRET #2: Embrace Technology

What systems do you currently use to manage your supply chain?



56.3%
Innovators/Early Adopters

78%
Laggards/Late Majority



56.3%
Innovators/Early Adopters

43.9%
Laggards/Late Majority



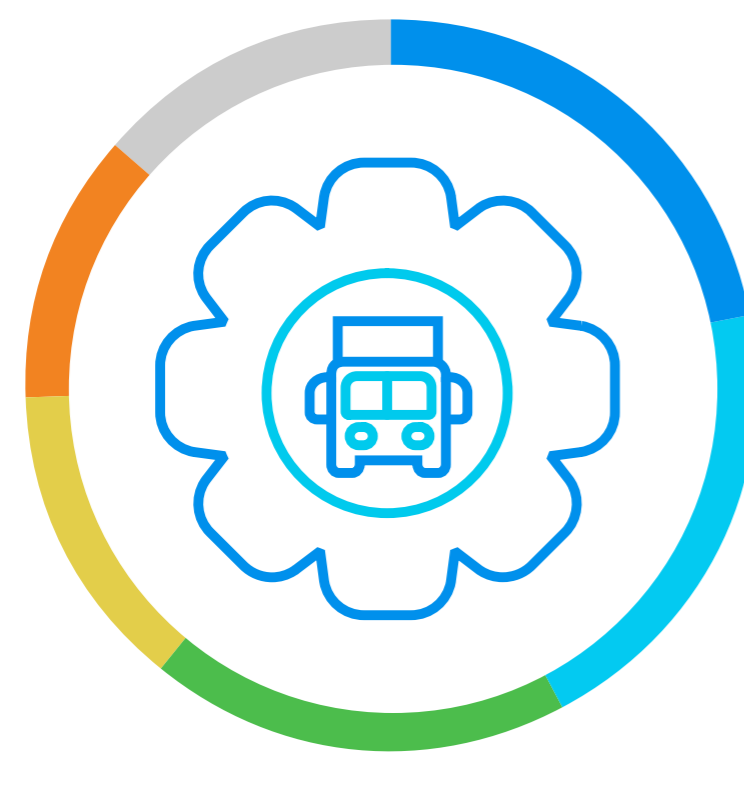
77.1%
Innovators/Early Adopters

61%
Laggards/Late Majority

Supply chains operating at above-average performance are less likely to use spreadsheets and more likely to use warehouse management system (WMS) and transportation management system (TMS) technology.

What are the top three barriers to supply chain and logistics innovation at your company today?

[Percentage of top rank votes shown]



Average or Below

Supply Chain Performance

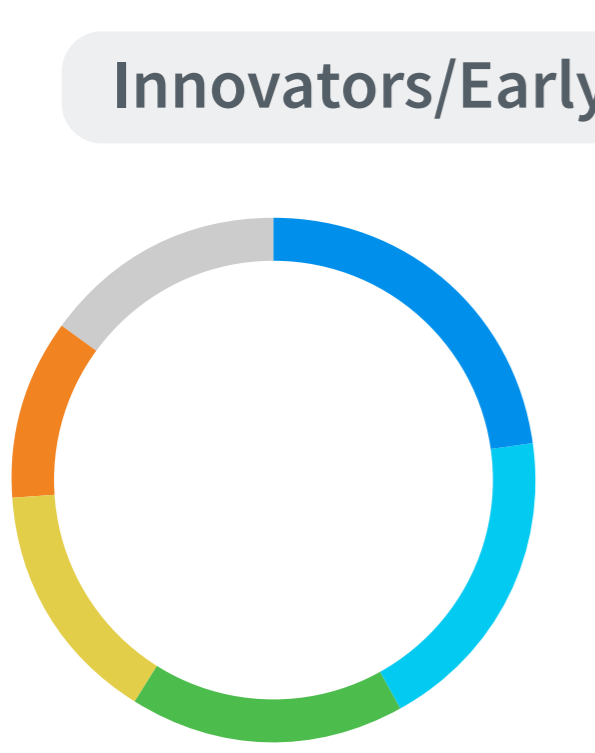
- 22.0% Existing IT systems are outdated
- 20.3% Change management hurdles
- 18.6% Lack of support from IT or other functional group
- 13.6% Siloed systems and/or processes
- 11.9% Lack of flexibility/innovation of supply chain partners

Survey findings indicate average or below average performers may need to look outside their organizations for help to replace outdated technology because they face a lack of internal support.

SECRET #3: Expand Partner Connectivity

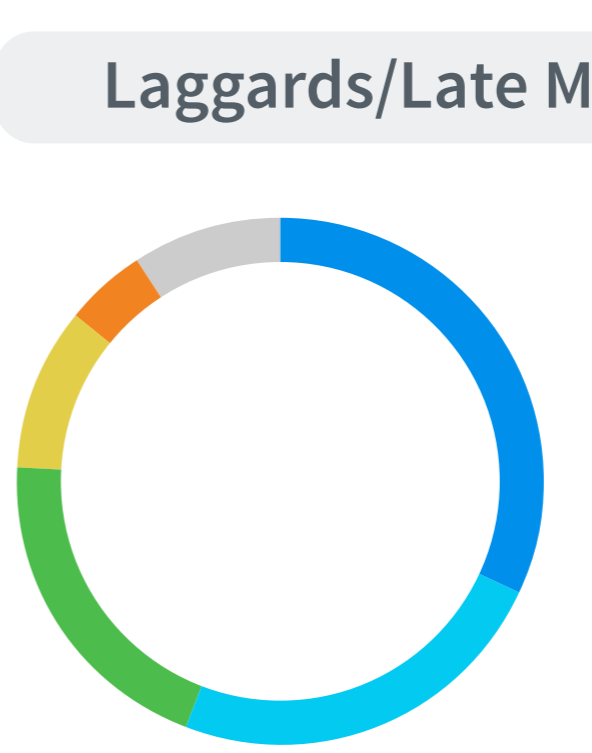
What are your top priorities for supply chain investments?

Innovators/Early Adopters



23%
Warehousing
19%
Supply chain visibility
17%
Transportation
15%
Partner connectivity
11%
BI/Analytics

Laggards/Late Majority



32%
Transportation
24%
Supply chain visibility
20%
Warehousing
10%
BI/Analytics
5%
Partner connectivity

Supply Chain Superstars are **3X more** likely to prioritize partner connectivity for investment. Why? Because having deep visibility into current availability is what enables them to provide superior and cost-effective customer experience.

Are You Ready to Become a Supply Chain Superstar?

To get more details about what contributes to above-average supply chain performance, check out the full report, [Competing on Customer Experience](#).