

SUPPLY CHAIN INNOVATION UPDATE

Research shows a focus on building resiliency against disruption

Supply chains faced unprecedented challenges in 2020, as the global pandemic and economic crisis caused volatile jumps in demand for some goods and drops for others. The third annual Supply Chain Innovation survey reflects what supply chain leaders learned and how they are responding.

About the Supply Chain Innovation Survey

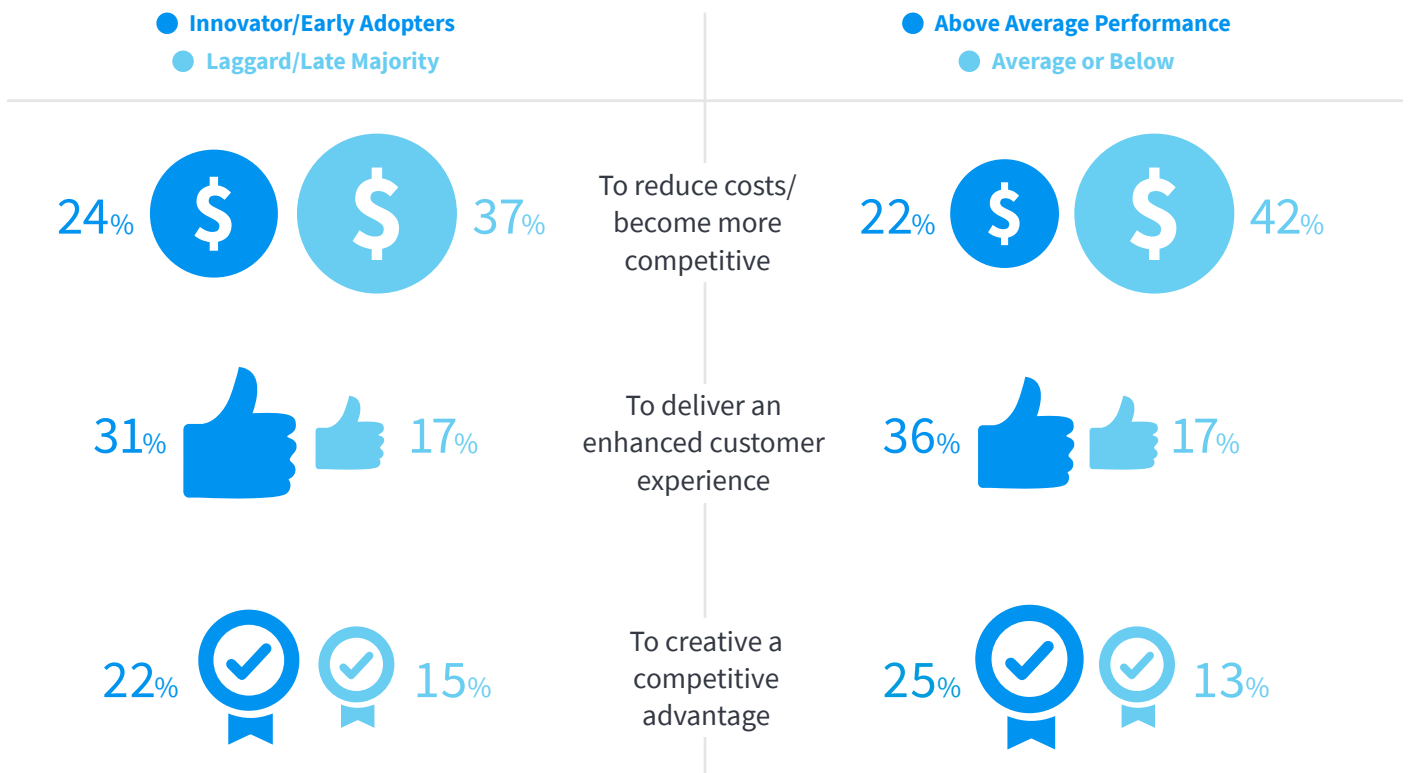
BluJay Solutions and Adelante SCM, in partnership with the Council of Supply Chain Management Professionals (CSCMP), surveyed supply chain and logistics professionals in June 2020 and received 233 useable responses from around the world.

TOP FINDING

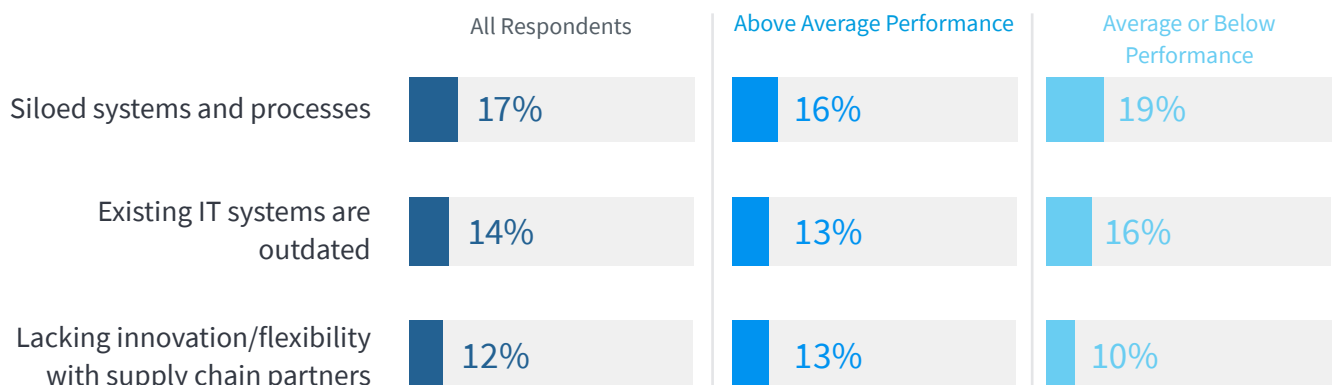
Top Performers Benefit from Technology Adoption

Surveyed professionals self-selected their status for supply chain performance and technology adoption. As revealed in previous surveys, organizations that lead in technology adoption are more aligned to above-average performance, are more likely to link innovation efforts with competitive differentiation and customer experience, and are less likely to encounter internal roadblocks to innovation.

What are the top 3 factors driving supply chain innovation at your organization?



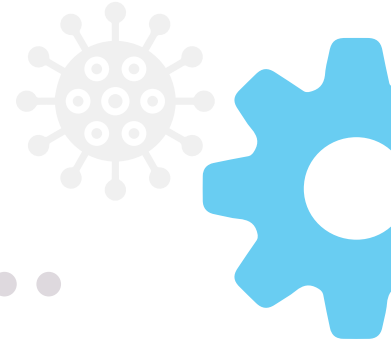
What are the top barriers to innovation at your organization?



TOP FINDING

Pandemic lessons lead to widespread change initiatives

75% of the surveyed supply chain professionals said their companies will be making changes to supply chain practices based on lessons learned from the pandemic.

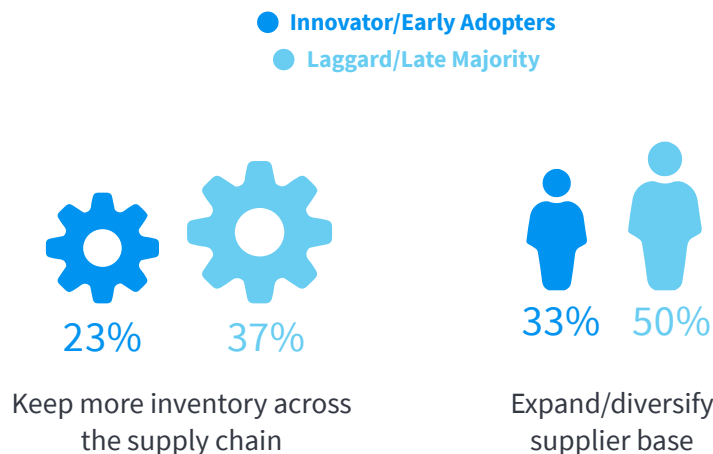


Top Functions Targeted for Change, In Order



As disruption and inventory stockouts rippled across supply chains in 2020, Laggard/Late Majority companies were less capable of effective response, based on how they plan to become more resilient compared with Innovator/Early Adopter companies.

What actions do you foresee your company taking to become more resilient?



TOP FINDING

Plans and strategies vary based on geographic location

Short- and mid-term plans for supply chain management vary by geography. For example, Changing IT capabilities as a priority ranked significantly higher outside North America, with 71% of the rest of the world (ROW) selecting compared with 54% for North American (NA) respondents.



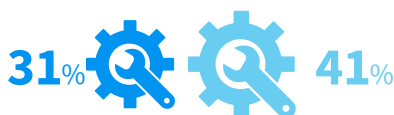
Planned Actions To Become More Resilient

● North America ● Rest of World

Develop stronger, more transparent relationships with key suppliers



Increase sourcing/local manufacturing



Distribute decision-making power



Factors Driving Supply Chain Innovation

● North America ● Rest of World

To reduce costs/be more cost competitive



To deliver an enhanced customer experience



To meet sustainability goals



TOP FINDING**Visibility and Data Drive Enhanced Customer Experience**

Customer experience (CX) continues to be a top driver of innovation across supply chains: 62% of those surveyed agree that over the next five years, CX will overtake price and product as the top brand differentiator.

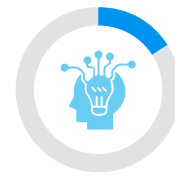
Which capabilities, enabled by technology, will become more important in delivering an enhanced CX moving forward?

**36%**

Real-time visibility into orders, shipments, and inventory

**17%**

Time-definite delivers (narrow time windows)

**16%**

Business intelligence/analytics/machine learning

**14%**

Ship, order, track, inquire via mobile devices

**13%**

Proactive notifications for orders and shipments



Take a Deeper Dive Into Supply Chain Innovation and Resilience

BluJay can help your company build a more resilient, frictionless supply chain.

[LEARN HOW](#)

Review the full research report "Creating Resilience Amid Disruption."

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