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2015

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March 23-26, 2015
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The Changing Role of WMS in an Era of Supply Chain Convergence

Sponsored by:



Presented by:

Dan Gilmore - SCDigest

Dinesh Dongre - Softeon

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SC Convergence - Agenda

AGENDA

- Changing WMS Landscape
- Convergence Trends in Supply Chain Execution
- Extending Convergence Thinking and Solutions to Planning and Execution
- Softeon's Integrated Planning and Execution Platform
- Case Study
- Q&A

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Convergence in Supply Chain Execution Suite: What it Means for Buyers

Dan Gilmore
Supply Chain Digest

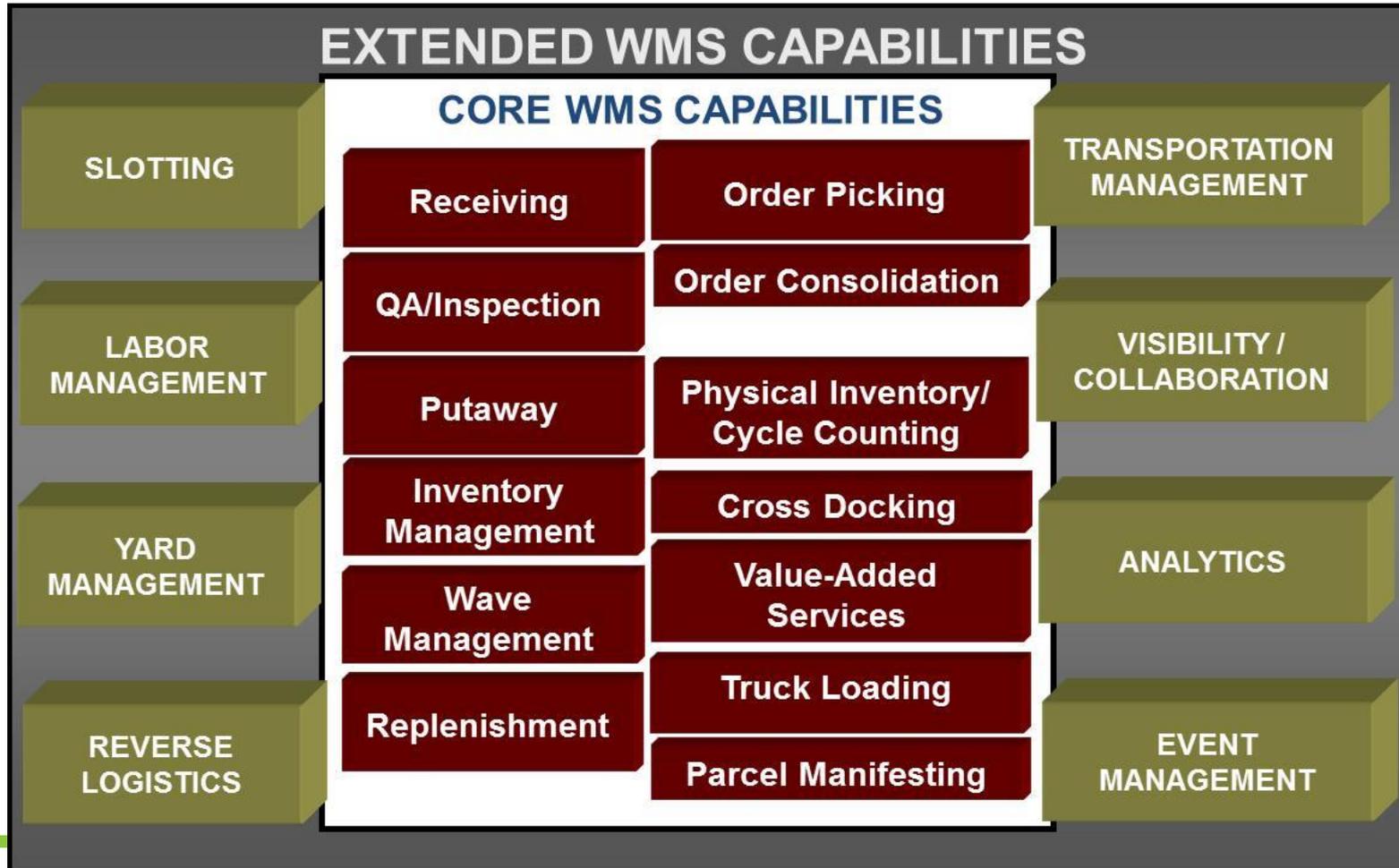


Integrated Logistics Suite are Really Here

- Early 2000s: Theory and Powerpoint Presentations
- Early 2010s: True Integrated Suites Start to Emerge but with Little Real “Workflow” Flexibility
- Today: Initial Vision Becoming Reality
 - Progress varies significantly by vendor



WMS Solution Landscape - 2006



WMS Solution Landscape 2015: WMS as Platform Component

Related Logistics Applications

WMS and Related "Four Wall" Applications

Related Logistics Applications

Distributed Order Mng't

Supplier Integration



TMS

Inventory Mng't

Visibility and Event Management
Analytics



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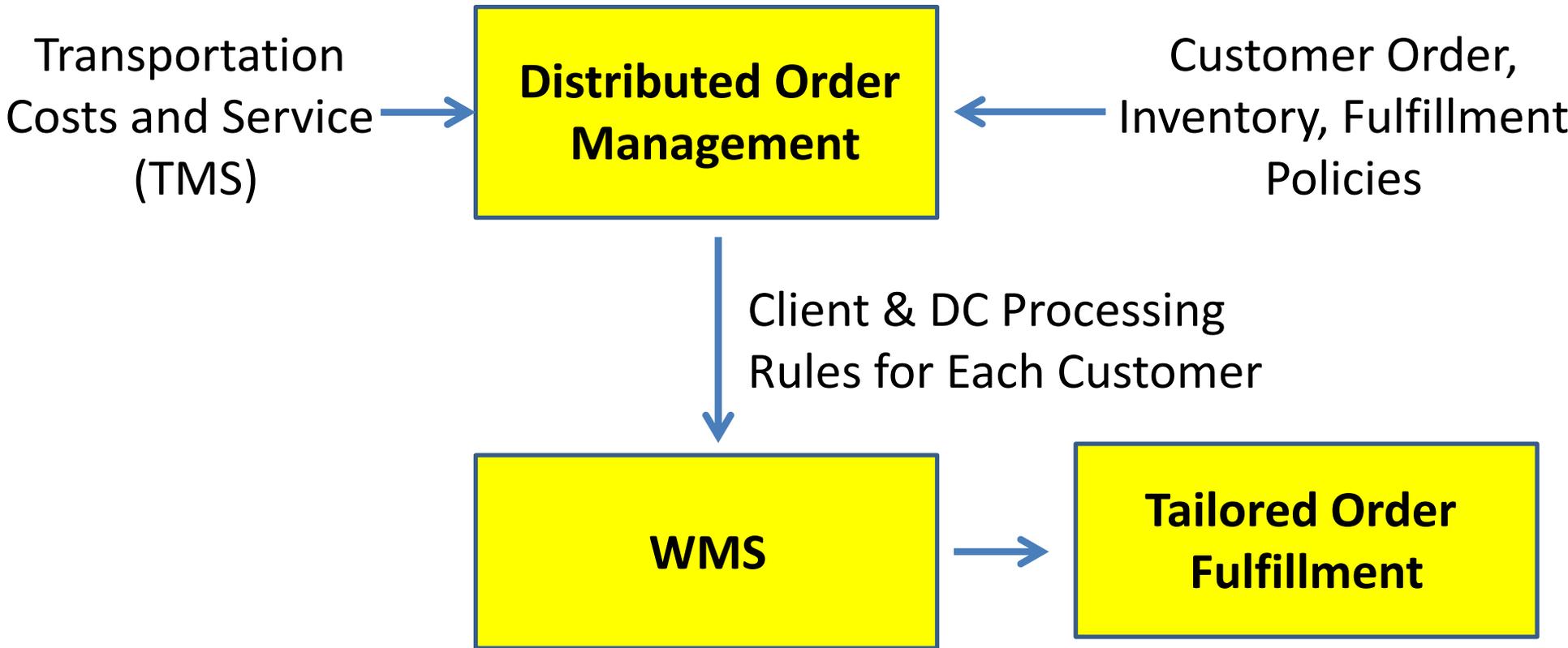
Gartner's SCE Convergence Concept

“SCM organizations adopt an SCE application strategy and platform to model, orchestrate and synchronize end-to-end logistics processes.

SCE convergence is where SCE functional silos are broken down, and business processes span, optimize and synchronize across traditional functional silos.”

Gartner

Simple Example of Potential of Convergence





The Three Dimensions of Convergent Suites

- How Many of the Piece-Parts Does a Given Vendor Have?
 - Not everyone has all the components
- How Rich is the Functionality within each Module?
 - Solutions need to be broad and deep
- What is the Real Level of Integration and Workflow Capability
 - This is not easy to evaluate
 - One common data model is fundamental requirement to achieve real convergence

Huge Impact on WMS Selection Process

- Changes The Way You Think About A WMS Solution
- Often Buying A Platform, Not A Product





Huge Impact on WMS Selection Process (Con't)

- Are You Buying an extended WMS or an Integrated Logistic/Supply Chain Execution Suite/Platform?
- Must Decide What Is in Scope and Out of Scope
 - Current and Future
- Consider Cost Implications
- How well are the “Extended” Modules Are Integrated?
 - Ask to see integration flows
 - Have that integration included in scripted demo

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SCE Convergence

- Makes Inherent Sense, Right?
- Is Now the Time to Take Concept Further and also Embrace Planning?
 - Truly Integrated Planning and Execution

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Taking Supply Chain Convergence to the Next Level

**Dinesh Dongre
Softeon**



Factors Driving Broader Supply Chain Convergence

- Shorter Cycle Times
- Blurring of Planning and Execution
- Reduction in Data Latency
 - Rapid, Real Time Feedback Loops
- Understanding of Value of Closing Planning to Execution Gaps
- Optimize Inventory Carrying Costs
- Agility to respond to Business dynamics



New Planning Tools Required

- Increasingly Real-Time Nature of the Supply Chain and Omni-Channel Commerce are Exposing Need for a New Set of Execution Focused Planning Tools not Included in Broader Planning Suites
- Examples: Dynamic Forecasting, Inventory Deployment and Re-Deployment

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Advances in Business Process Thinking

- Leading Companies are Crafting Tighter Processes Linking Planning and Execution
- Examples:
 - Plan-to-Fulfill
 - Plan-to-Procure
 - Order-to-Cash

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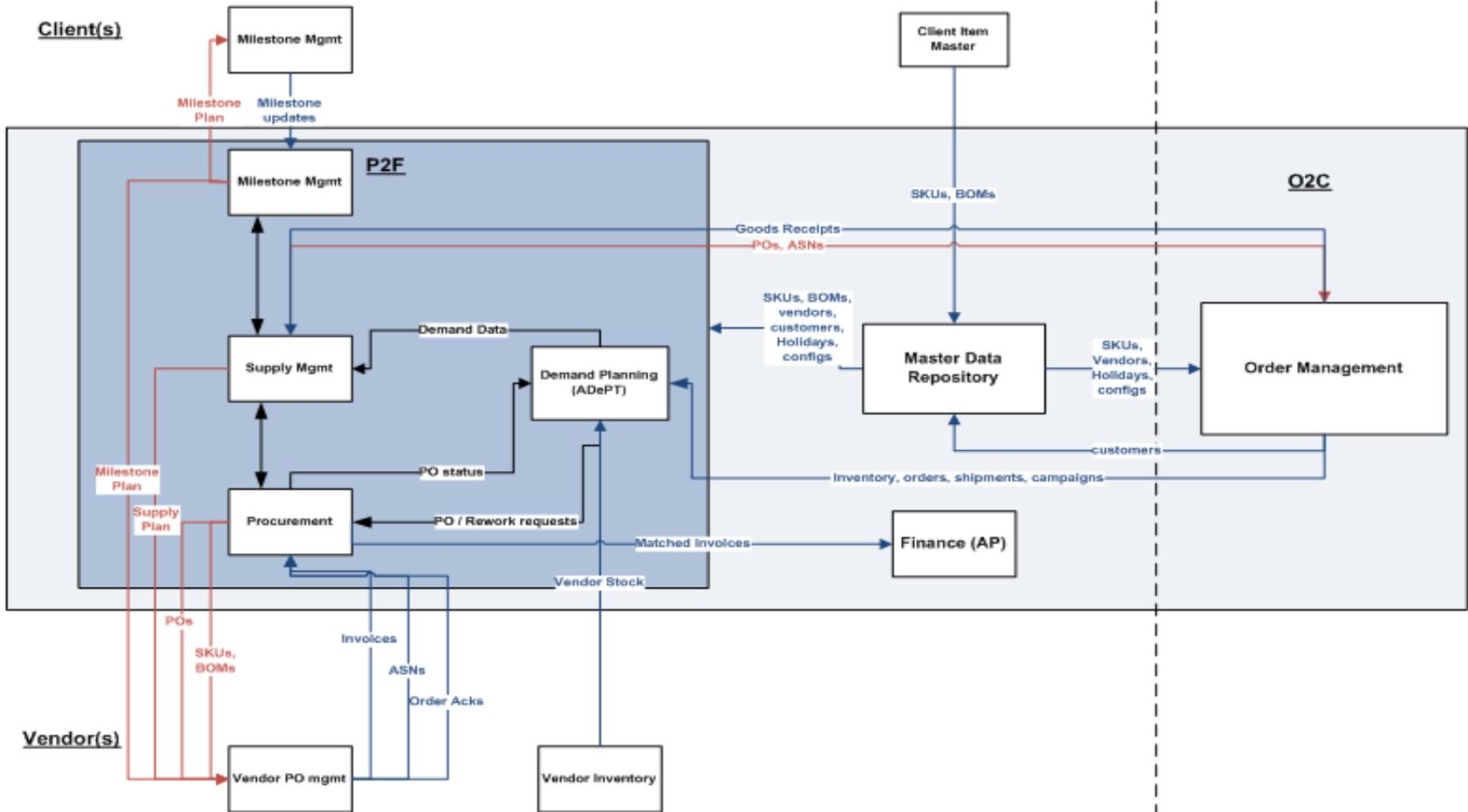
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Plan to Fulfill Process



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Optimizing Processes

- Goal is Orchestration and Synchronization
- Managing these Processes on a Common Platform has Many Advantages
- Flexibility in Crafting and Adapting Process Workflows Is Critical



Current Supply Chain Software Scenario

- Still Many Functional Silos
- Specific Solutions Addressing Specific Process Areas
- Solutions from Possibly Multiple Vendors
- Solutions with Different Levels of Maturity and Robustness
- Responses to Changing Demand Patterns or Market Conditions Varies Considerably

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Convergent Supply Chain Software Platform

- Common Platform for Support End-to-end Process Functionality
- Solutions Addressing Specific Process Areas Link Seamlessly
- Solutions with the Same Levels of Maturity and Robustness
- Responses to Changing Demand Patterns or Market Conditions Can Be Triggered In Any Relevant Process Area
- Platform also Support Seamless Integration with External Partners – Suppliers, Vendors, etc.



Characteristics Of Product Solutions and Convergence

- A Robust SOA-Based Platform Which Underlies The Entire Product Set – Ranging from Planning through Execution
- Deep Functionality in Each Individual Solution
- Native Capability to Package and Link Components for an Optimal End-to-end Process Solution
- Real-Time Visibility Across the Supply Chain Network with Powerful Dashboards
- Business Intelligence Tools on the Single Platform Enabling Analysis and Optimization Across the Network
- TCO (Total/Technology Cost of Ownership) is Minimized from Common Platform Advantages.

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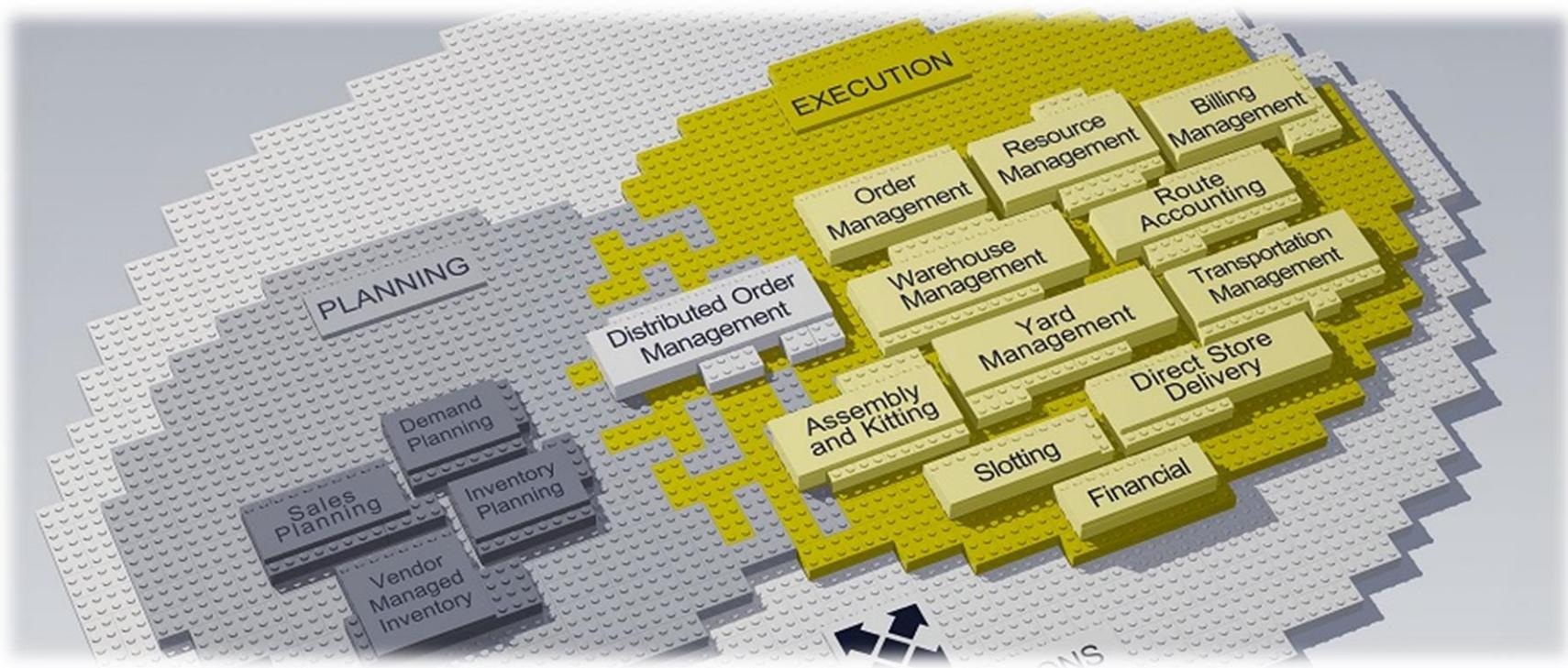


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Product Solutions and Convergence



Case Study – 3RD Party Fulfillment Services

Key Objectives:

- Ability to React with Dynamic Business Environments
- On-board New Clients in Shortest Time Possible (90 Days or Less Depending On Complexity)
- Ability to Differentiate and Gain Competitive Advantage In Entertainment (Physical & Digital) Supply Chain
- Optimized Use of Distribution & Manufacturing Network Nodes for Better Customer Service
- Support Current Composite/Hybrid Application Framework With No Major Capital Investments and Less Disruption To Business
- Offer Supply Chain Services As ala Carte Offerings to Fit Each Customer's Needs



Case Study - 3RD Party Fulfillment Services

Solutions Implemented:

- Warehouse Management system
- Distributed Order Management system
- Supply Chain Workbench
 - Master Data Management
 - Demand Planning System
 - Inventory Planning System
 - Milestone Management
 - Procurement
- Billing Management System
- Reverse Logistics
- Digital Supply Chain

Case Study - 3RD Party Fulfillment Services

Key Benefits Realized:

- Implemented Best In Class Entertainment Distribution & Transportation Supply Chain Systems
- Achieved the Goal Of Reduction in Lead Time to On-boarding New Customers by greater than 60% for Major Implementations
- Improved Order Fulfillment and Customer Service Satisfaction
- Successfully Implemented Systems with Minimum and Non-invasive Disruptions to Current Business Processes
- Better Visibility And Transparency Throughout the Supply Chain Which Gained Customer Confidence
- Benefit Realization, ROI and TCO on target without any compromise in Quality of the Solution

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