



The State of Managing Complex Global Supply Chains

Almost all supply chain managers acknowledge that knowing what is going on within their supply chain enables them to react quickly to problems and delays. They also know that because of the size and complexity of the supply chain networks for which they are responsible, gaining insight is an enormous and often elusive challenge.

Today, technology has advanced tremendously and is helping the heads of siloed departments manage their

and management, helping improve budgeting.

However, as significant as these supporting technology solutions are for making global supply chain information visible, organizations still struggle to gain the benefits that this visibility promised. The explanation why the results have been less than promised is clear: In spite of the advances in the provisioning of information, it remains relatively narrowly disbursed, hidden or unavailable to many users who are impacted by its importance. When the information is delivered to the right spot at the right time, it often lacks meaningful contextualization, which severely limits the ability for quick responses to problems or issues. Furthermore, the sharing of this information is almost always limited in scope. Changes in the supply chain at one level often have significant impact at multiple levels, but the information and the extended visibility are most often limited to the immediate areas affected and are not shared up, down, across and beyond the organization. The result: The decisions made by those immediately affected are routinely sub-optimized to the overall needs of the organization.



areas of responsibility using visibility tools that were previously unavailable through traditional enterprise and legacy systems. Carriers, freight forwarders, 3PLs, and on-line subscription services, provide track-and-trace capability and alerting functionality so that the logistics groups have access to the status of their shipments in near real-time. The government and on-line subscription services provide current regulatory information so that the compliance managers can audit their suppliers, service providers and products. There are financial applications that support the accounting groups in auditing invoices (particularly freight-related) or facilitating and managing payment compliance. Other service providers enable total landed cost calculations

Integration – The Solution for Global Supply Chain Simplicity

In isolation, one global procure-to-pay (P2P) or sell-to-cash (S2C) transaction is simple and straightforward. The entire process is linear and exercising command and control, easy. In this scenario, a disruption in the supply chain is easy to spot, analysis is easy to effect, and making decisions and taking action straightforward – all to the optimal benefit of the organization.

However, in the real world, global supply chain activity is rarely singular and linear. Global supply chains are numerous, overlapping and complex. The number of players, events, and sources of required information is large and growing. The ability to manage the flow of information to the right operators and managers is severely compromised because tasks

are mostly siloed and responsibility diffused. To gain control over this highly complex environment requires a solution that can simplify multi-tiered global supply chain processes without compromising the ultimate need to deliver product to the right spot, at the right time, at the expected cost ... efficiently and effectively.

Physically moving product, supporting documentation and money is well managed in the global trade arena. The physical and financial supply chains are well integrated and move product, documents and finances proficiently. They are information-rich and are capable of electronically sharing the information with customers, suppliers and trade partners. For the most part, organizations have, or have access to, technology that can electronically receive and send most global commerce information when it is available. Managing the supply chain breaks down because organizations do not have the integrated information technology infrastructure to receive, share, contextualize, and report the information to "all" the required parties. This infrastructure deficiency results in an organization sub-optimizing its global commerce performance and negatively affecting financial results.

Transforming Global Supply Chain Management - from the Complex to the Simple

The ideal solution has been discussed by analysts, consultants, academics and other industry thought leaders for the past three decades. The theme and solution are consistent. The ideal solution is one that:

- integrates all activities of the physical and financial global supply chain,
- translates physical and financial activities into information,
- contextualizes information and provides visibility to operators and decision-makers, and
- supports decision-making and accelerates required action.

It is possible to substantially simplify the highly complex global supply chain. However, this requires five fundamental components that are currently missing from most enterprise global supply chain information systems:

- 1. A global data repository** – to maintain both internal and external data necessary to manage and comply with global business requirements.
- 2. A comprehensive execution platform** – to enable

operations and management to complete their job requirements effectively, efficiently and in relative independence.

- 3. An open, integrated and synchronized information infrastructure** – to provide total visibility of the global supply chain and all supporting information that is timely, accurate and cost efficient.
- 4. A business information (BI) reporting tool** – to provide the immediate access to and context of information so that operators and managers can view and quickly analyze critical information to support decisions and ultimately take effective action.
- 5. A business collaboration environment** – to support the free flow of information to authorized individuals, both internal and external to the organization, when issues, problems or projects arise that require shared knowledge and decisions.

3rdwave GCM - Simplifying Complex Global Supply Chain Management

Blinco Systems Inc.'s 3rdwave GCM (Global Commerce Management) solutions provide a singular integrated business and information infrastructure. The result: Our clients gain command and control over their global supply chains. With its highly developed and comprehensive global data repository, execution platform, and business collaboration tools, 3rdwave GCM insures all required information supporting business process and workflow is captured and made available to authorized operators, managers, and external business partners in a real-time on-demand environment.

For over 20 years Blinco Systems Inc. has been delivering comprehensive global commerce management solutions with outstanding results. The key to achieving these results is 3rdwave GCM's fully integrated execution and information infrastructure that dramatically reduces complexity and simplifies the operations and management of global supply chains.

For more information on

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