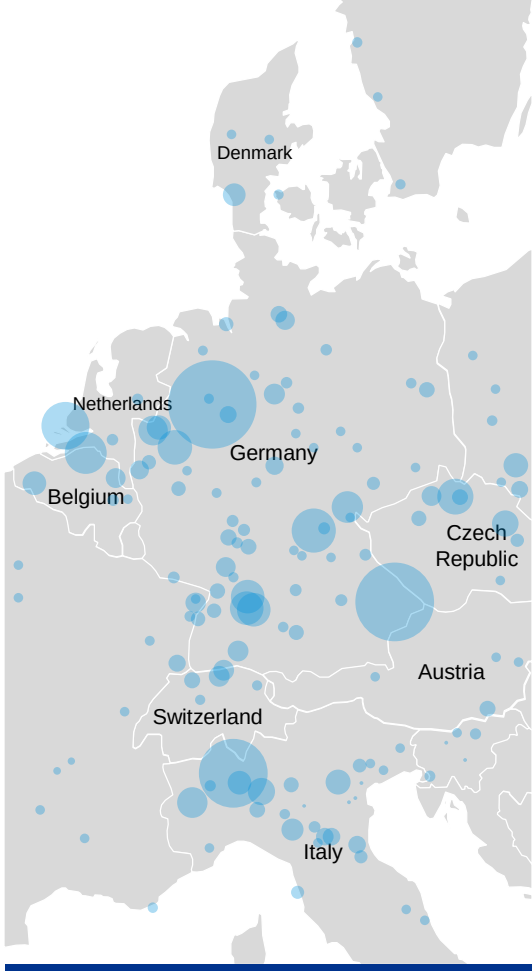
Supply Chain network optimization



A data driven approach in Supply Chain network optimization to provide insights utilizing digital Supply Chain tools

Challenge

A global producer of chemical products asked KPMG to conduct a strategic study to design a Supply Chain network to better serve customers based on data analysis.

Significant growth is expected in the market in coming years. This asks for a rapid approach and decision making.

In recent years the market trend is to be closer to the customer, hereby enabling optimal delivery. This trends is followed by key competitors, who operate stock points across Europe near key customer demand areas.

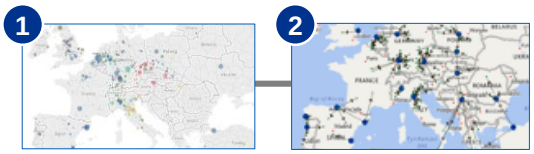
Customers increasingly prefer other suppliers over our client, as delivery promise cannot be matched compared to key competitors.

Expected driver shortage in the (near) future in mainland Europe asks for more efficient movements. This also contributes to internal strategic objectives to debottleneck key production facilities

Solution

Using digital Supply Chain tools KPMG team surprised the client with new insights and uncovered opportunities.

By conducting a customer gravity analysis in Tableau (1) we identified potential stock point locations, also we optimized the To-Be network by developing a constraint network model in AIMMS (2). After prioritization of stock points we assessed the impact of each stock point on the current network.



Digital tooling can enable the customer service level optimization process in various ways. A wide range of tools is available to visualize different angles on existing data or provide insights new to customers by combining and reshaping pools of data.

Leveraging the capabilities of these tools not only provides useful insights, it also speeds up the process of analysis hereby gaining a key advantage over competitors.

Key benefits

- Higher frequency of network strategy
- Improved speed of strategy execution
- Reduced rework due to readily available material
- Improved visualization
- Undiscovered and real - time insights