

# Synchronizing the End-to-End Supply Chain Reduces Costs and Increases Responsiveness

Supply chain executives recognize the need for full ecosystem visibility; a comprehensive end-to-end platform can make it possible.



**Leslie Hand**  
Group Vice President,  
IDC Retail and Financial Insights, IDC



**Ann Paris**  
Research Manager,  
Worldwide Retail Experiential Operations Strategies, IDC

## The Top Priorities of Retail Supply Chain Executives: DRIVE EFFICIENCY AND IMPROVE AGILITY

Getting there demands visibility along a synchronized end-to-end (E2E) supply chain.



**40%** of retailers say **improving visibility in the supply chain** is the most important way to mitigate risk.



**33%** say that **improving visibility end-to-end** is the top focus, rather than any single point along the way.



**26%** report the number 1 priority is to **reduce costs/eliminate waste/drive efficiency**.

n = 291; Source: IDC's Supply Chain Survey, March 2023

## Retailers Plan to Invest in End-to-End Supply Chain Synchronization

Reduced costs/driving efficiency, coupled with upstream and downstream service improvements, are the focus of investments.

Priorities for supply chain investments among retailers:



**81%** see **supply chain applications** as part of an overall solution to system visibility.

**24%** prioritize **responding faster** to supply disruptions or changes (upstream agility).

**20%** prioritize **improving supply chain resiliency** (visibility/agility).

**20%** prioritize **becoming more customer centric**/improving service performance (downstream satisfaction).

n = 291; Source: IDC's Supply Chain Survey, March 2023

## Reducing Inefficiency and Waste Starts with Supply Chain Sales and Operations Planning

... and moves to demand sensing and inventory optimization across the synchronized E2E supply chain.

In the next 12 months, retailers will focus on the following supply chain areas:

**22%**

Supply planning

**21%**

Inventory management/ optimization

**20%**

Sales and operations planning

**19%**

Demand sensing/demand planning



n = 291; Source: IDC's Supply Chain Survey, March 2023

## Retailers Must Plan Holistically for Future Macro-Economic Disruptions

Synchronizing planning with execution can improve responsiveness and eliminate waste in inventory, fuel, packaging, and labor down the line, directly addressing sustainability concerns.

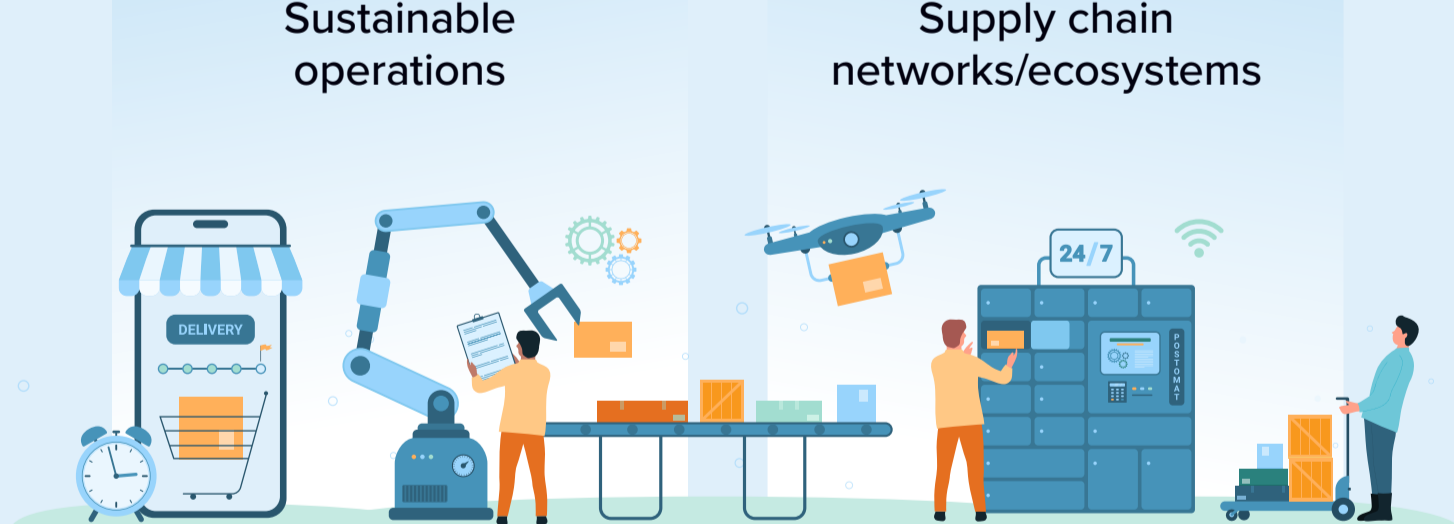
When retailers apply a long-term lens (over the next three years) to supply chain planning:

**23%**

**#1 Focus**  
Sustainable operations

**23%**

**#2 Focus**  
Supply chain networks/ecosystems

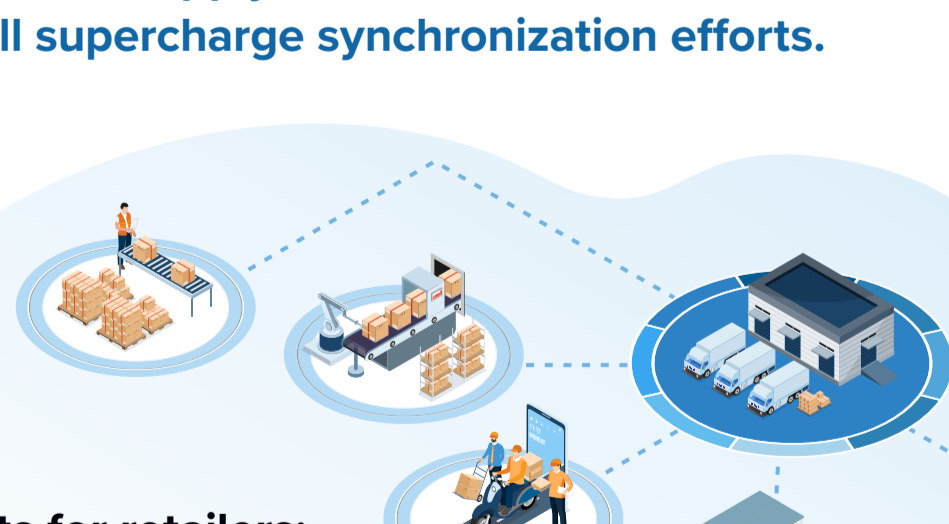


**45%** report that cloud/SaaS deployments improve overall supply chain visibility.

n = 291; Source: IDC's Supply Chain Survey, March 2023

## End-to-End Supply Chain Synchronization Depends on Increased Visibility, Agility, Automation, and Analytics Made Possible by Digital Transformation

Cloud-based supply chain SaaS with embedded AI will supercharge synchronization efforts.

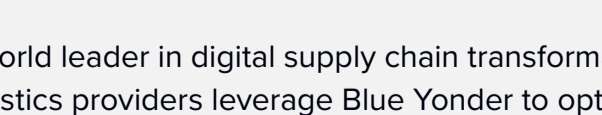


Final thoughts for retailers:

- **Improve visibility from end to end:** Real-time visibility is transformational — you can only respond to information you have.
- **Connect the dots between planning and execution:** The ability to sense demand and respond from end to end is game changing. What good is data if you don't use it in a timely fashion?
- **Invest in an E2E cloud-based intelligent supply chain platform:** End-to-end supply chain synchronization acts as a force multiplier on the value of each of the supply chain components, reducing costs and improving customer satisfaction.

n = 291; Source: IDC's Supply Chain Survey, March 2023

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