



UNT Center for  
Logistics & Supply  
Chain Management  
Logistics Executive  
Lecture Series

April 9, 2021

**NTT DATA**  
Services



## Smart Supply Chains

Presented by

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# Agenda

1. Introduction
2. Brief introduction to NTT DATA
3. Smart Supply Chains
  - » What does that mean?
  - » What does business and their customers gain from Smart Supply Chains?
  - » How do you make an existing Supply Chain “smarter”?
  - » What is your role as a supply chain professional in making the supply chain smarter?
4. Q&A

**310,000+**

Professionals

**\$109B**

in annual revenue

**80+**

Countries  
& Regions

**#62**

Fortune  
Global 500

Investing  
**\$3.6B**

in R&D

Serves more than

**80%**

Fortune  
Global 100



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Since 2019

## Global Strength of NTT Companies



NTT is one of the largest ICT companies worldwide with 120+ year heritage of innovation. Ranked one of the world's most valuable brands, it is the holding company for all NTT businesses worldwide, including NTT DATA.

**130,000+**

Professionals

**\$21B**

in annual revenue

**50+**

Countries

**#8**Most valuable IT  
services brand**Trusted Global Innovator****NTT DATA**

NTT DATA is a top 10 global business and IT services provider with business operations in more than 50 countries and regions. The parent of NTT DATA Services, the business was established in 1967 as the IT services arm of NTT and became a public company in 1995.

# Sample Clients



# What we are seeing in the marketplace

## Key concerns

- Operating model not cross-functionally integrated (SCM, NPD, MFG, PROC, D&L) with shared performance measures
- Material shortages and limited numbers of supply points
- Lack of process standardization without supporting technology (BI Tools, AI, RPA)

## Key focus areas

- Align business strategy with supply chain operations to design the network and adopt Centers of Excellence
- Invest in technologies that improve the supply chain from product design to factory performance to meet service levels
- Minimize supply disruption by establishing supplier relationships while improving cost structure from a rationalized supply base

## Key drivers

- Flexible materials management through responsive supply network
- Enhanced operations through digital means by using a connected ecosystem based on robust master data management and automation
- Right-sized, qualified supply base with alignment between contracting and supplier segmentation

## Supply Chain Transformation Themes



**Data-Driven**



**Standardized**



**Resilient**



**Collaborative**



**Agile**



**Automated /  
Intelligent**

# What does it mean to make supply chains “Smart”

First, we need to define Smart:

- Having intelligence
- A smart device – something that is programmed to be capable of some independent action.

Not smart



“Smart”



Not smart

PT: HTE4

**PICK TICKET**

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SHIP TO: Hilton Tucson East -  
7600 E Broadway Blvd  
AZ 85710

REQUEST DELIVERY ON: 8/29/2017

PROJECT: HTE

ORDER DATE: 8/25/2017

RR#	VENDOR	ITEM	DESCRIPTION	UOM	QTY Needed	QTY Picked	Line Weight
HTE8	Loggett & Platt	CPP - Carpet Pads	Carpet Pads	UNIT	18		100.80
HTE4	Brentons	CPT-02	Carpet-Lobby/Stairs/Mez	EA	3		18.90
<b>Total Weight :</b>							<b>119.70</b>

Date Picked : \_\_\_\_\_ Checked By : \_\_\_\_\_

Picked By : \_\_\_\_\_ Notes : \_\_\_\_\_

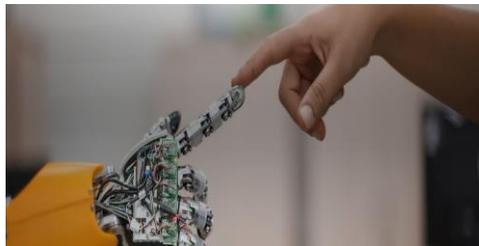
“Smart”



# What does it mean to make supply chains “Smart”

## What makes a traditional supply chain smarter:

1. Improving customer experience
2. Being resilient
3. You can quickly scale to meet demand
4. End to end visibility (“where is my stuff and when will I get it”)
5. Knowing your cost instantly in real-time and empowering real-time decisions
6. Leveraging AI and Automation to streamline processes
7. Trusting partner integration, example: blockchain
8. Most importantly, keeping data secure



# What does business and their customers gain from Smart Supply Chains?

## Sample Benefits

### Business

- Being responsive to customer needs
- Knowing what the customer may want in advance
- Seamless collaboration internally as well as with their suppliers
- Able to make real-time decisions and adjustments due to supply disruptions and pandemics
- Simulate decision options and execute
- Elimination of nonvalue added task (AI/RPA)
- Predicting events and reacting to them before they happen (Machine Learning)

### Customers

- Goods and services delivered on-time
- Improved customer service
- Able to quickly determine “where my stuff is at and when I will get it”
- Ability to make changes and returns to orders as easily as placing the initial order
- Able to obtain alternative goods and services or pick from suggested products or services that are tailor to what I shop for
- Able to manage spend accounts through value added services



# An evolving perspective on supply chain management

An interconnected supply chain enables benefit realization across the entire value chain

## Historic approach to supply chain

Linear view with **limited collaboration** across the entire supply chain and customer network

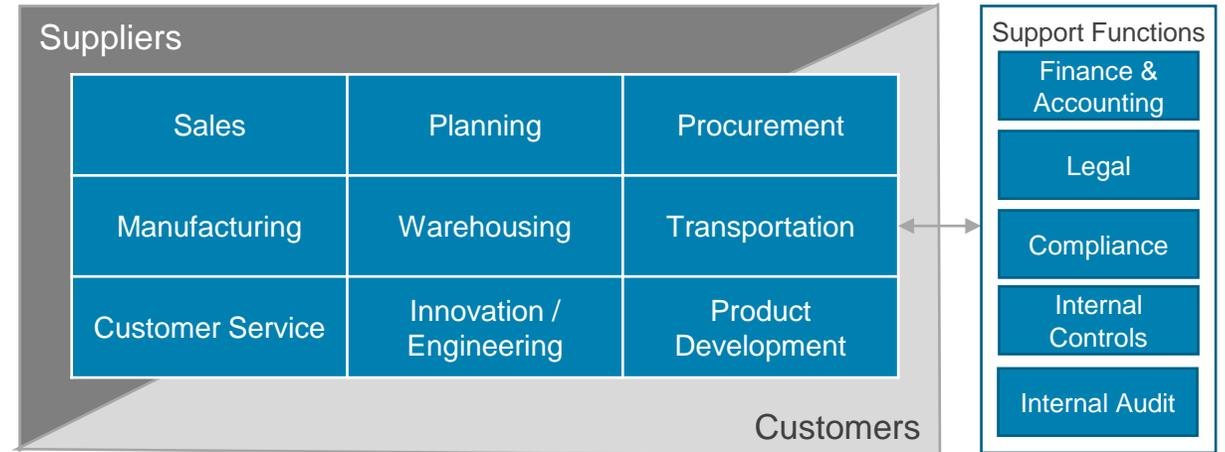


### Less agile approach

- Functional transformation lens
- Heavy focus on cost and efficiency
- Less emphasis on changing customer needs
- Insufficient focus on risk and agility
- Limited collaboration (internally and external) and disjointed operating models
- Technology used as an enabler, but not a differentiator

## Evolving approach to supply chain

Holistic and **collaborative** view leveraging integration solutions



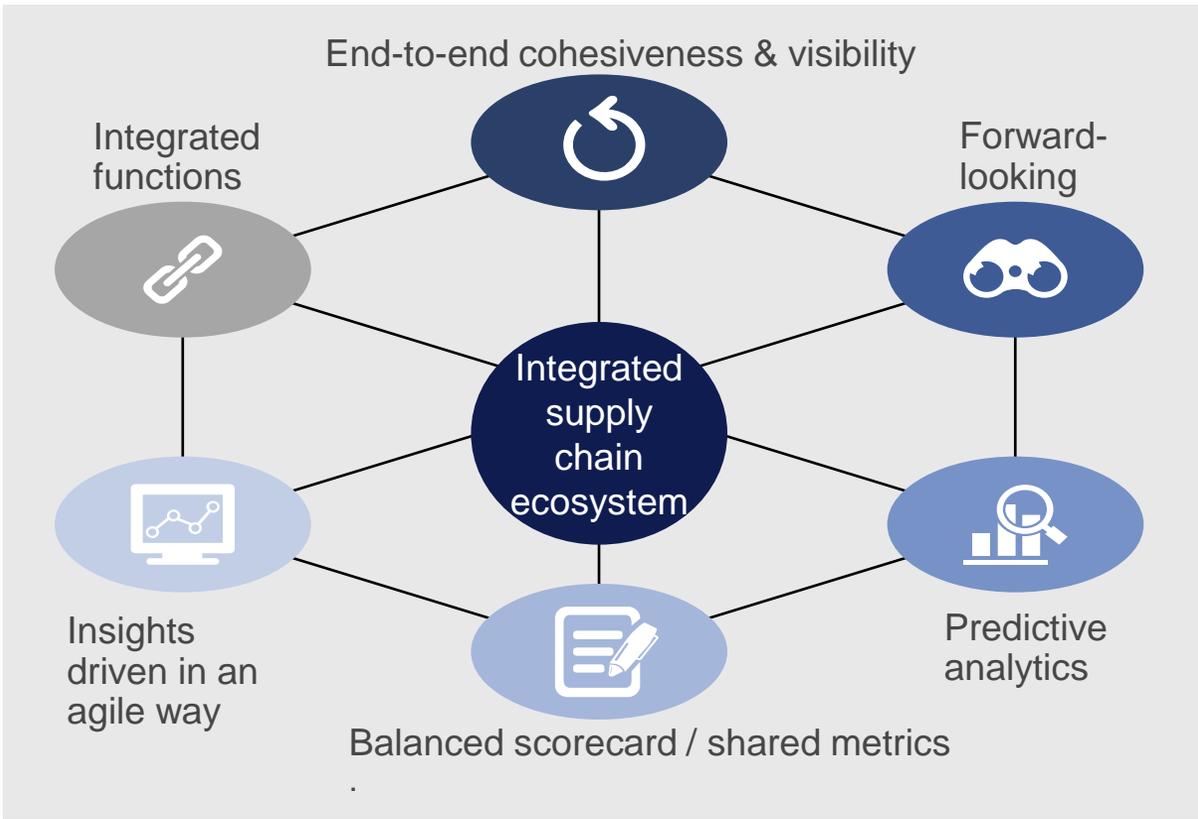
### Responsive approach

- Holistic end-to-end transformation lens
- Consumer and market focused
- Increased emphasis on agility and responsiveness
- Expanded collaboration across the entire supply chain
- Integrated technology leveraging data and analytics

Rapid technology evolution, socioeconomic changes, and a globalizing economy coupled with the recent global pandemic have further emphasized the need for evolving supply chains

# How do you make an existing Supply Chain “smarter”?

*Today’s supply chain is filled with “best of breed” applications and ERP solutions, however, harnessing, connecting, and making use of readily available data in consumable use cases will make your supply chain smarter. Your customers will appreciate it and award you with their business.*



**Data driven decisions**  
Leverage data to inform decision making and increase visibility across the entire supply chain

**Reduce shortages**  
Integrate functions across sales, inventory, and planning to secure sufficient materials and inventory in a timely manner

**Optimize network**  
Increase inventory visibility through implementing an inventory management system of record

**Agile and predictive**  
Leverage data science to transform to an agile, predictive supply chain and rely less on individuals

**Satisfy customers**  
Provide superior customer experience and increase customer satisfaction through timely delivery and product visibility

**Manage suppliers**  
Design and execute supply strategies and increase visibility into supplier performance and supply risk

# Build a Self-Driving Business with NTT DATA and SAP Leonardo

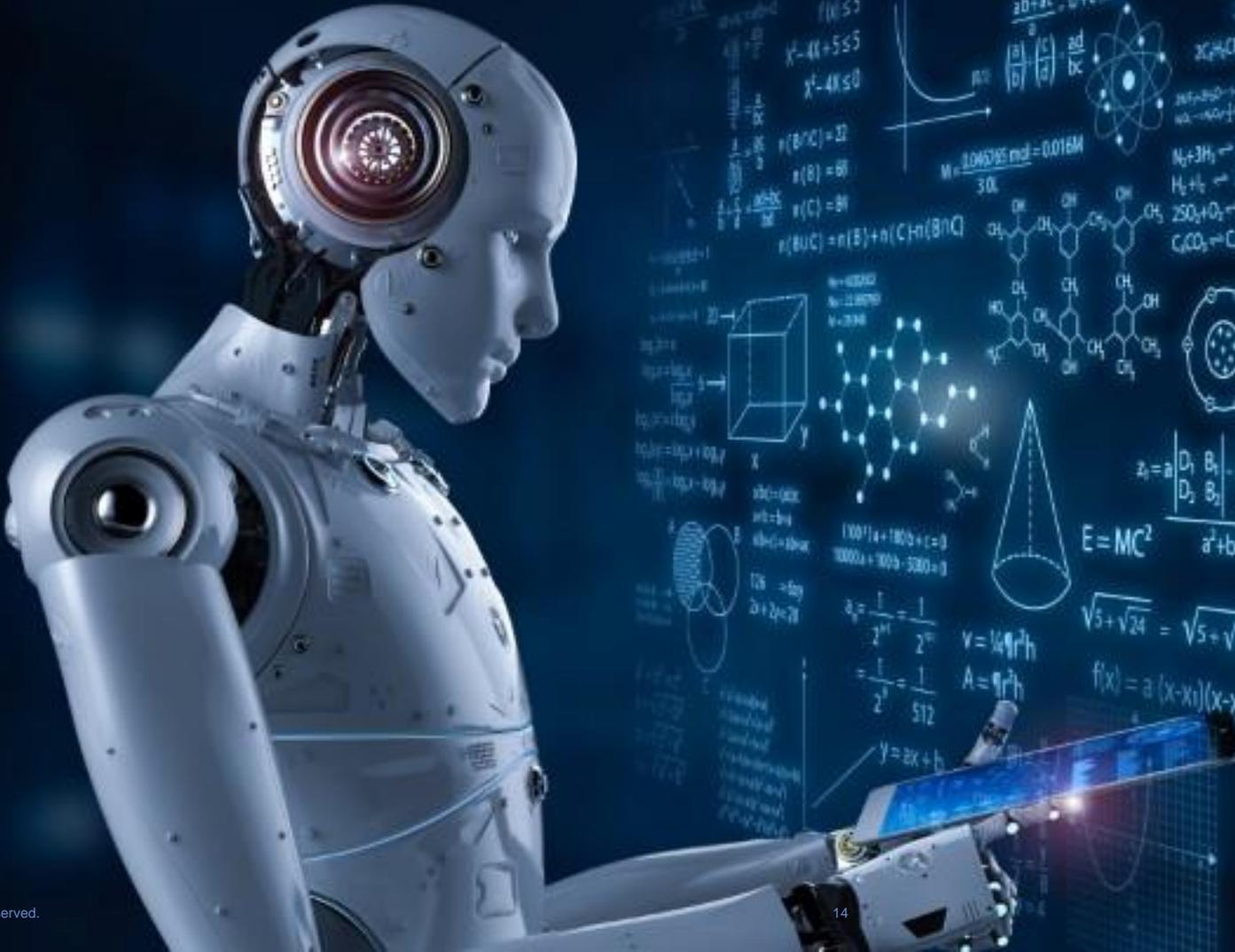


<https://youtu.be/apirhZF1EB0>

# What is your role as a supply chain professional in making the supply chain smarter?

- To keep the supply chain moving in the most cost-efficient manner that drives both cost savings as well as revenue growth opportunities.
  - Constantly looking for ways to innovate and leverage the latest supply chain technologies and determining the appropriate use cases to support the innovation and business case ROI.
  - You are the go-to person to figure out how to open a distribution or supply channel in a new market where your organization is expanding. Or the reverse when exiting a market.
  - Maximize throughput without increasing headcount.
- Ensuring you have the right product in the right place at the right time at maximum profitability.
  - Develop, test and continually evolve supply chain standards for the organization.
  - Ultimate data steward of supply chain meta data, maintaining data cleanliness, and ensuring data is secure within the organization and with partners and customers.
  - Ensuring supply chain partners are providing value add services to your organization.
  - Ensuring optimal customer satisfaction that aligns with business goals and objectives.

# Ask a Question





# NTT DATA

## Services