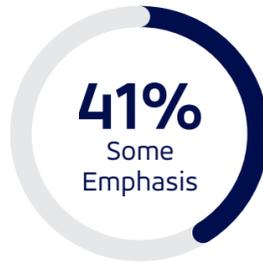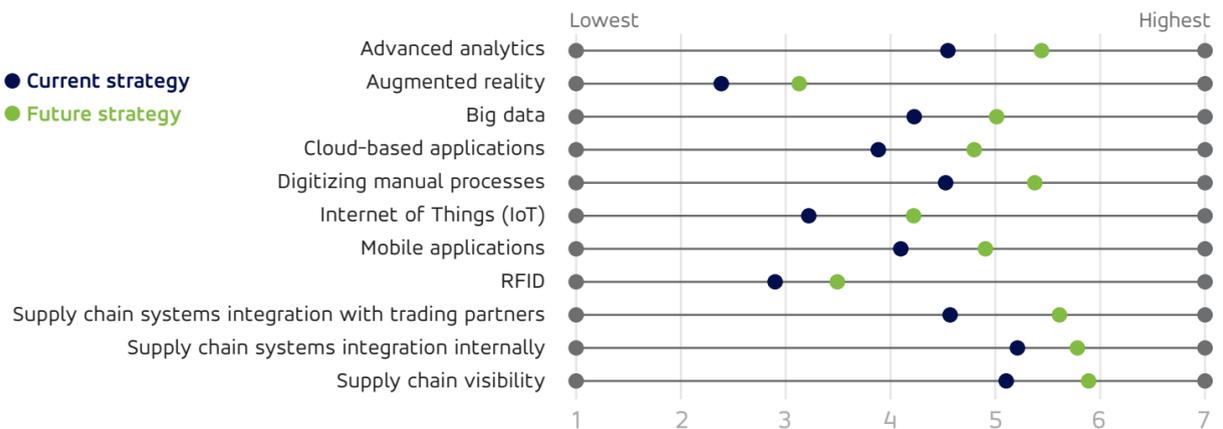# BlueYonder

The Future is Now: the Power of Supply Chain Digitization

Based on a survey of 203 companies, conducted by SCDigest and sponsored by Blue Yonder.
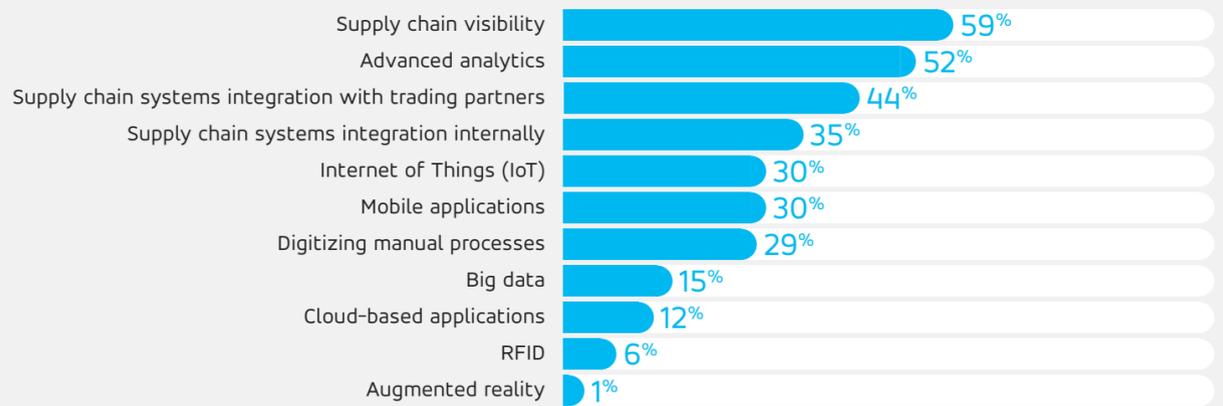
? How aggressively is your company pursuing strategies and technologies for "digitization, specifically in the supply chain?

41% Some Emphasis

37% Major Initiative

? How much are each of these aspects of digitization a part of your company's current (and future) supply chain strategies?

- Current strategy
- Future strategy

Aspect	(Lowest 1 → Highest 7)
Advanced analytics	
Augmented reality	
Big data	
Cloud-based applications	
Digitizing manual processes	
Internet of Things (IoT)	
Mobile applications	
RFID	
Supply chain systems integration with trading partners	
Supply chain systems integration internally	
Supply chain visibility	

? Which aspects of digitization do you believe can drive the most value?

- Supply chain visibility — 59%
- Advanced analytics — 52%
- Supply chain systems integration with trading partners — 44%
- Supply chain systems integration internally — 35%
- Internet of Things (IoT) — 30%
- Mobile applications — 30%
- Digitizing manual processes — 29%
- Big data — 15%
- Cloud-based applications — 12%
- RFID — 6%
- Augmented reality — 1%

? Where do you see value in the Internet of Things (IoT)?

35% see IoT as a major opportunity to enhance product offerings through new capabilities and services

44% see IoT as a major opportunity to improve supply chain performance and reduce costs

? What do you see as barriers to digitization?

Barrier	(Lowest 1 → Highest 7)
Lack of internal systems integration	
Lack of clarity about what it means / what to do	
IT resources / budget	
ROI / value	
Not an executive priority	

? Do you have a holistic digitization strategy?

- **17%** No
- **32%** It's piecemeal
- **41%** It's in development
- **10%** Yes

? Over the next five years, how will being highly digital affect your business?

- **66%** It will provide significant competitive advantage
- **24%** It will provide some competitive advantage
- **8%** It will be necessary to maintain competitiveness

There seems to be consensus about the power of supply chain digitization to drive competitive advantage and value, yet many organizations have yet to tap into the full potential due to lack of a clear direction or systems strategy.

BlueYonder

Providing industry-leading solutions to drive performance and value with today's supply chain strategies

Brand Awareness	Omni-Channel	Cost Effective	Customer Engagement	Brand Loyalty	Fulfillment