

e-Logistic와 SCM

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미래의 유통 E-Logistics & SCM 전략



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Supply Chain Management

Supply Chain Trends

eSCM Impact on your Enterprise

공급 사슬 관리

(Supply Chain Management, 이하 SCM)란,

원자재를 구매하여(Buy),

완제품을 생산하고(Make),

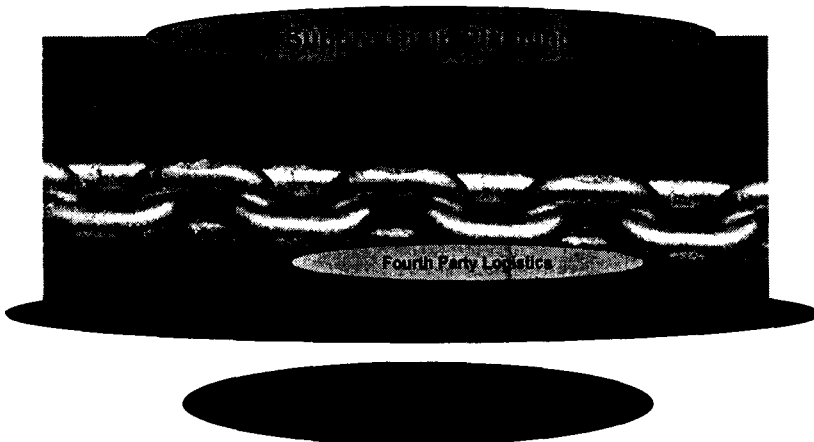
이를 유통 채널을 통하여 운송/보관하며(Move/Store),

최종 소비자에게 판매하는(Sell)데 포함되는

비즈니스 네트워크를 다룹니다.

Supply Chain Management deals with the networks of businesses involved in the extraction and transformation of raw materials into tangible finished goods and the delivery with any complementary services to the end consumer.

SCM에서 다루는 업무 프로세스는 제품 개발, 구매, 생산, 수/배송, 고객 지원까지 포함됩니다.



이런 광범위한 **SCM**의 설계 및 운영이 성공적으로 되기 위해서는 다음의 8가지 원칙을 지키는 것이 중요합니다.

Eight Principles of Supply Chain Management

1. Segment based on customer need
2. Plan according to market signals
3. Design and differentiate products and services closer to the customer
4. Utilize customer-driven manufacturing
5. Strategically source and procure
6. Customize the logistics network
7. Develop supply chain-wide technology strategy
8. Develop supply chain-wide performance measures

또한, 최근 전자상거래를 비롯한 급격한 산업의 변화들은 **SCM**에 중요한 영향을 미치고 있습니다.

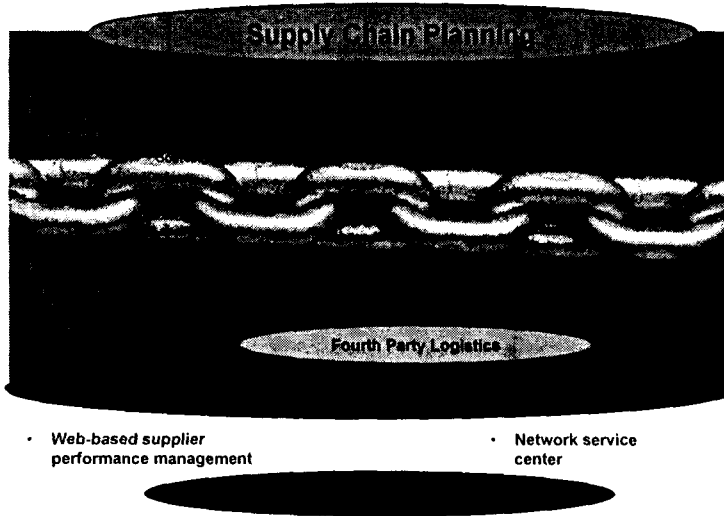
Trends in Industry

- Emergence of new channels of distribution leveraging eCommerce
- Development of technology standards
- Product commoditization
- Convergence and the emergence of competition from other E&HT segments
- Emphasis on speed
- Growth of the Internet
- Shrinking product lifecycles

Supply Chain Impacts

- Hybrid distribution models (web, JV/alliance, brick & mortar)
- Differentiation is moving from the product to a bundled product and service
- Supply chain models need to be flexible, able to change rapidly
- Speed and predictability of delivery is becoming a key customer value
- Web is enabling new connectivity with suppliers and customers, creates threat of rapid entry
- Product life cycle management is becoming a critical discipline

이런 추세에 대응하기 위해서, 선진 업체들은 다음과 같은 일들을 공통적으로 해 나가고 있습니다.



Supply Chain Management

Supply Chain Trends

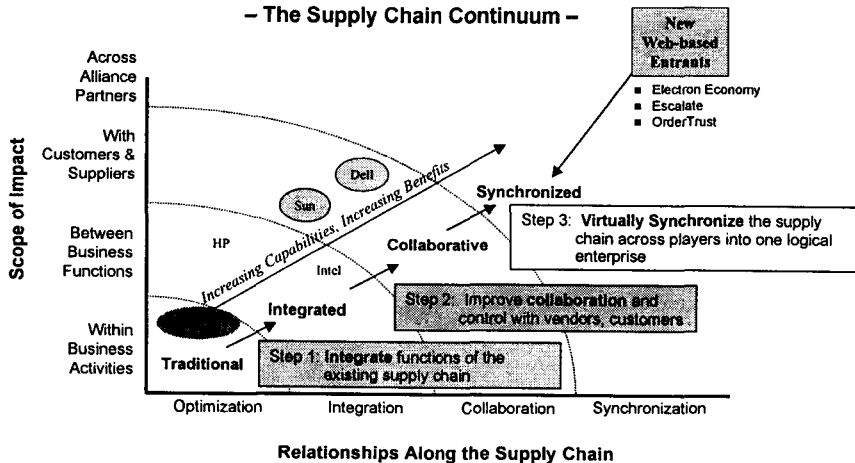
eSCM Impact on your Enterprise

- Key Messages -

- The entire Supply Chain must be carefully synchronized to sustain competitive advantage
- Collaboration with all Supply Chain partners is required for successful execution of business strategies
- The rapidly evolving capabilities of eDesign are required for successful collaboration with all Supply Chain partners
- Future sustainable sources of revenue are going to come from intellectual property, ability to manage Supply Chain partners and definition of system level platform standards
- Product based competition will be replaced with margin based competition

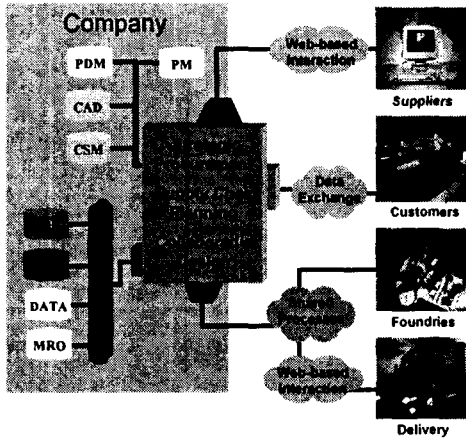
Competitive advantage will be driven by the combined capabilities of the extended supply chain, not just individual companies.

- The Supply Chain Continuum -



The rapid growth of eCommerce in the entire industry is enabling strategic procurement, collaborative Supply Chain planning and collaborative design.

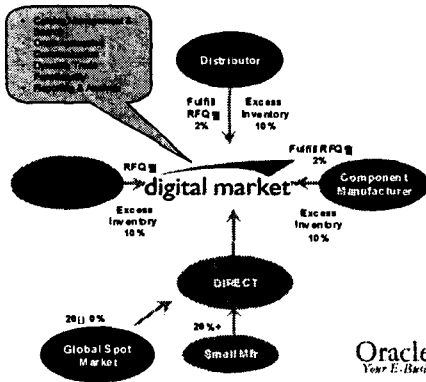
- Example of eSupply Chain Collaboration -



- B2B Commerce Growth -

- In 1998 total Internet Commerce revenues equaled \$50.8 billion, of which \$43 billion was B2B related and \$7.8 billion was B2C (Forrester)
 - In 2000 B2B is expected to grow to \$843 billion (Forrester)
 - By 2003 B2B revenues are expected to soar to \$1.3 trillion in comparison to \$108 billion for B2C (Forrester)
- Corporate Internet spending is expected to jump in the United States alone from \$85 billion in 1999 to \$203 billion by 2002 (IDC)
 - Companies today are investing 93 cents in infrastructure for every dollar received through online sales (IDC)

The business to business "gold rush" is creating increasing price pressures on distributors and OEMs of electronic components.



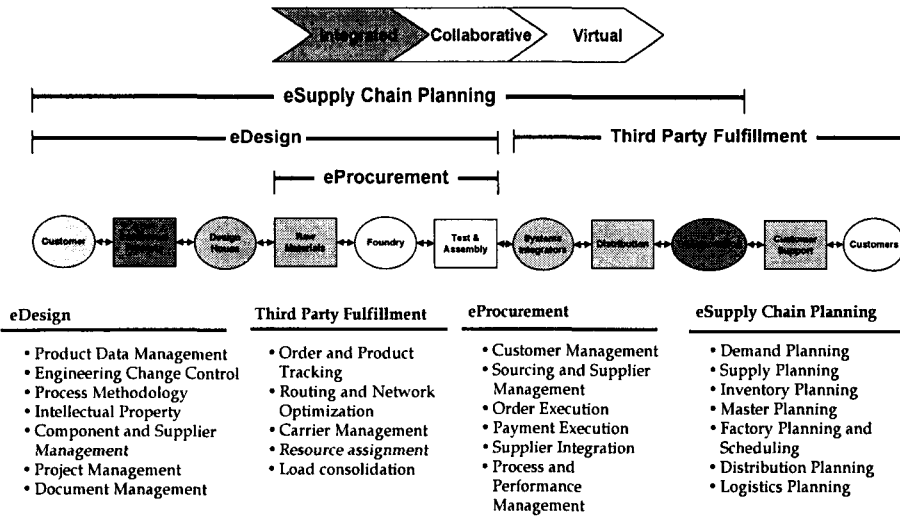
- B2B Impact -

- Distributors are able to liquidate excess inventory
- OEM's are able to obtain pricing concessions with "reverse auctions"
- Small component manufacturers have access to distribution channels that never existed before

- Competitive Space -

Logos for various B2B marketplaces: VerticalNet, SPOT, USBid.co, Oracle Exchange, ASPECT, AMERICAN IC EXCHANGE, COMMERCE ONE, and tradeMatrix.com.

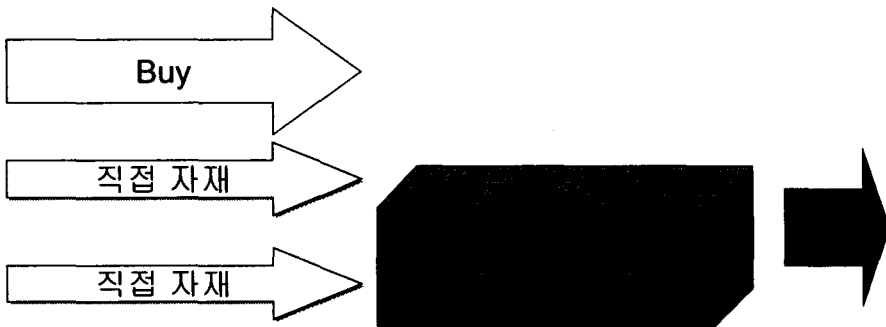
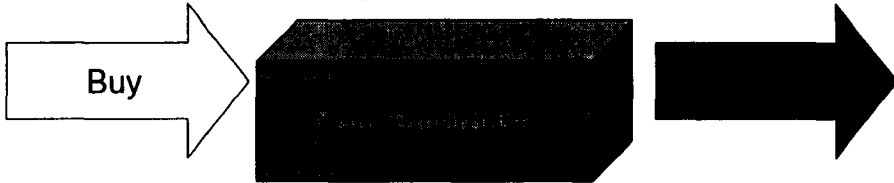
The top level executive messages in eSynchronized Supply Chain have become ...

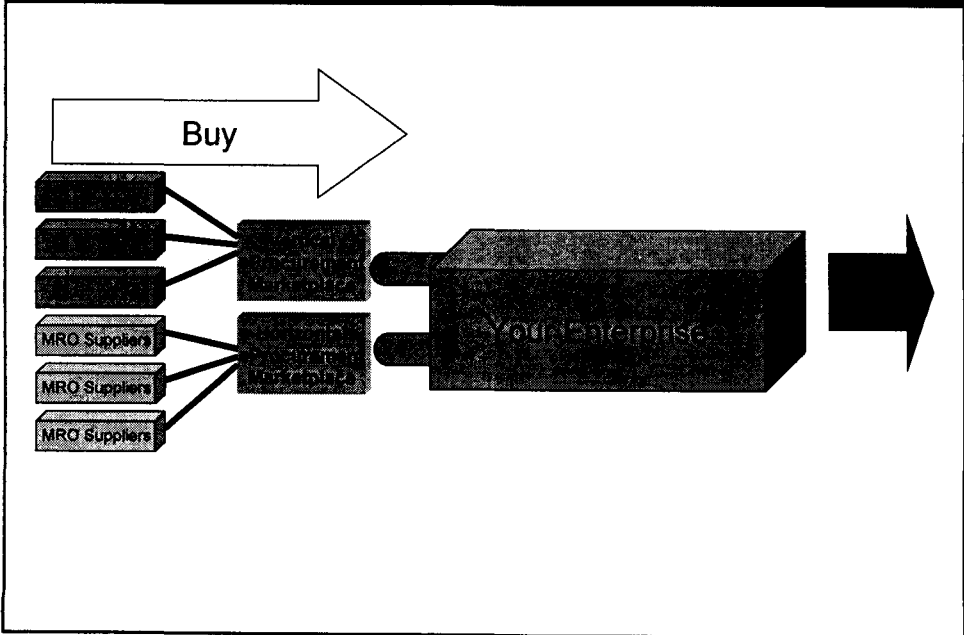
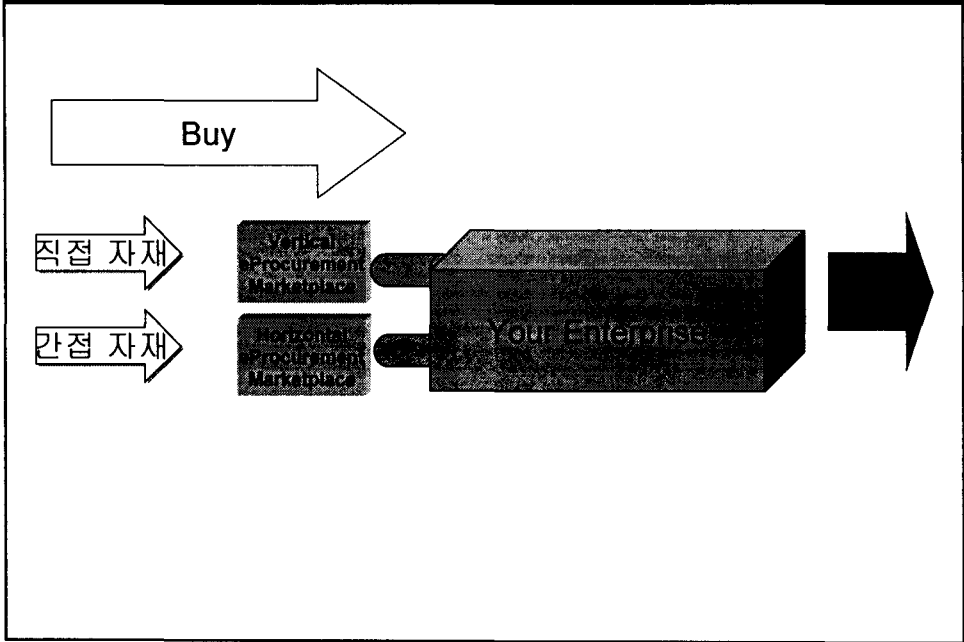


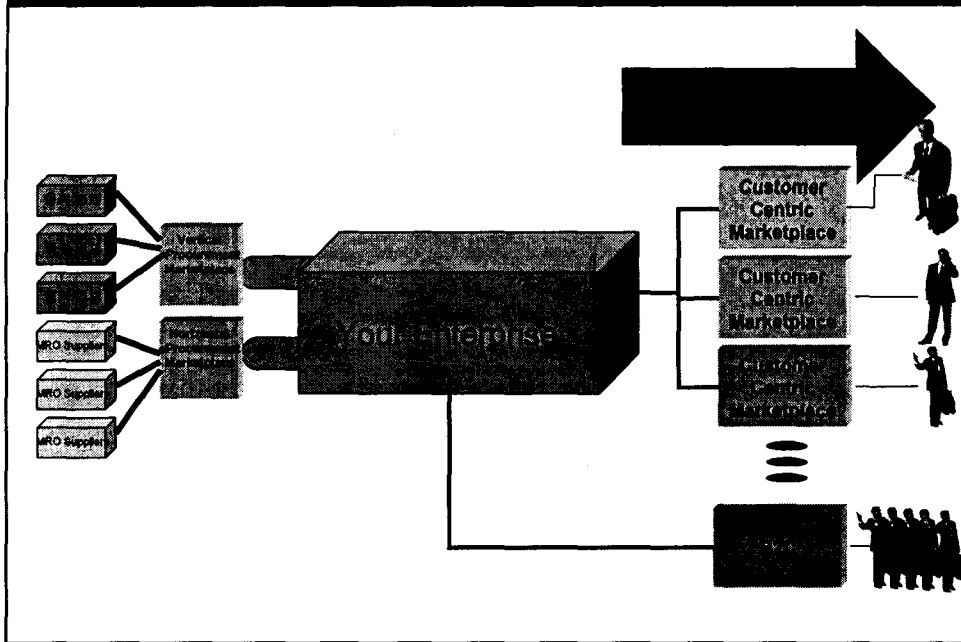
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Need of a flexible architecture to adapt to customer needs ???

