

Don't Let Poor Supply Chain Agility Hold You Back

FORRESTER®

Improve Retail Operations With Agile Supply Chain Management

SUPPLY CHAIN DISRUPTIONS ENDANGER EXPECTED DIGITAL COMMERCE GROWTH



61%

expect over half of sales to come from digital commerce in the next 1-2 years.



51%

agree their supply chain is unprepared to meet growing digital commerce needs.

Supply chain challenges include:

- 57%** Poor integration between digital commerce services and supply chain/ fulfillment systems
- 69%** Disrupted supply chain with shifting customer demands due to the pandemic
- 49%** Slower distribution or longer fulfillment times due to the pandemic

SUPPLY CHAIN IMPROVEMENTS NECESSARY FOR DESIRED OUTCOMES



agree that improving digital commerce capabilities is their most urgent business priority



60% want to better meet customer needs



55% want to increase revenue



48% want to improve business agility/responsiveness

FIRMS NEED END-TO-END VISIBILITY

Control tower solutions maximize agility and visibility by.*



Boosting supply chain resilience using event pipeline and advanced analytics



Improving customer service through optimized inventory and logistics



Advancing adaptability through intelligent sourcing and fulfillment decisions to minimize disruptions

SUPPLY CHAIN IMPROVEMENTS WILL DELIVER DIGITAL COMMERCE PRIORITIES

With the right supply chain transformation strategy and solutions, firms can:

Increase business value through less supply chain disruptions over time[†]

Improve overall agility through improved partner networks[‡]

Better meet customer needs through improved resilience to adapt to new buying behaviors[†]

Base: 624 global decision-makers of digital transformation strategies and operations as it relates to the retail experience for their customers

Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, November 2020

*Source: "Now Tech: Digital Supply Chain Control Tower Solutions, Q4 2020," Forrester Research, Inc., December 23, 2020.

†Source: "Rethink Supply Chain Risk And Strategy In An Uncertain World," Forrester Research, Inc., February 3, 2021.

‡Source: "Digitally Remaster Your Supply Chain," Forrester Research, Inc., September 18, 2020.

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full study**