

## EXECUTIVE SUMMARY

# SUPPLY CHAIN MANAGEMENT FOR THE LOT SIZE 1

CAMELOT STUDY IDENTIFIES THE CORNERSTONES FOR SUCCESSFUL SUPPLY CHAIN MANAGEMENT IN THE DIGITAL AGE

*In a recent study, consulting specialist CAMELOT Management Consultants investigated the drivers and success factors for effective supply chain management in the 21st century. More than 150 supply chain managers from four industry segments were surveyed for this. The study participants agree that digital ecosystems and new market requirements will result in the most significant changes in the supply change management of companies since the 1970s.*

“Digitalization has definitely replaced globalization as a key driver of changes in supply chain management. The extent of these changes is a quantum leap – in a positive sense,” states Dr. Josef Packowski, Managing Partner at CAMELOT.

For companies, the question is how they can most successfully exploit this quantum leap. The CAMELOT study “Quantum Leap in Supply Chain Management” has identified six essential levers which are used by leading industry players for the digital transformation of their supply chains. These include the “segmentation & differentiation down to a lot of size one”, for example, which is the customization of supply chains for individual strategically defined customer, market or product segments. Good practice also includes the use of real-time demand signals, instead of predicting customer demand, in operational supply chain planning and execution. The establishment of a “supply chain flight radar” ensures real-time transparency along the whole supply chain and enables quick decisions – which is also a tried and tested approach for successful companies.

“Companies need to reconsider their supply chain management. The practices identified in the study serve as a benchmark as well as guidance,” summarizes Dr. Sven Mandewirth, co-author of the study and partner at CAMELOT. The study can be downloaded for free online at: [www.camelot-mc.com](http://www.camelot-mc.com).