



The i2 Approach to SCM 2.0

Supply Chain Results at the Speed of Business

In a world where businesses are faced with rapid macroeconomic changes, globalization, surging fuel prices, short product lifecycles and price commoditization, a new and innovative approach to supply chain management is needed. Supply chain complexity and volatility is multiplying exponentially, requiring businesses to manage risk at a frequency and scale never before experienced. Creating a sustainable competitive advantage in this environment means companies must be able to rapidly react to market changes and enable continuous innovation.

This dynamic business environment has led to the next cycle of innovation for supply chain management—SCM 2.0. i2's vision for SCM 2.0 involves a combination of expertise, process innovation, tools and services to deliver the adaptability, flexibility, speed and results companies need most.

Inspired by total quality management, i2's approach to SCM 2.0 is dedicated to executing business plans while adapting the supply chain to continuously changing market conditions. i2 leverages 20 years of supply chain expertise across a wide variety of industries to approach SCM 2.0 holistically with several core elements:

Total Supply Chain Management Solutions

As companies look to unify business processes and supply chain solutions, i2 has designed its total supply chain management solutions to operate in a fast plan-do-check-act (PDCA) paradigm. These solutions enable companies to evaluate planning and execution, perform root cause analysis, collaborate with global suppliers and make necessary plan adjustments. For example, utilizing this PDCA approach for inventory operations can ensure goods are at the right place, at the right time and in the right quantity in order to keep inventory write-offs to a minimum. With the ability to adjust plans as supply chain operations move through the process, companies can keep inventory at the right levels to fulfill orders in a timely manner, increase customer satisfaction and decrease costs to expedite orders. i2 Total Supply Chain Management includes solutions for planning, factory management, channel management, merchandising, inventory, supply management, transportation and logistics.

Supply Chain Process Playbooks

The speed and volatility of the marketplace has created an environment of continuous change where organizations must adopt agile design and execution processes to enable quick and effective resource realignment.



Delivering Success

With an innovative approach to SCM 2.0, i2 is delivering supply chain results at the speed of business through a combination of people, process and technology. This approach enables customers to leverage best practices, obtain desirable business outcomes and transform supply chain processes.

You can view a webcast of i2 CEO Pallab Chatterjee's presentation on SCM 2.0 from i2 Planet 2008 by going to www.i2.com.

If you would like to receive a whitepaper on i2's approach to SCM 2.0, please send an email to info@i2.com.

Supply Chain Process Playbooks provide a comprehensive roadmap to help manage through this volatility, leading an organization through a supply chain transformation to achieve its intended results. This collection of roadmaps, or “plays,” outlines the elements necessary for transformations across multiple industries, environments and strategic objectives. The playbooks include the essential components of change management to deliver organizational alignment, best practice workflows and processes, and other proven tools designed to drive results quickly.

For example, as a company prepares for a much-anticipated product launch it establishes pricing, makes commitments to distributors, purchases adequate supply and spends countless hours creating a buzz in the marketplace. No matter how coordinated the launch effort, if a supplier, for instance, ships significantly fewer products than planned, there is a ripple effect that can impact every facet of the launch. By using a process playbook, a company can determine the best course of action and quickly implement it across the company, its suppliers and distributors to mitigate bottom-line risk.

Supply Chain Business Content Library

The i2 Business Content Library is a collection of business process and technology reference workflows used to build applications that enable specific business functions. The workflows consist of data models, business rules, and user interface screens. Users can rapidly tailor the workflows according to their business needs and IT requirements—or use components to build their own workflows—and then implement them across the enterprise. Subscribers to the library can select a reference workflow, customize it, and then implement it, leveraging their company’s pre-existing IT systems and applications. The i2 Agile Business Process Platform, a supply chain backbone based on a service-oriented architecture and an integrated design environment complements the i2 Business Content Library to drive workflow development and business process management.

Supply Chain Wisdom Network

A critical component of i2’s approach to SCM 2.0 is the thought leadership and mindshare gained working with industry-leading companies to solve their most challenging supply chain problems. As a result, i2 has formed the Supply Chain Wisdom Network to bring the collective knowledge of supply chain experts into a professional networked community designed to foster supply chain innovation and excellence.

The Supply Chain Wisdom Network enables practitioners to learn from the proven experience of supply chain experts who have designed and deployed industry-leading supply chain management solutions, directly leveraging their transformational expertise. The Wisdom Network brings together the collective knowledge of i2’s seasoned supply chain experts, and a large community of supply chain veterans from business and industry, who have led some of the world’s largest and most successful supply chain transformations.

Supply Chain Managed Services

Because no two business environments are alike, i2 has designed flexibility into its outcome-based approach to supply chain management. Based on the demands of each individual business environment, i2 offers companies a solution delivery approach that allows them to tap into their own internal domain expertise, to leverage i2’s resources, infrastructure and expertise, or use a combination of the two. This flexibility enables organizations to effectively maximize their internal resources to achieve rapid results. Through i2 Operations Services, companies can outsource core supply chain processes, or their entire supply chain, including forecast tuning, channel sales management, and inventory optimization—bundling the services and solutions that they need to meet their business requirements.



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