



Supply Chain Cybermastery

Building High Performance Supply Chains of the Future

Andrew J. Berger and John L. Gattorna

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Supply Chain Cybermastery is inspired by the eCommerce revolution, which has changed the world forever and reignited interest in the supply chain as a source of wealth creation. Chief executives and their management teams must re-invent themselves and adjust their leadership and management styles to cope with the new realities. Indeed, some are already emulating companies like Sun, Cisco, Intel, Oracle and Microsoft to get their more traditional multinationals back on the growth agenda. Their new focus is the supply chain and enabling technology, both areas previously delegated to functional specialists.

The underlying theme in this book is the huge potential that eCommerce has unleashed in supply chains. But is a bit like being asked to jump straight into a Formula 1 racing car, so we must first learn to drive this new phenomenon to extract maximum benefit.

Collaboration in the truest sense of the word is now technically possible throughout the length and breadth of the supply chain; all that is needed is the will to make things happen. Relationships will be everything in the future. And, with lessened conflict will come the opportunity to explore new ways of working smarter for mutual benefit.

The competition across all industries, in both the old and new economies, will be relentless, coming in waves, and often from unexpected directions. In turn the responses will often be unnatural alliances, within and across industries. The rules of the game are changing, and nothing should surprise. Innovation and creativity will be at a premium.

So whichever way you look at the first decade of the new millennium, speed and scale will be the key ingredients of success - and this is exactly where the new high performance supply chains will shine.

In keeping with the speed of the phenomenon that has so rapidly transformed the way business is transacted, the book is structured around the key areas of change in the B2B world. The objective is to give a 'work in progress' overview and to forecast how business might evolve as the initial flush of activity settles down.

Contents

Foreword - William C Copacino; Introduction - The eSupply Chain: the 'brain' of the firm; The impact of eCommerce on supply chains; Learning to compete as value chains; Driving real value from eProcurement and strategic sourcing; The eFulfillment challenge - the Holy Grail of B2C and B2B eCommerce; The eDesign and eManufacturing challenge; Learning to synchronize supply chains through eMarketplaces; New information technology architecture for supply chains; New ways to deliver eWorking and continuous innovation; Looking over the cyberhorizon; Glossary; Index.

About the Author

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Andrew Berger is a Partner in Accenture based in London. He leads the new business models practice area within the global supply chain service line and is an active member of the Global Supply Chain Management Executive team.

Andrew is one of the firm's most innovative thinkers, and through his leadership Accenture has pioneered much of the new eCommerce-driven thinking in exchanges, procurement, supply chain management, and customer relationship management. He works extensively throughout Europe and the US with such clients as BP Amoco, BOC, Kodak, Marconi and 3M, and is involved with a number of dot com start-ups and new ventures in which Accenture has equity. Prior to joining Accenture, Andrew was an operational intelligence officer in the UK's 5th Airborne Brigade.

Dr John Gattorna recently retired after 6 years building and leading Accenture's Supply Chain Practice in Southern Asia, and was one of the firm's most respected thought leaders. Previously, he ran his own consulting firm for over a decade, specialising in marketing, logistics, and channels strategy, servicing an international clientele. John is generally regarded as one of the world's leading thinkers in the supply chain arena, and is also much sought after as a speaker on the international conference circuit.

John has authored/co-authored 10 books and numerous articles on marketing, marketing planning, channels strategy, logistics, and supply chain management. His most recent book, co-authored with Andrew Berger, *Supply Chain Cybermastery*, was released at the height of the eCommerce era in 2001, and has since been translated into Chinese. His previous book, *Strategic Supply Chain Alignment*, published in 1998, brought a behavioral dimension to the task of building high performance supply chains. This book has since been translated into Japanese and will shortly be published in Chinese.

Although John originally came from industry he has a strong academic background, and has taught on undergraduate, graduate, and senior executive programs at the University of New South Wales and Macquarie University in Sydney; Oxford University; and Cranfield University in the UK. He is currently Visiting Professor in Supply Chain Management at Cranfield.

Outside of an intense interest in supply chains John is active in voluntary work, and when time permits indulges in his other passion, golf, at The Australian in Sydney, where his handicap is on the way down.

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