



REDESIGNING  
SUPPLY CHAINS IN  
THE NEW ERA OF  
MANUFACTURING

25-26 NOVEMBER 2022

Porsche Experience Center Franciacorta

# Agile & Efficient around the Customer

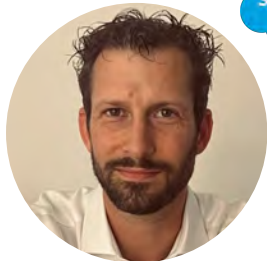
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Connect experiences across the ecosystem to deliver business value and cost reduction opportunities





# Meet our Speakers!



salesforce

**Matthew Simpkins**  
*RVP, Industry Advisor for  
Manufacturing, Automotive,  
and Energy*



salesforce

**Antonio Murgo**  
*RVP, Sales Italy for  
Manufacturing,  
Automotive*



salesforce

**Oltion Osmani**  
*Manufacturing &  
Automotive Solution  
Engineer,*



salesforce

**Stefano Oddone**  
*Tableau Solution  
Engineering Director*



salesforce

**Customer  
Success**

**How Ford  
Drives Digital  
Transformation**





# Case Study: Ford Pro

## On the Ground



### Ford Pro Vehicles

#### Commercial Excellence for Dealers

- Lead/Opportunity
- Campaign Management
- Ford Commercial Solutions Migration
- Data Foundation



## In the Cloud



### Ford Pro Intelligence

#### #1 Trades CRM

- Joint multi-year innovation roadmap building out further VIIZR solutions
- Customers live in Early Access program





**Matthew Simpkins**  
Regional Vice President  
UKI & EMEA  
Industry Advisor  
**Manufacturing, Automotive, Energy**

- 5** Yrs in consulting
- 10** Yrs in Automotive
- 2** Yrs at Salesforce



**General Manager  
Jaguar Land Rover  
2012**



**Design & Deploy**

OEM & Retail Collaborative  
Marketing, Sales, Service

First Market 16 Weeks

**Operations**

305% ROI in 2 Years  
36 Countries, 7 Languages  
450 showrooms  
Federated DevOps

**Direct Sales  
Trailblazer  
2017**



**Online Sales in APAC**

Digital trading, inside-sales  
Changing franchise  
standards  
10% Sales Online

**Real-time lead  
management**

+42% sales velocity  
+12% lost lead  
resurrection



**Salesforce  
Industry Advisor  
2020**



**D2C & Agency Design**

OEM EV Launches  
OEM Agency Design  
Models

**Product Roadmap**

Industry Architecture &  
Integration Design  
IT Delivery & Operations  
Manufacturing & Energy  
white space business  
models







“I want to deploy to multiple markets  
in parallel, reduce my time to  
market, and reduce my costs”

Dmitry Kolchanov

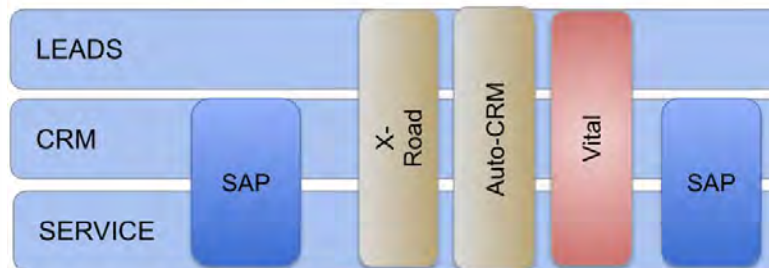
OEM Regional Director



# Jaguar Land Rover deploy Salesforce to 36 Countries, and 450 retail business units



2015



**16 Weeks**  
Sales Cloud Live  
In India

**305% ROI**  
In two years

**42%**  
Increase in Sales Velocity





# 2020: GLOBAL ROLL OUT: BEYOND 'CRM'

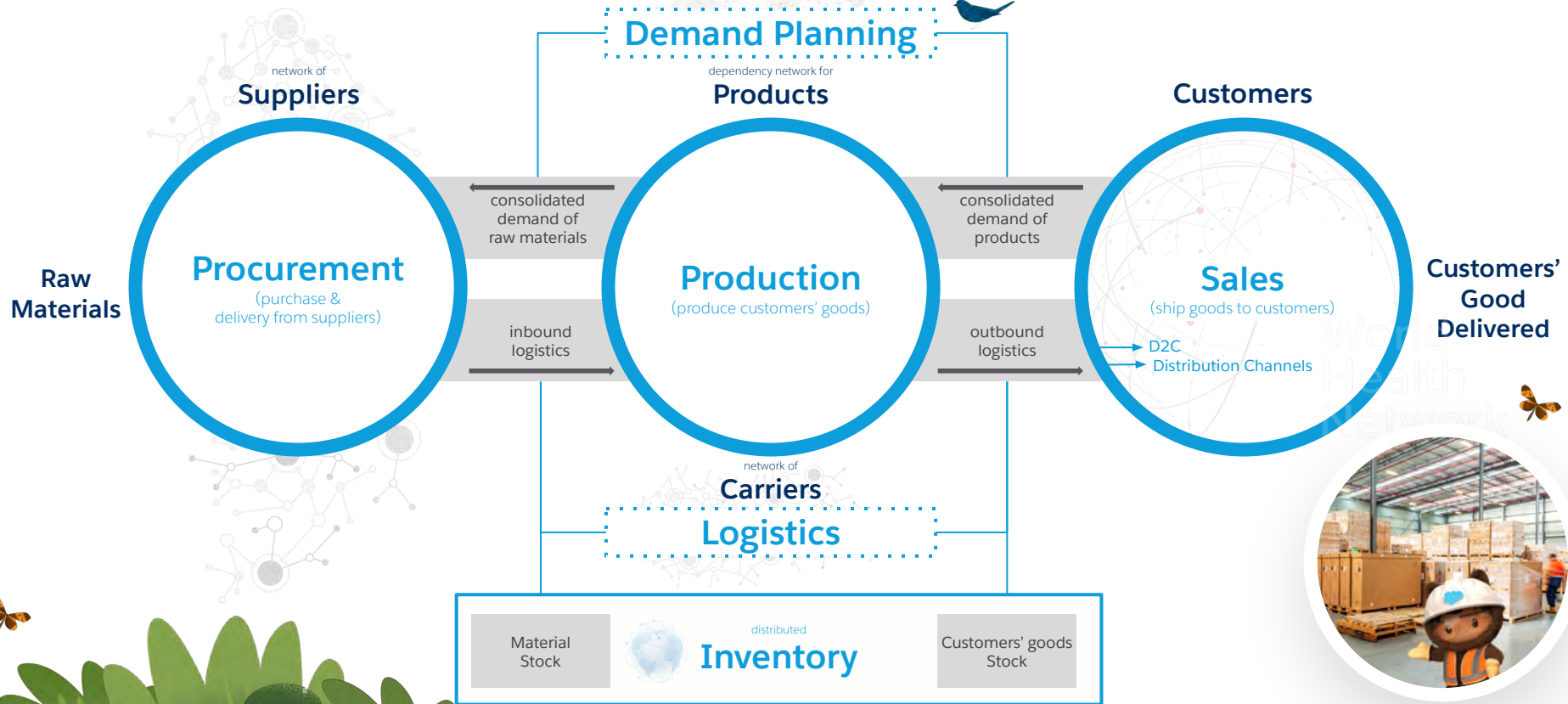


	South Africa	Kenya	Russia	South Korea	Australia	UAE	India	Japan	Singapore	Taiwan	Brazil	Chile	Mexico	
MARKETING	SFDC	SFDC	SFDC	SFDC			SFDC							🔍
LEAD/SALES					SFDC	SFDC				SFDC		SFDC	SFDC	📈
CRM	SFDC	SFDC	SFDC	SFDC	SFDC	SFDC	SFDC		SFDC					📈
SERVICE														❤️
D2C	Local		Local	Local	SFDC	Local	SFDC							🔄
DIGITAL			Local	Local		SFDC							SFDC	🔍
OMNI-CHANNEL				SFDC			SFDC						SFDC	⚡
REBATES	SFDC					SFDC			SFDC					⚡
CO-OP	Local			Local		SFDC			SFDC				SFDC	⚡



# Supply Chain is Front and Center

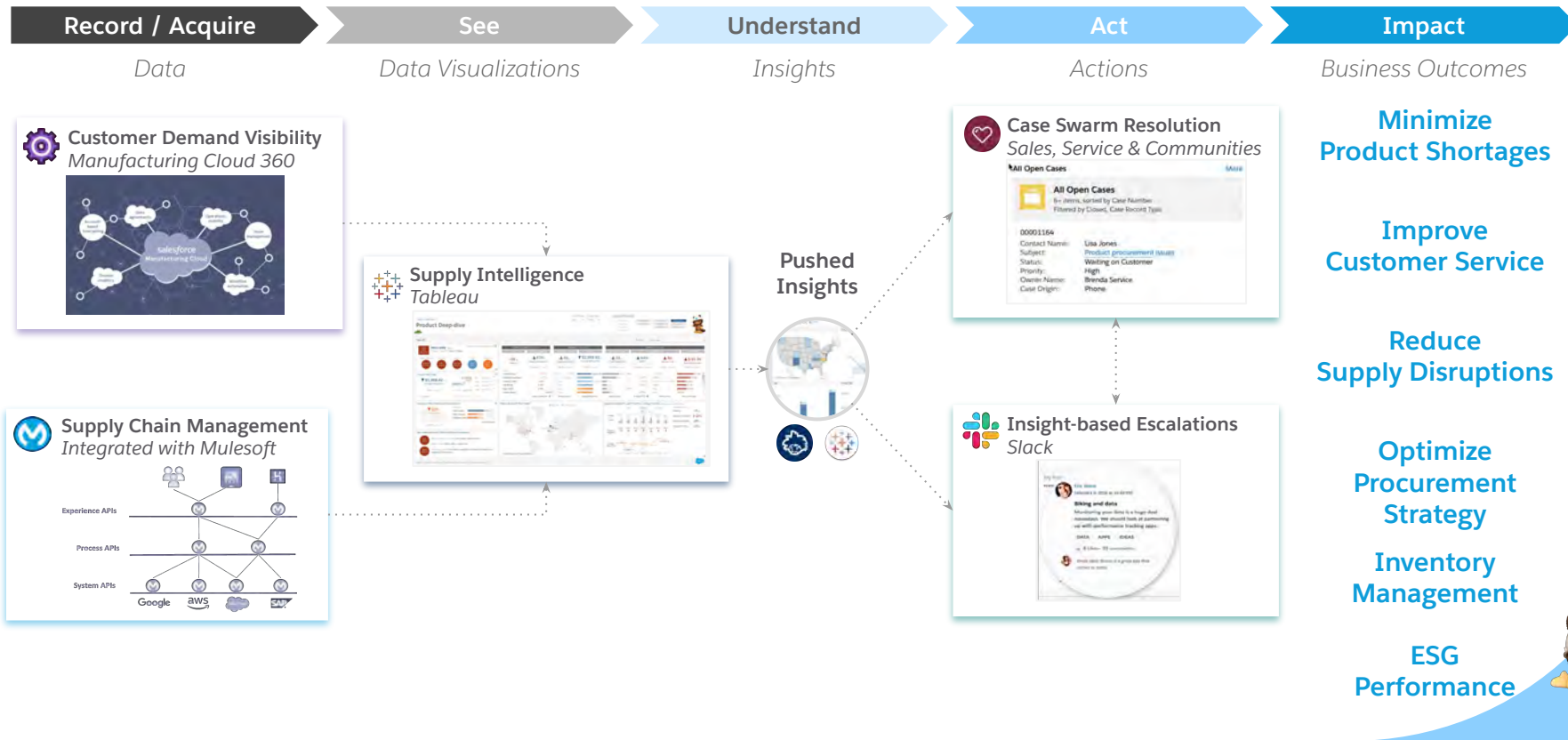
An unmatched complexity





# Components of a Digital Supply HQ

## Supply Chain Engagement Layer enriches Customer 360





# Connect the Value chain with Customer 360



## 01 Modernize Commercial Operations

Integrated Revenue Management  
Promote→Quote→Agreement→Commerce  
*Management of Agreements vs Actuals*



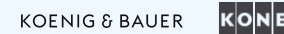
## 02 Simplify Partner Engagement

“Ease of doing business” initiatives  
Onboarding, co-marketing, selling, servicing  
*Rebate Program Management*



## Transform Service 03

360° view of customers and assets  
Omni-channel service & full field service  
*Full-Book-of-Business Demand Forecasting*



## Translate Data into Actions 04

Unlock data from legacy systems  
Embedded analytics, AI-enhanced decisions  
*Predictive Demand & Pricing Insights*



### BACK OFFICE



Supply Chain



PLM



Pricing



ERP



Financials

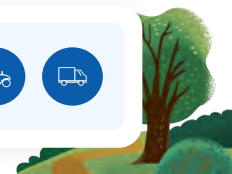


HR



Logistics

CONNECTED SENSORS,  
FIELD SERVICES &  
SUPPLIERS, etc.





# Salesforce Customer 360 Platform



CUSTOMER



PARTNER (DEALER / DIST.)



CONTRACTOR



MARKETER



SALES



OPS / FINANCE



SERVICE



SERVICE TECHNICIAN

## Salesforce for Manufacturing



Manufacturing Customer, Partner and Employee Experience

B2B Marketing  
& Journey  
Management



B2B Catalog &  
Commerce



CPQ, Order, &  
Revenue  
Management



Field Service  
Management



Complex Asset  
Management



Manufacturing  
Analytics & AI



Manufacturing Cloud: CRM for Manufacturing

Extends Core Sales & Service Cloud Capabilities

Account-Based  
Forecasting



Ongoing Business /  
Sales Agreements



B2B / Channel  
Incentive Management



Target Setting



Partner Relationship  
Management



Salesforce Enterprise Integration Tools or Standard APIs



BACK  
OFFICE



Supply Chain



PLM



Pricing



ERP



Financials



HR



Logistics

CONNECTED SENSORS,  
FIELD SERVICE, ONSITE  
PROJECT TEAMS,  
PARTNERS, etc.





# The Value Creation Logic for B2B Sales

To be successful, companies mainly focus on:

**01** Growing revenue

**02** Reducing cost



While aiming to also optimize

**03** balance sheet (free up inventory, own mfg)

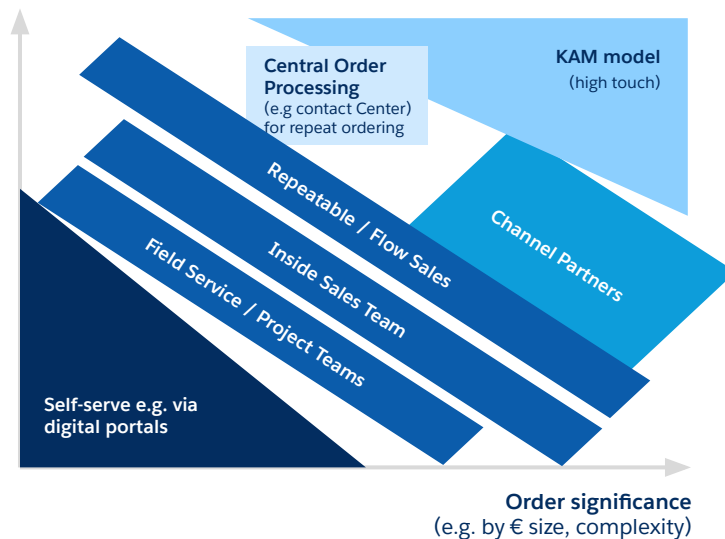
**04** cash flow & risk (money in faster)



The How To- for a successful company



Customer significance (e.g. by LTV, size, segment etc.)





# Supply Intelligence: Turnkey Dashboard for Supply Chain



Navigate the crisis skillfully

## Expert-built dashboard for Supply Chain

Supply Intelligence is the Tableau Accelerator that you need to assess the Resilience of your Supply Chain across 5 pillars:

- Supply vs Demand Reliability
- Inflation Impact
- Logistics Reliability
- Quality Reliability
- Inventory Availability

## Facilitating a “Resilient Supply Chain”

Supply Intelligence drives immediate business outcomes

- Measure impact of crisis
- Anticipate disruptions
- Improve sourcing strategy
- Optimize inventory management
- Identify bottlenecks





# Live Demo





# Supply Intelligence

VeloCity



I want to assess:

Products	Shortag...	Availabili...	Resilien...	Deep-di...
Customers				Deep-di...
Materials	Shortag...	Availabili...	Resilien...	Deep-di...
Suppliers			Resilien...	Deep-di...

Let's deep-dive to (choose Tableau Accelerators for Supply Chain):

Procurement	Inventory	Production	Logistics
Purchasing	Inventory	Scrap	Shipment
Contract Mgmt	Stock Coverage		
Spend Analytics			



## Product Shortages



Products  
Customers  
Materials  
Suppliers

Sep 2022

Shortag...

Availabil...

Resilien...

Deep-dr...

Shortag...

Availabil...

Resilien...

Deep-dr...

Resilien...

Deep-dr...



Sep-22

Show Shortages split by Product Type sorted by Total Product Shortages

Which Product Types are the most impacted by Shortages?

▲ \$ 378K

Total Product Shortages

+45,2% vs Aug-22

▲ \$ 3,3M

Total Sales  
(Product Supply)

+3,8% vs Aug-22

▲ 11,3%

Product Shortages %

+3,2 pt(s) vs Aug-22





# Product Shortages

🏠

Products  
Customers  
Materials  
Suppliers

Sep

2022

Shortag...

Availabili...

Resilien...

Deep-di...

Shortag...

Availabili...

Resilien...

Deep-di...



Sep-22

Show Shortages split by Product Type sorted by Total Product Shortages

Which Product Types are the most impacted by Shortages?





# Product Availability

Inventory as of 21 settembre 2022

## CURRENT INVENTORY



## CURRENT INVENTORY by Product

Product →	Current ON-HAND QUANTITY
STOCK-OUT	
Armanda ALW 400	0 pcs
eBike 7	0 pcs
BELOW SAFETY STOCK	
Wedside 120	299 pcs
Steed STS500	292 pcs
Shminka Electric E450	286 pcs
Bintmin Original 100	276 pcs
Shahba GBL 160B	272 pcs
Rolad Pace 500	271 pcs
Kamoucha - FEB100	265 pcs
Ventura 500	255 pcs
Wheelie - FB20	252 pcs
Tayara 100	243 pcs
Hiraki AM 40B	232 pcs
Armanda RCW.X	225 pcs
Rolad BRT 200	225 pcs
Hiraki SR900	224 pcs



- Products
- Customers
- Materials
- Suppliers

Shortag...

Availabili...

Resilien...

Deep-di...

Shortag...

Availabili...

Resilien...

Deep-di...

Shortag...

Availabili...

Resilien...

Deep-di...



Product Category

Product

Warehouse

(All)

(All)

(All)

Show Inventory by

Product

## FORECAST - When are the next Stock-out Products expected?

STOCK-OUT  
within 3 days

2 Product(s)



STOCK-OUT  
within 4 to 10 days

2 Product(s)



STOCK-OUT  
within 11 to 20 days

1 Product(s)



STOCK-OUT  
within 21 to 30 days

1 Product(s)

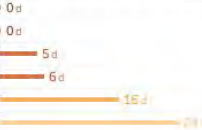


## FORECAST - Which Products will be Stock-out soon?

Product

- Armanda ALW 400
- eBike 7
- Armanda BMW 560E
- Zerba - Mitorina10..
- FlyFighter 120
- Armanda RCW.X

DAYS BEFORE STOCK-OUT



## FORECAST - Expected Products availabilities for the coming 30 days

Product →

Theoretical ON-HAND QUANTITY based on forecasted Inbound/Outbound Quantities

eBike 7



Armanda ALW 400



Armanda BMW 560E





# Product Availability

Inventory as of 21 settembre 2022

## CURRENT INVENTORY

\$ 3.545K

Missing Products

Computed at Product level

\$ 560K

Product Divers Stock

Computed at Product level

\$ 14,8M

Product Inventory Value

STOCK-OUT  
2 Product(s)BELOW SAFETY STOCK  
24 Product(s)AT STOCK  
18 Product(s)

OVER STOCK

## CURRENT INVENTORY by Product

Product →	Current ON-HAND QUANTITY	
STOCK-OUT	Armanda ALW 400	0 pcs
	eBike 7	0 pcs
BELOW SAFETY STOCK	Wedside 120	299 pcs
	Steed STS500	292 pcs
	Shminka Electric E450	286 pcs
	Bintmin Original 100	276 pcs
	Shahba GBL 160B	272 pcs
	Rolad Pace 500	271 pcs
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	Ventura 500	255 pcs
	Wheelie - FB20	252 pcs
	Tayara 100	243 pcs
	Hiraki AM 40B	232 pcs
	Armanda RCW.X	225 pcs
	Rolad BRT 200	225 pcs
	Hiraki SR900	224 pcs



## FORECAST - When are the next Stock-out Products expected?

STOCK-OUT  
within 3 days  
2 Product(s)STOCK-OUT  
within 4 to 10 days  
2 Product(s)STOCK-OUT  
within 11 to 20 days  
1 Product(s)STOCK-OUT  
within 21 to 30 days  
1 Product(s)

## Upcoming Sales Orders at 30 days

SO Number	Product	Customer	SO Date	
S0000147	eBike 7	Speed Cycles Co.	01-dic	0%
S0000178	eBike 7	Yoshi & Son	01-dic	0%
S0000327	eBike 7	Spinning Wheel Bikes	01-dic	0%
S0000437	eBike 7	Freeride Bike Co.	01-dic	0%
S0000489	eBike 7	Sport & Tech	01-dic	0%
S0000590	eBike 7	Speed Cycles Co.	01-dic	0%
S0000314	eBike 7	All Sports	01-dic	0%
S0000696	Hiraki SR600	Yoshi & Son	01-dic	55%
S0003648	Wedside 500	In Cog We Trust	01-dic	57%
S0006096	Rolad Pace 500	Sport & Tech	01-dic	58%
S0003696	Hiraki MB100	Bicycle Nerds	01-dic	58%
S0003048	Wedside 120	Spinning Wheel Bikes	01-dic	58%
S0000553	eBike 7	The Bike Company	01-dic	60%
S0001848	Hiraki CTK00	Spinning Wheel Bikes	01-dic	62%
S0006048	Bintmin Original 500	Sport & Tech	01-dic	62%

Supply vs Demand %

55%  
57%  
58%  
58%  
58%  
60%  
62%  
62%  
62%

5 pcs  
5 pcs  
5 pcs  
5 pcs  
5 pcs  
5 pcs  
44 pcs  
14 pcs  
33 pcs  
31 pcs  
24 pcs  
15 pcs  
65 pcs  
21 pcs  
29 pcs

Demand Quantity

## FORECAST - Which Products will be Stock-out soon?

Product

Armanda ALW 400  
eBike 7  
Armanda BMW 560E  
Zerba - Mitorina10..  
FlyFighter 120  
Armanda RCW.X

## DAYS BEFORE STOCK-OUT

0 d  
0 d  
5 d  
6 d  
18 d  
23 d



# Product Availability

Inventory as of 21 settembre 2022

## CURRENT INVENTORY



## CURRENT INVENTORY by Product

Product →	Current ON-HAND QUANTITY
<b>STOCK-OUT</b>	
Armanda ALW 400	0 pcs
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Tayara 100	243 pcs
Hiraki AM 40B	232 pcs
Armanda RCW.X	225 pcs
Rolad BRT 200	225 pcs
Hiraki SR900	224 pcs

## FORECAST - When are the next Stock-out Products expected?



## FORECAST - Which Products will be Stock-out soon?



## Upcoming Sales Orders at 30 days

SO Number	Product	Customer	SO Date	Supply vs Demand %
S0000147	eBike 7	Speed Cycles Co.	01-dic	0%
S0000178	eBike 7			
S0000327	eBike 7			
S0000437	eBike 7	eBike 7		
S0000489	eBike 7			
S0000590	eBike 7			
S0000314	eBike 7			
S0000696	Hiraki SR600	Yoshi & Son	01-dic	
S0003648	Wedside 500	In Cog We Trust	01-dic	
S0006096	Rolad Pace 500	Sport & Tech	01-dic	
S0003696	Hiraki MB100	Bicycle Nerds	01-dic	
S0003048	Wedside 120	Spinning Wheel Bikes	01-dic	
S0000553	eBike 7	The Bike Company	01-dic	
S0001848	Hiraki CTK00	Spinning Wheel Bikes	01-dic	
S0006048	Bintmin Original 500	Sport & Tech	01-dic	



# Product Deep-dive

Sep-22



Products  
Customers  
Materials  
Suppliers

Sep 2022

Shortage...

Availability...

Resilien...

Deep-di...

Shortage...

Availability...

Resilien...

Deep-di...

Shortage...

Availability...

Resilien...

Deep-di...



Product eBike 7

Show material dependencies ...

VERY LOW  
Resilience

eBike 7 (pcs)

Product Category: Electric Bikes

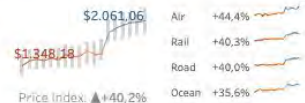


Price of eBike 7

▲ \$2.061,06 / pcs  
Average Selling Price

+0,9% vs Aug-22

Price Volatility



HIGH Price Volatility

How many eBike 7 do we have in stock?

▼ 0 pcs  
On-Hand Qty

-100,0% vs Aug-22

Warehouse

WH Chicago 0 pcs  
WH London 0 pcs  
WH New Delhi 0 pcs

On-hand Quantity

Recommendations for eBike 7 Stock Coverage

LOW  
Volume

Replenishment processes: Automated replenishment

Buffer Stocks: HIGH buffer - safety first

VERY  
VOLATILE  
Demand

Inventory Control: Free stock or periodic estimation by inspection or weighing; LOW security

SUPPLY vs DEMAND Sep-2022

-34 pcs  
Missing

▲ 67%  
Supply vs Demand %  
+1,0 pt(s) vs Aug-22

DEMAND for eBike 7

▲ 103 pcs  
Total Demand Qty  
+106,0% vs Aug-22

▲ \$2.061,06 / pc  
Average Selling Price  
+0,9% vs Aug-22

SUPPLY of eBike 7

▲ 69 pcs  
Total Supply Qty  
+109,1% vs Aug-22

▲ 63%  
OTIF %  
+4,2 pt(s) vs Aug-22

▲ 7,4%  
Defects %  
+4,4 pt(s) vs Aug-22

▲ \$ 70K  
Product Shortages  
+101,7% vs Aug-22

Customer →

Ninja Bike

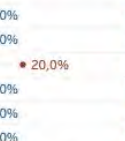
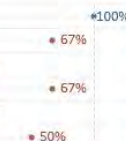
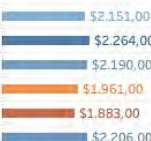
Pedal Prince

The Bike Company

All Sports

Swift Industries

Spin Doctors



Where do we sell eBike 7?

Warehouse Current Customer



© 2022 Menbox © OpenStreetMap

Supply vs Demand %: Last 3 months - Coming 3 months (based on existing Sales Orders)





# Product Deep-dive

Sep-22





# Product Deep-dive

Sep-22

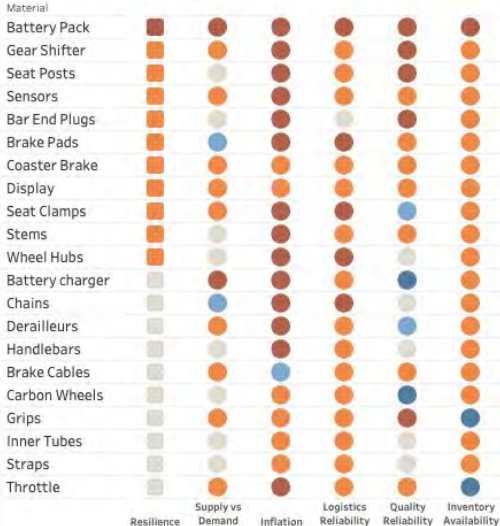
VERY LOW Resilience

eBike 7 (pcs)  
Product Category: Electric Bikes

Hide material dependencies

+10,6%  
Material Price Index

eBike 7 uses the following materials:



Click to deep-dive to a specific material



Where do we sell eBike 7?



Supply vs Demand %: Last 3 months - Coming 3 months (based on existing Sales Orders)





Supply Intelligence

# Product Deep-dive

Sep-22

VERY LOW Resilience

**eBike 7** (pcs)  
Product Category: Electric Bikes

Hide material dependencies

+10,6%  
Material Price Index

eBike 7 uses the following materials:

Material

Battery Pack

Gear Shift

Seat Post

Sensors

Bar End Plugs

Brake Pads

Coaster Brake

Display

Seat Clamps

Stems

Wheel Hubs

Battery charger

Chains

Derailleurs

Handlebars

Brake Cables

Carbon Wheels

Grips

Inner Tubes

Straps

Throttle

6 items selected - SUM of AGG(Placeholder (num)): 0

Battery Pack

Resilience

Supply vs Demand

Inflation

Logistics Reliability

Quality Reliability

Inventory Availability

Click to deep-dive to a specific material

SUPPLY vs DEMAND Sep-2022

A

SUPPLY vs DEMAND

-34 pcs  
Missing

▲ 67%  
Supply vs Demand %

+1.0 pt(s) vs Aug-22

DEMAND for eBike 7

DEMAND VOLUME

PRICE

▲ 103 pcs  
Total Demand Qty

▲ \$2.061,06 /pc  
Average Selling Price

+106,0% vs Aug-22

+0,9% vs Aug-22

SUPPLY of eBike 7

SUPPLY VOLUME

LOGISTICS

QUALITY

SHORTAGE

▲ 69 pcs  
Total Supply Qty

+109,1% vs Aug-22

▲ 63%  
OTIF %

+4,2 pt(s) vs Aug-22

▲ 7,4%  
Defects %

+4,4 pt(s) vs Aug-22

▲ \$ 70K  
Product Shortages

+101,7% vs Aug-22

Customer →

Ninja Bike

Pedal Prince

The Bike Company

All Sports

Swift Industries

Spin Doctors

Supply vs Demand %

Demand Quantity

Average Selling Price

Supply Quantity

Product OTIF %

Defect %

Product Shortages

Where do we sell eBike 7?

Warehouse

Current Customer

Chicago 0 pcs

London 0 pcs

New Delhi 0 pcs

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Supply vs Demand %: Last 3 months - Coming 3 months (based on existing Sales Orders)

Past

Current

Upcoming

Upcoming 3 months

Demand vs Supply

Supply vs Demand %

Average Selling Price

Missing -295 pcs

Supply vs Demand x 52%

Demand Quantity 609 pcs

Supply Quantity 314 pcs





Supply Intelligence

# Material Deep-dive

Sep-22

VERY LOW Resilience

**Battery Pack** (pcs)  
Material Category: Electric System

Show product dependencies ...

Supply vs Demand

Inflation

Logistics

Quality

Inventory

VERY LOW Reliability

HIGH Increase

VERY LOW Reliability

VERY LOW Quality

STOCK-OUT

Price of Battery Pack

**\$ 956,95** / pcs  
Average Buying Price

\$ 615,13

\$ 956,95

Air: +29,0%

Ocean: +28,8%

Road: +27,8%

Rail: +23,1%

+7,9% vs Aug-22

Price Index: ▲+26,4%

Price Volatility

LOW Price Volatility

How many Battery Pack do we have in stock?

Warehouse

WH Chicago

WH London

WH New Delhi

0 pcs

0 pcs

0 pcs

On-Hand Qty

On-Hand Quantity

-100,0% vs Aug-22

Recommendations for Battery Pack Stock Coverage

LOW Volume

Replenishment processes: Automated replenishment

BUFFER STOCKS: HIGH buffer – safety first

VOLATILE Demand

Inventory Control: Free stock or periodic estimation by inspection or weighing; LOW security

SUPPLY vs DEMAND Sep-2022

DEMAND for Battery Pack

SUPPLY of Battery Pack

-63 pcs

Missing

61%

Supply vs Demand %

+3,2 pt(s) vs Aug-22

162 pcs

Total Demand Qty

+0,6% vs Aug-22

\$ 956,95

Average Buying Price

+7,9% vs Aug-22

99 pcs

Total Supply Qty

+6,5% vs Aug-22

44%

OTIF %

+1,0 pt(s) vs Aug-22

6d

Replenishment Time

-7,8d vs Aug-22

14,1%

Defects %

+11,9 pt(s) vs Aug-22

Supplier →

AllTech Group

Greenholt Group

Brews Brothers

38%

92 pcs

\$ 966,00

85%

39 pcs

\$ 952,00

100%

31 pcs

\$ 952,00

Supply vs Demand

Demand Quantity

Average Buying Price

Supply Quantity

Material OTIF %

Replenishment Time

Material Defects

Show Alternative Suppliers ...

Where do we get Battery Pack from?

Warehouse

Current Supplier

Alternative Supplier

Chicago

London

New Delhi

0 pcs

0 pcs

0 pcs

Mapbox

OpenStreetMap

Supply vs Demand: Last 3 months - Coming 3 months (based on existing Purchase Orders)

Past

Current

Upcoming

Upcoming 3 months

125 pcs

151 pcs

161 pcs

162 pcs

225 pcs

209 pcs

89 pcs

104 pcs

93 pcs

99 pcs

86 pcs

87 pcs

68%

69%

58%

61%

38%

42%

\$ 691,24

\$ 816,00

\$ 887,22

\$ 956,95

\$ 1.161,28

glu-22

lug-22

ago-22

set-22

ott-22

nov-22

Missing

Supply vs Demand

Demand Quantity

Supply Quantity

-261 pcs

40%

434 pcs

173 pcs





# Supply Intelligence

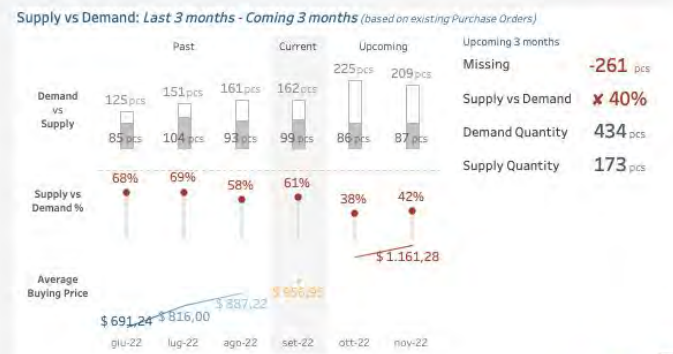
## Material Deep-dive

Sep-22



Products Shorttag... Availability... Resilien... Deep-di...  
Customers Shorttag... Availability... Resilien... Deep-di...  
Materials Shorttag... Availability... Resilien... Deep-di...  
Suppliers Shorttag... Availability... Resilien... Deep-di...

Material: Battery Pack





Supply Intelligence

# Supplier Deep-dive

Sep-22

High Reliance

### Power Bikes

Headquarter in London (United Kingdom)

Supply vs Demand

Inflation

Logistics

Quality

Demand Volume

MEDIUM Reliability

HIGH Increase

VERY HIGH Reliability

VERY HIGH Quality

HIGH Volume

Where do Power Bikes's deliveries come from?

Warehouse Power Bikes

© 2022 Mapbox © OpenStreetMap

Routes between suppliers and warehouses, colored by OTIF %, sized by Material Supply \$

Route

Stuttgart → London

Stuttgart → New Del...

Stuttgart → Chicago

Supply vs Demand %

Supply Amount

Material OTIF %

Replenishment Time

93%

\$ 37K

100%

49d

94%

\$ 23K

100%

153d

95%

\$ 11K

100%

164d

SUPPLY vs DEMAND

DEMAND for Power Bikes

SUPPLY of Power Bikes

93%

\$ 77K

+1,1%

Supply vs Demand %

Material Demand

Price Index

-1,3 pt(s) vs Aug-22

+68,0% vs Aug-22

(Price increase)

▲ \$ 71K

Material Supply

+65,7% vs Aug-22

100%

OTIF%

54d

Replenishment Time

0,7%

Defects%

-0,7 pt(s) vs Aug-22

Material Category

Frames & Forks

Wheels

Electric System

Transmission

Saddles & Seat Posts

Supply vs Demand %

Demand Amount

Average Buying Price

Supply Amount

Material OTIF %

Replenishment Time

Material Defects %

92%

\$ 48K

\$ 1,009,68

\$ 44K

100%

179d

0,0%

94%

\$ 18K

\$ 568,62

\$ 16K

100%

180d

0,1%

93%

\$ 5K

\$ 3,82

\$ 3K

100%

156d

6,6%

94%

\$ 3K

\$ 26,55

\$ 2K

100%

132d

0,2%

94%

\$ 1K

\$ 29,73

\$ 1K

100%

159d

5,4%

Material →

Carbon Frames

Carbon Wheels

Fixie Frames

Steel Frames

Electric motor

Supply vs Demand %

Demand Amount

Average Buying Price

Supply Amount

Material OTIF %

Replenishment Time

Material Defects %

91%

\$ 33K

\$ 3,020,00

\$ 30K

100%

182d

1,9%

94%

\$ 17K

\$ 1,090,00

\$ 16K

100%

199d

0,0%

95%

\$ 10K

\$ 481,00

\$ 10K

100%

172d

1,9%

93%

\$ 5K

\$ 329,00

\$ 5K

100%

183d

1,9%

93%

\$ 4K

\$ 271,00

\$ 4K

100%

160d

7,1%

Show historical purchases ...

Power Bikes: Prices Evolution

Price Index vs other suppliers

Carbon Frames

Carbon Wheels

Fixie Frames

Steel Frames

Supply

Price Index

\$ 3,020,005 3,020,00

▲ +2,3%

▲ +1,1%

▲ +2,0%

Power Bikes (+1,1%)

Supply vs Demand: Last 8 months - Coming 3 months

gen-22

feb-22

mar-22

apr-22

may-22

jun-22

jul-22

ago-22

set-22

oct-22

nov-22

dic-22

93%

93%

93%

93%

94%

94%

93%

94%

94%

94%

93%

94%

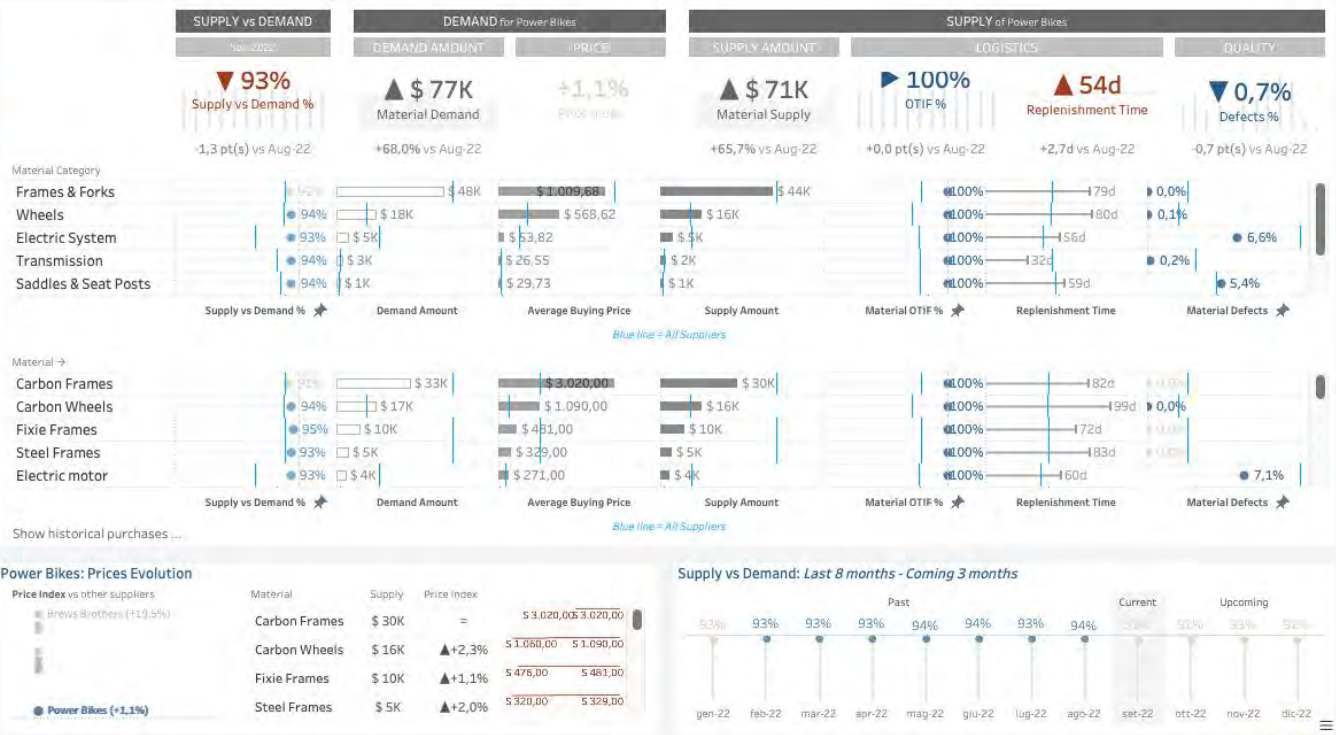
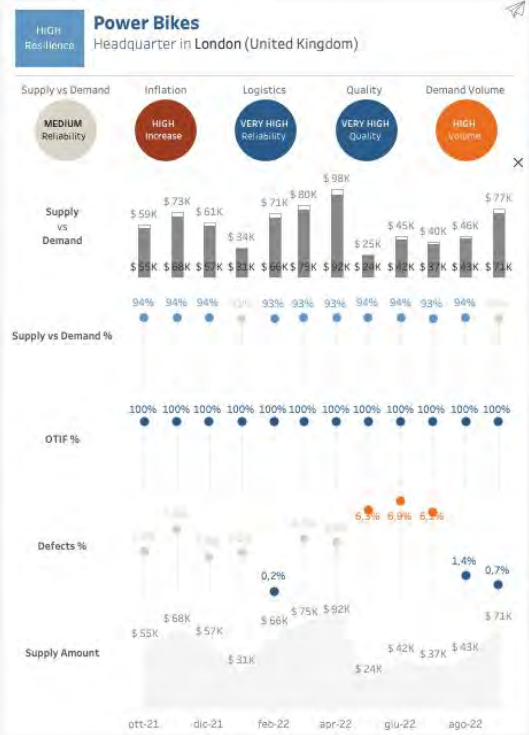




Supply Intelligence

# Supplier Deep-dive

Sep-22





Supply Intelligence

# Supplier Deep-dive

Sep-22

High Reliance

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172d

1,9%

93%

\$ 5K

\$ 329,00

\$ 5K

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183d

1,9%

93%

\$ 4K

\$ 271,00

\$ 4K

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160d

7,1%

Show historical purchases ...

Power Bikes: Prices Evolution

Price Index vs other suppliers

Carbon Frames

Carbon Wheels

Fixie Frames

Steel Frames

Supply

Price Index

\$ 3,020,005 3,020,00

\$ 1,080,00 \$ 1,090,00

\$ 478,00 \$ 481,00

\$ 320,00 \$ 329,00

Power Bikes (+1,1%)

Supply vs Demand: Last 8 months - Coming 3 months

gen-22

feb-22

mar-22

apr-22

may-22

jun-22

jul-22

ago-22

set-22

oct-22

nov-22

dic-22

93%

93%

93%

93%

94%

94%

93%

94%

94%

92%

93%

94%





# Supplier Deep-dive

Sep-22



## Power Bikes

Send a Quotation Request

Requested material  
Battery Pack

Quantity  
100 pcs

Send

### Where do Power Bikes's deliveries come from?

Warehouse ● Power Bikes



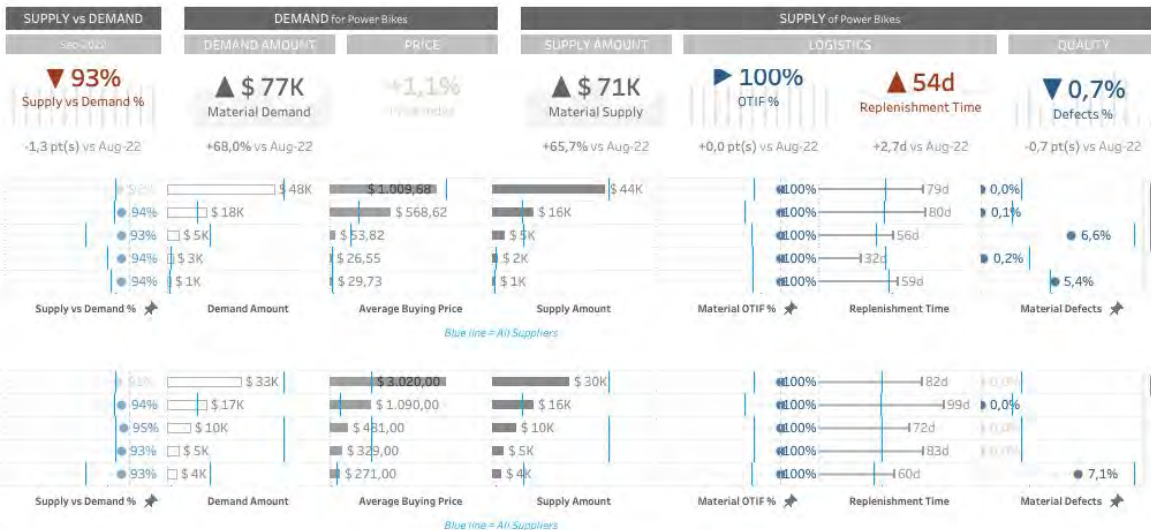
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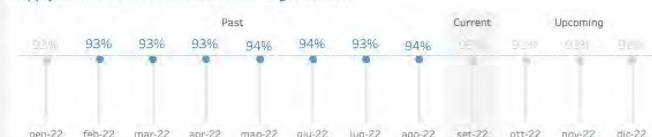


Show historical purchases...

### Power Bikes: Prices Evolution



### Supply vs Demand: Last 8 months - Coming 3 months





# "Supply Intelligence": Accelerator - Value Map

salesforce



## DATA

3 main datasets

## BUSINESS LOGIC

Detailed & Consolidated Perspectives

## BUSINESS INSIGHTS

Insights, Guidance and Actions

## BUSINESS OUTCOMES

### Product Demand

### Material Purchases

### Inventory Positions

80+ KPIs

5 Strategic Pillars

3 Resilience Scores

#### Products & Sales

Supply vs Demand	Product Supply / Total Sales (Qty, \$) Product Demand (Qty, \$) Product Shortages (%), \$) Supply vs Demand % (Qty, \$)
Price	Average Selling Price; Price Index
Logistics	Nb Deliveries Nb Deliveries OTIF Product OTIF % Delivery Time
Quality	Defects (Qty, \$, %)
Inventory	Product Positions Positions Out-of-Stock (Nb, %) Positions Below Safety Stock (Nb, %) Positions At-Stock (Nb, %) On-hand (Qty, \$) Overstock (Qty, \$); Missing Stock (Qty, \$)
Product	Nb of Products
Customer	Nb of Customers

Supply vs Demand Reliability

Inflation Impact

Logistics Reliability

Quality Reliability

Inventory Availability

PRODUCT RESILIENCE SCORE

#### Materials & Purchases

Supply vs Demand	Material Supply / Total Purchases (Qty, \$) Material Demand (Qty, \$) Material Shortages (%), \$) Supply vs Demand % (Qty, \$)
Price	Average Buying Price; Price Index
Logistics	Nb Deliveries Nb Deliveries OTIF Material OTIF % Replenishment Time
Quality	Defects (Qty, \$, %)
Inventory	Material Positions Positions Out-of-Stock (Nb, %) Positions Below Safety Stock (Nb, %) Positions At-Stock (Nb, %) On-hand (Qty, \$) Overstock (Qty, \$); Missing Stock (Qty, \$)
Material	Nb of Materials
Supplier	Nb of Suppliers

Supply vs Demand Reliability

Inflation Impact

Logistics Reliability

Quality Reliability

Inventory Availability

MATERIAL RESILIENCE SCORE

SUPPLIER RESILIENCE SCORE

### Supply Chain 360 across five pillars:

#### 1. Supply vs Demand Reliability

- Impact of supply disruptions
- Shortages
- Product/Material dependencies
- Assess supplier risk
- Identify alternative suppliers
- Pinpoint Single Supplier dependencies

#### 2. Inflation Impact

- Measure impact of inflation
- Assess Price volatility
- Transport effect on prices

#### 3. Logistics Reliability

- Transport effect on deliveries
- Best/worst suppliers
- Best/worst served customers

#### 4. Quality Reliability

- Top offenders
- Best/worst suppliers

#### 5. Inventory Availability

- Item availability
- Forecasted missing stock
- Suggest stock coverage actions: replenishment process, buffer stock, inventory control
- Pinpoint overstock
- Cost of missing stock

Minimize Product Shortages

Improve Customer Service

Reduce Supply Disruptions

Optimize Procurement Strategy

Enhance Inventory Management





# Intelligent Customer Centric Supply Chain

Supply Chain Engagement Layer



## Key Business Goals



**Visibility** on  
demand &  
supplies, risks



**Collaboration**  
reducing handoffs  
and friction



**Prediction** on  
delivery promise

## Capabilities



Demand Forecasting



Inventory Visibility



Risk Analytics



Digital HQ



Supplier Relation-  
shipmanagent



Maintenance  
Sustainability



## Quantified Benefits



Demand Prediction



Supply Prediction



Supply Risk



Supplier Engagement



Single Source of Truth



Cost/Product Risk



On Time and Full



Cost to Serve



Cost of Goods Sold



Sustainability





# Panel Discussion



**Riccardo Bianchi**

*Group Head After  
Sales & Services IOT*



**Carlotta Dainese**

*Customer Excellence  
and Commercial  
Innovation Director*



**Michele Vitali**

*Group Commercial  
Services Director*



**Prysmian**





# Top challenges for Manufacturers in Italy





# Panel Discussion



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# Thank you

