The Collision of Social Media and the Global Supply Chain

October 2011
Social Media
The pace at which social media is being adopted is astounding
And is changing the way we interact with each other...
Globalization
There movement of goods, services and cash across borders has exploded in the past 25 years.
The impacts of globalization on the physical supply chain

Physically moving more and more product further around the globe...

- COGS
- Dependence on single supply source

Opportunity

- Transportation costs
- Carbon footprint
- Supply chain complexity
- Lead time
- Inventory levels
Social Media + Globalization
This presentation is NOT about:

- The need to learn chat acronyms to understand what our kids (or employees) are talking about;

- The power of embedding web chat in B2B software applications;

- The benefits of replacing 100 page on-line help docs with 3 minute Youtube videos

It IS about...
New Information Models
the single enterprise
Connecting across company boundaries?

Has been extremely expensive, risky, and not conducive to agility
Global Supply Chain Network
How does the technology behind social networking enable new information models?

Personal address book

It is not just about “cloud”…
Social network sites have successfully *inverted* the information model…

**the Single Page Information Model**

- One profile
- Many links to that one profile
- When a profile changes, it changes for everyone at once

…moving the “single version of the truth” to the cloud
In Supply Chain, this model is especially powerful

Breakthrough levels of visibility and collaboration!
The concept of *Crowd Sourcing* can also be leveraged to benefit the Global Supply Chain.
The concept of *Community and Collaboration* can also be leveraged to benefit the Global Supply Chain

- Ranking suppliers
- Sharing best practices
- Solving operational issues
- General networking
- Speaking as an industry voice
Summary

The astounding growth of both Social Networks and Globalization are combining to deliver:

- Unprecedented levels of visibility and collaboration across global supply chains enabled by new information models

- The ability to “crowd source” data quality and partner management across the industry

- Exciting new opportunities for B2B, Peer to Peer collaboration among transportation and logistics professionals
Thank you.