



**Digital Supply Chain Institute Research 2019  
Annual Survey Report - Part 1**

# Digital Supply Chain Institute



- DSCI is a part of the non-profit [Center for Global Enterprise](#) (CGE) based in New York. DSCI focuses on helping companies rapidly implement a Digital Supply Chain.
- This is a supply chain that not only operates efficiently and with quality but also has done a “[Frontside Flip](#)” and faces the customer to grow revenue and market share.
- DSCI investigates how supply chains are being impacted by new platform business models and technologies.
- DSCI assesses and captures management practices core to digital supply chains.
- DSCI develops advanced practical management insights, tools and learning for C-level executives and their organizations.

# Survey Details

- Digital Supply Chain Institute conducts annual surveys of leading issues, identified by global supply chain leaders, impacting supply chains.
- This report is part 1 of the 2019 survey and covers the following topics:
  - **Data Trading:** Creating data trading frameworks to identify, value and obtain the critical data you need to enhance performance
  - **Talent and Organizational Strategy:** Develop and execute a digital supply chain people strategy model for competitive advantage
  - **Blockchain:** Current status and thinking around Blockchain implementation

# Survey Demographics

- Survey data collected between June 15 and July 15 from direct responses and social media
- Responses from over 150+ supply chain executives from over 14 countries
- Survey reached across industries, such as Manufacturing, Consumer Goods, Technology, many more



# Data Trading

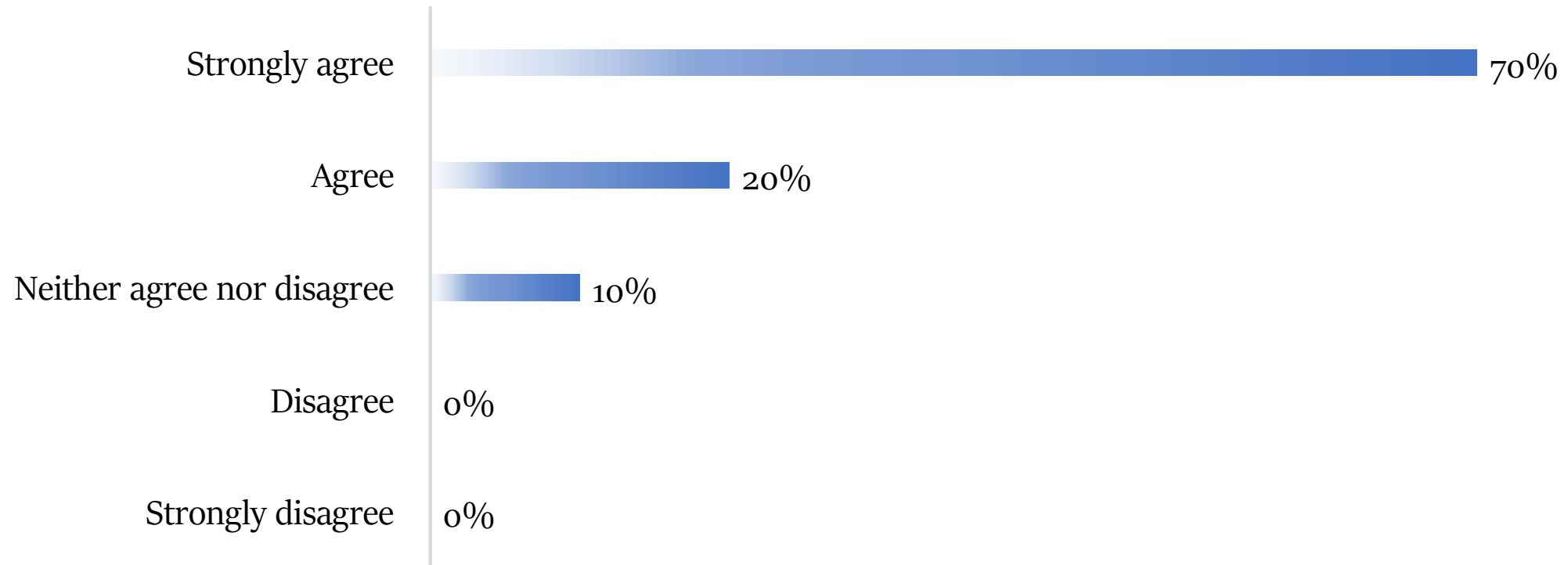
# Data Trading

- One of the major hurdles companies face in transforming to a Digital Supply Chain is their inability to get “**the right**” data from customers and suppliers.
- DSCI has developed a Data Trading Framework to overcome this major hurdle by using a laser-focus on specifically what data is needed and what can be traded to get it
- DSCI, with its members, developed the following questions to explore the need for a change catalyst and how data trading can fill the role.
- The following survey results provide an overview of what companies from around the world are thinking about trading data with their suppliers and customers.

# Key Takeaways

- Companies are struggling to find ways to accelerate their digital supply chain transformation.
- Today most data sharing between companies is limited to the specific transaction taking place.
- 55% of the respondents agree/strongly agree that a data sharing framework to identify and value needed data would be helpful.

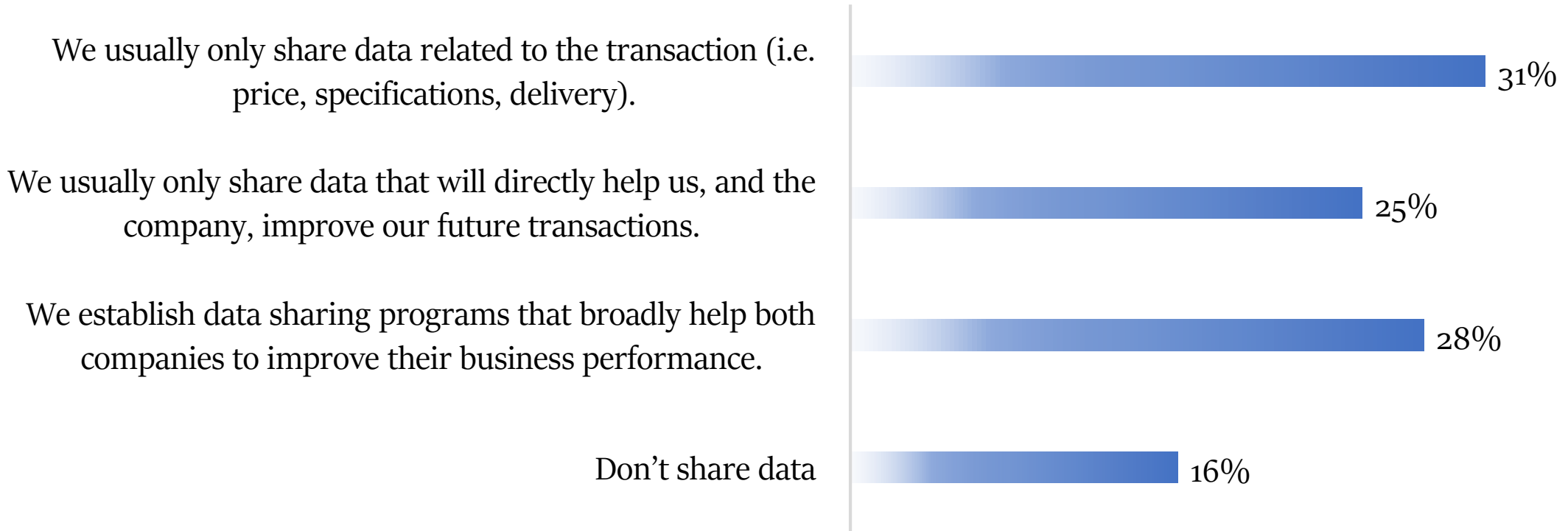
Everyone is looking for a catalyst to accelerate their digital supply chain transformation.



**Q. We are looking for ways to accelerate our digital supply chain transformation.**

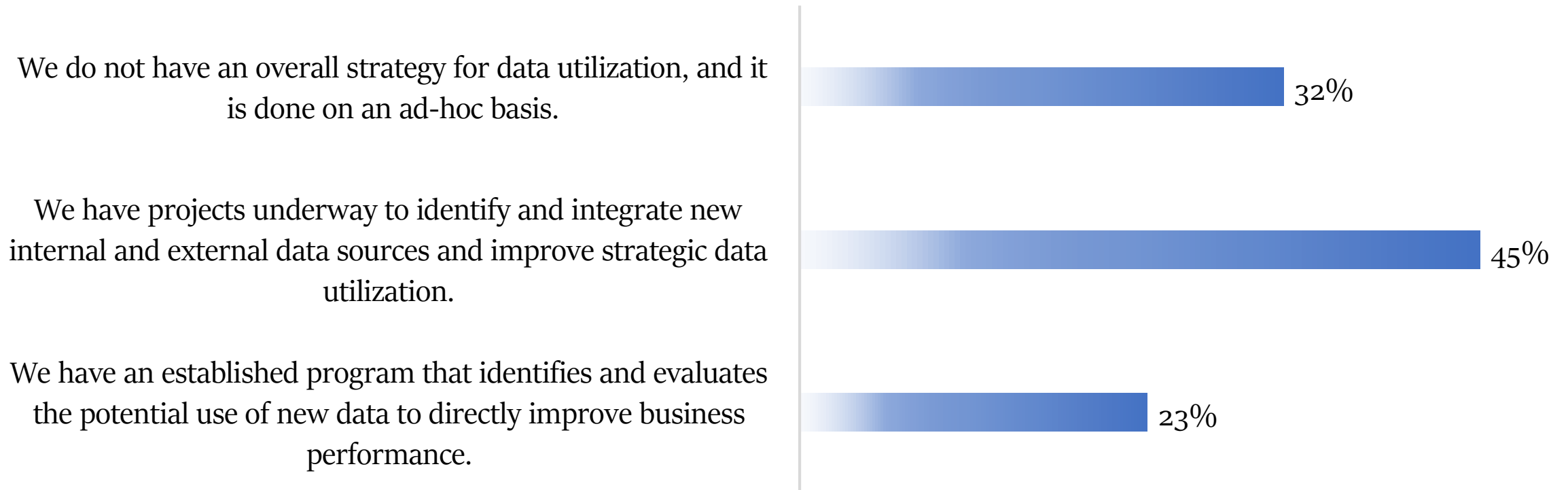


# Only 28% of the respondents think about data sharing beyond the transaction.



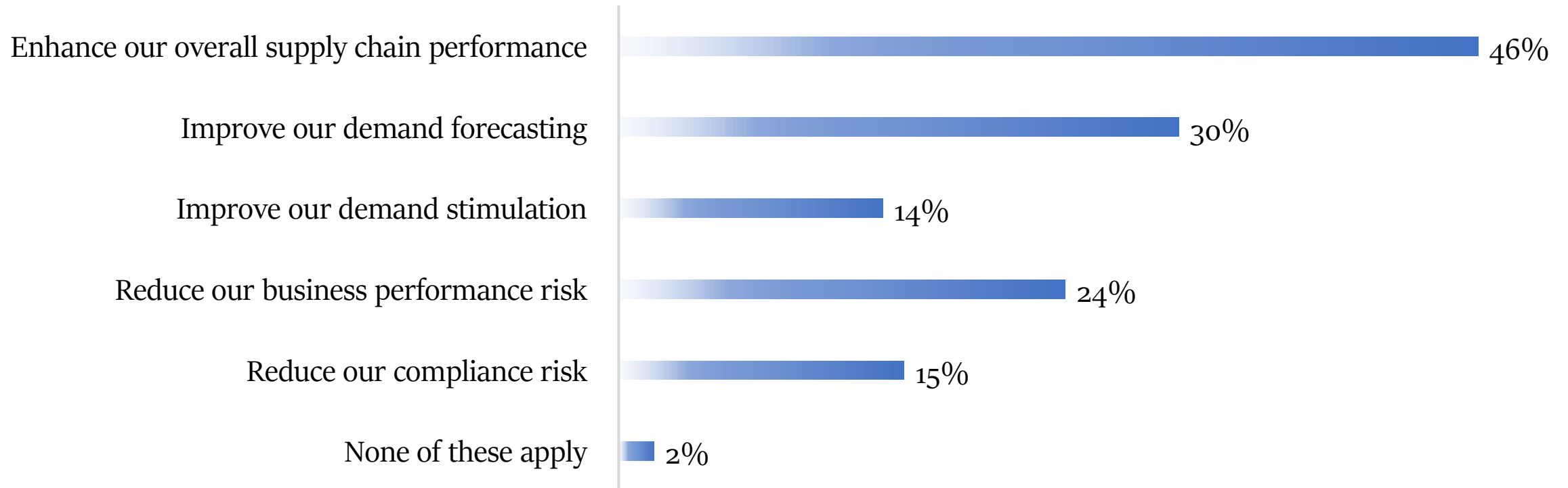
**Q. The following best describes our approach to data sharing with key companies in our supply chain.**

Although 72% are working on strategic data utilization, only 23% are systematically about evaluating new data.



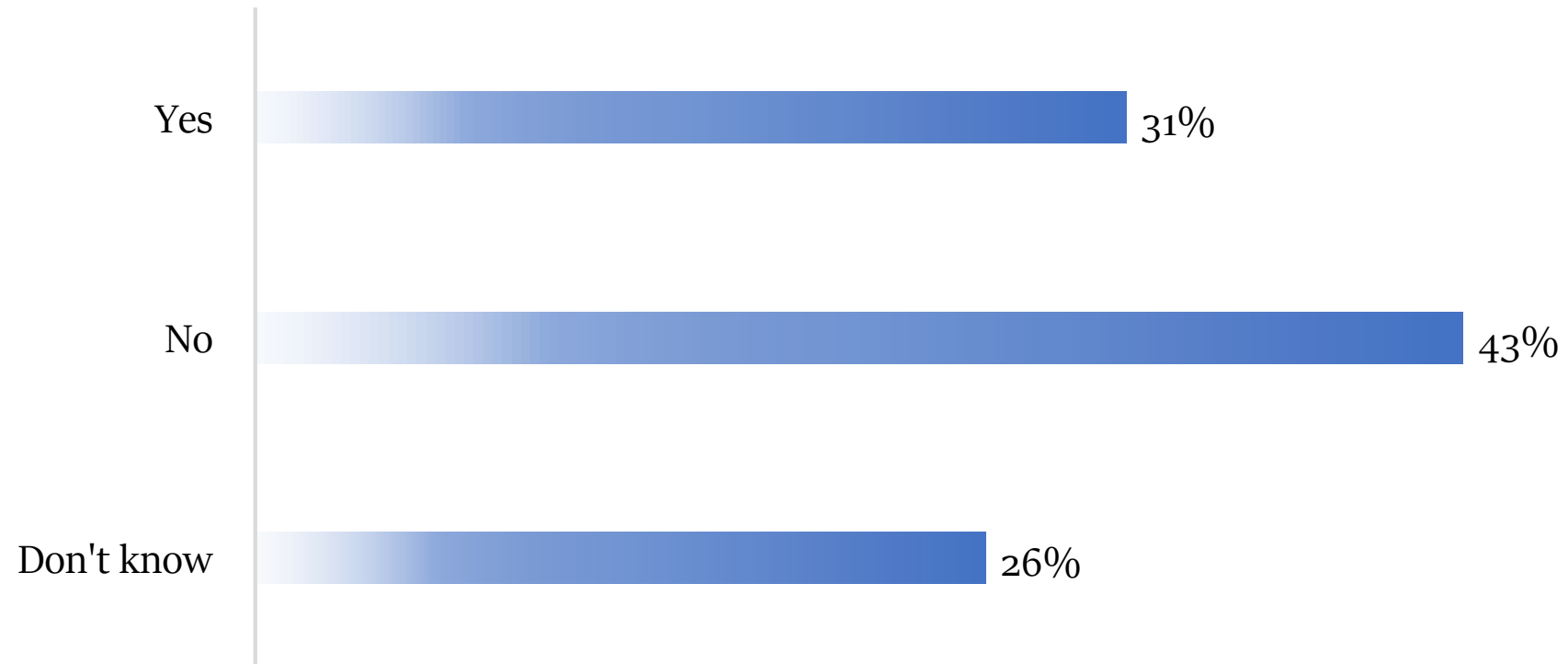
**Q. In our supply chain function, our current strategic data utilization is best described in the following way:**

# If companies have a program to identify new data, it is usually focused on enhancing traditional supply chain



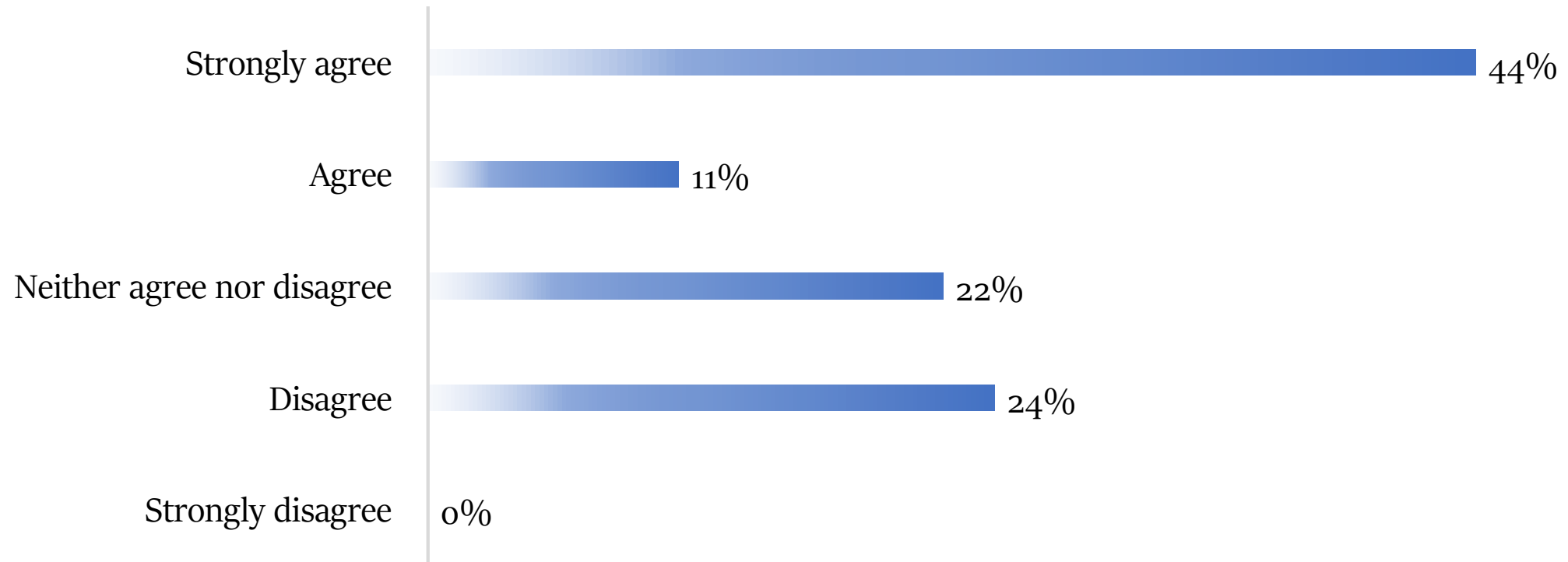
**Q. We currently have a program in place that routinely identifies specific new data that would do the following:**

3 The majority of companies are not systematically identifying and ranking what data would enhance their business performance.



**Q. We currently have a program in place that routinely assigns a ranking or value to the impact specific new data would have on business performance.**

55% of the respondents agree/strongly agree that data sharing framework is helpful in identifying data needed and assign value.



**Q. Having a framework for sharing data with customers and suppliers that helps us identify and value exactly what data we want and what we are willing to give would be useful.**



# People and Talent Strategy

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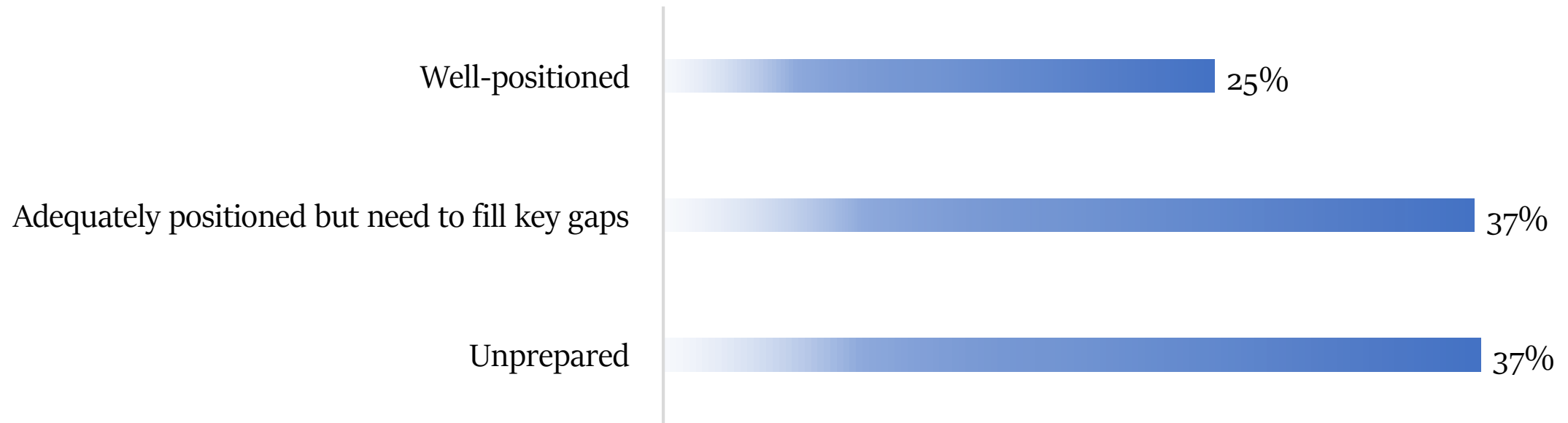
- DSCI members have reported real shortages of the digital talent needed to execute digital supply chain transformation.
- Our survey focused on three key pillars of the supply chain talent framework; Acquisition, Development, and Integration.
- DSCI, with its members, developed a set of questions that explored the level of organizational alignment of people and talent strategies compared with enterprise digital strategies.
- The following insights give you an overview of what company respondents are thinking when it comes to recruiting and developing supply chain talent.

# Key Takeaways

- A majority of firm's surveyed reported a concern that their current talent pool is inadequate for executing strategy
- Meanwhile, there is a lack of reported actions to develop meaningful digital talent strategies to close the gap
- Talent brands, a meaningful way to attract digital talent, must be developed and improved
- Also, firm's now see the development of existing talent, rather than acquisition, as the primary way to close the skills gap

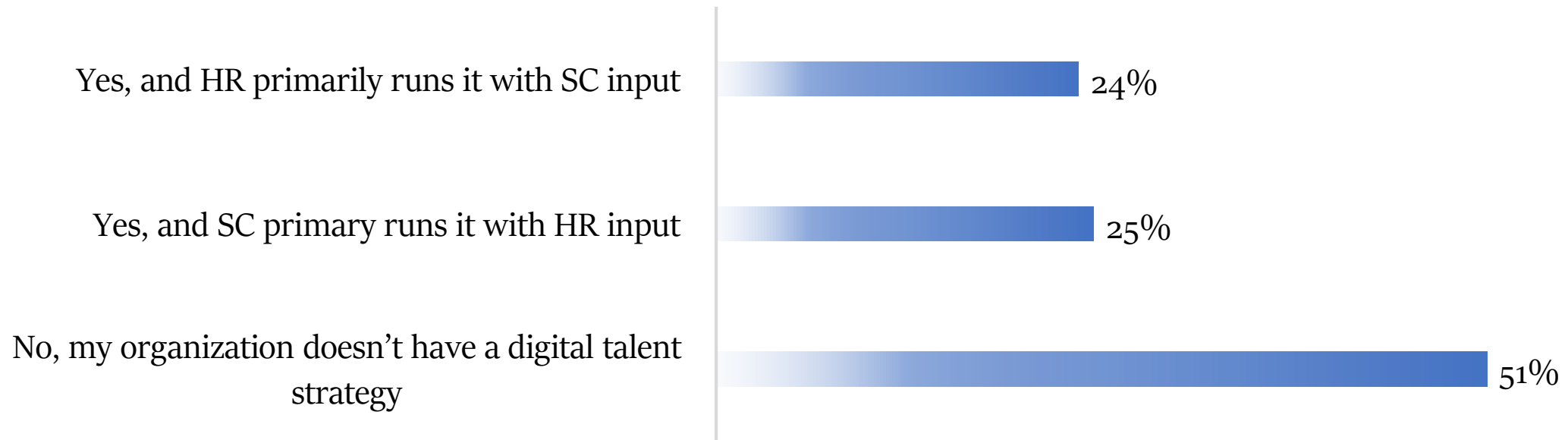


Most organizations must take immediate action to improve their supply chain talent.



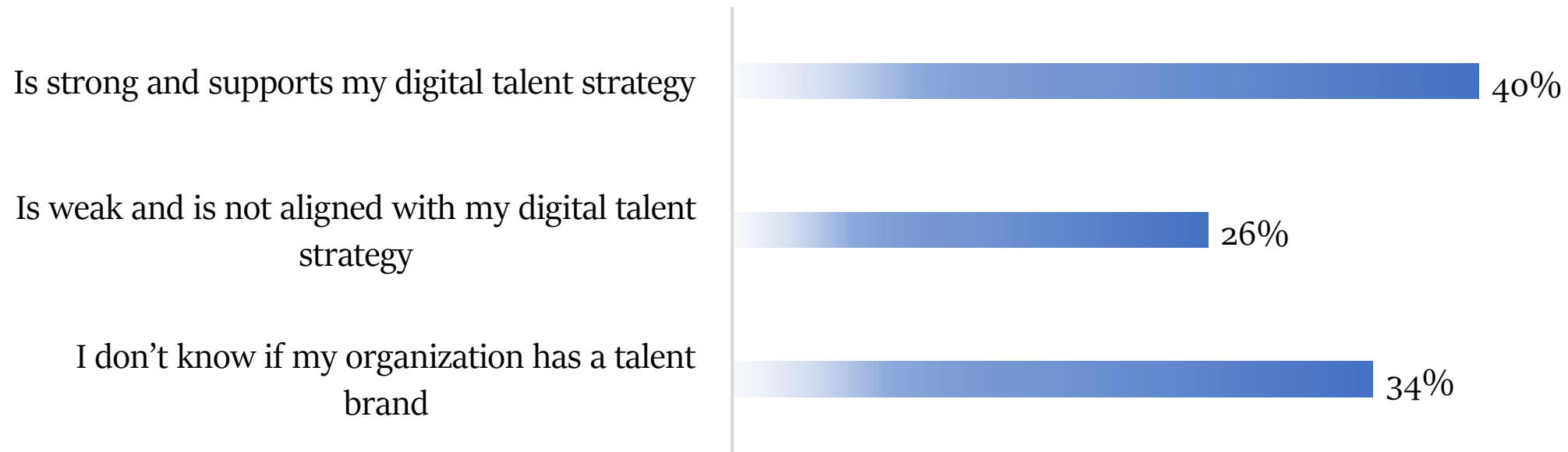
**Q. Is your organization's current supply chain talent pool adequate for executing your organization's near term and next level strategy?**

Majority of firms do not have a supply chain driven digital talent strategy.



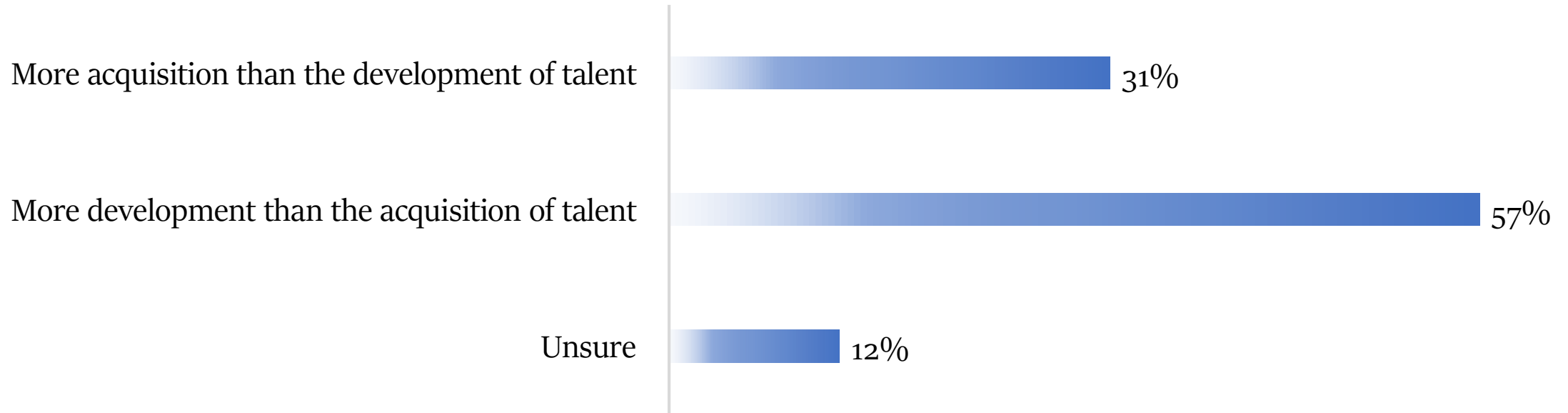
**Q. Does your organization have a “digital talent strategy” (that is a talent strategy specifically adapted to new digital skills)?**

Talent brands must be developed and improved in order to attract critical digital talent.



**Q. Your organization's talent brand (the brand recognition power that attracts talent):**

Development of talent has now overtaken acquisition as the primary way to close the talent gap.



**Q. How will you close the talent gap?**

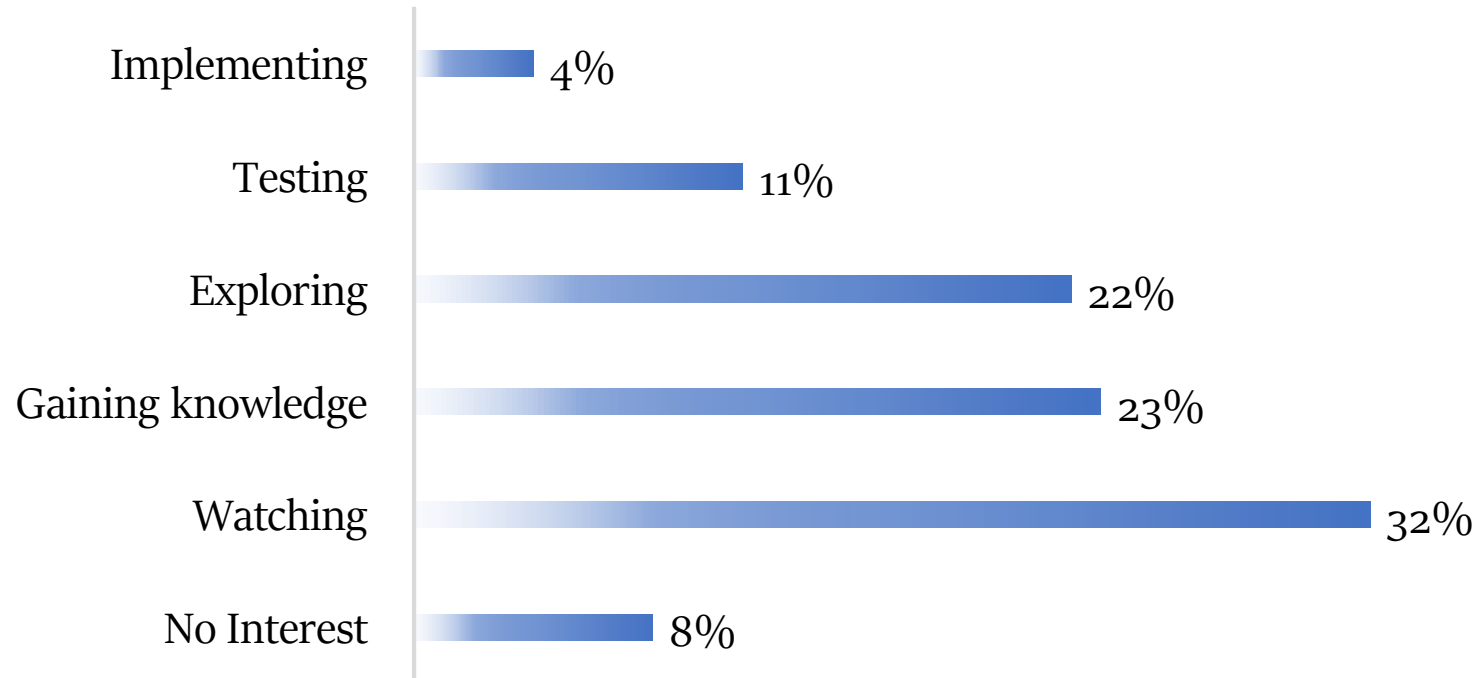


# Blockchain

# Blockchain

- Blockchain has been named a “Game Changer” by DSCI members, yet there is much skepticism of its application and value creation.
- DSCI developed a set of questions that explore the adoption of blockchain technology and identify use-cases being investigated by global enterprises.
- The following survey gives an overview of what major companies are doing with blockchain and highlights use-cases being investigated and implemented.

Most of the enterprises are still tentative about Blockchain implementation , few are testing. Only 4% of the respondents are implementing the blockchain solution and the overall trend is very similar to what we saw in 2018



**Q. How is your company thinking about Blockchain?**

# List of Use Cases



Track and Trace in supply chain has been the most implemented/ tested out use case. However there are various prominent drivers under this:

- Fair trader manufactured responsibly ( appropriate wages , no child labor)
- Regulatory requirements
- Risk management
- Supplier collaboration
- Corporate Social Responsibility
- Sustainability
- Demand planning on the backend.
- Managing the shipping paperwork
- Smart contracts



Insurance Claims in various industries



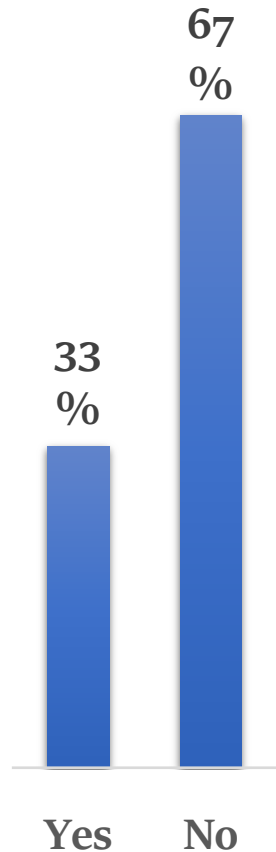
Health care use cases:

- Patient Health records
- Counterfeit drugs

**Q. What use case are you currently exploring?**



Two thirds of the survey takers are unaware of any Blockchain use cases in Production. Respondents who said yes to this, have identified the same ones which are popular in press/media.



### Companies mentioned that have blockchain in production

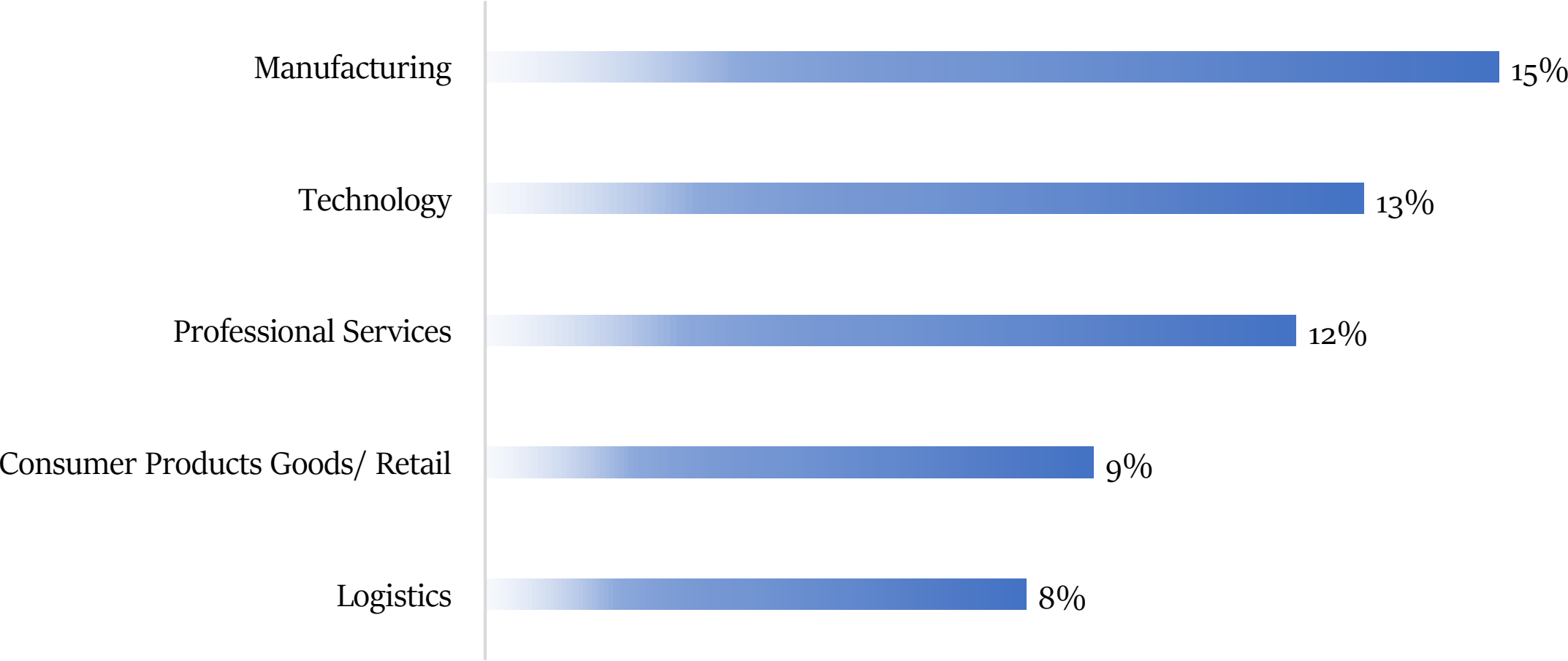
- British American Tobacco
- Citius Tech
- Concha y Toro
- DeBeers
- EOS Dublin
- HSBC
- Microsoft
- One Network and Lenovo
- TradeLens and IBM
- Walmart
- IBM
- Maersk

**Q. Have you seen any Blockchain use cases in production?**



# Demographics

# Top 5 principal industries of the respondents



# Geography

- Argentina
- Bangladesh
- Brazil
- France
- Germany
- India
- Indonesia
- Japan
- Mexico
- Pakistan
- Spain
- United Kingdom
- United States

# Revenue of the organizations

