



Institut Manajemen Telkom (<http://www.imtelkom.ac.id>)

LIVING SUPPLY CHANGE (HOW TO MOBILIZE THE ENTERPRISE AROUND DELIVERING WHAT YOUR CUSTOMER WANT)

This book (Living Supply Chain) describes a new model for understanding your customers, giving you practical ways to allocate your resources to the customers across your many supply chains. It is all about understanding more about your customer expectation, so that you'll have better chance of understanding how they wish to buy your products or services. Ultimately, you'll be in a better position to provide the exact response they desire. The author calls this principle of matching changing customer needs and desires with different supply chain strategies dynamic alignment. It is dynamic because it more accurately tracks the ebb and flow of peoples's energy. It is as alive as the people who buy your goods and services, and dynamic alignment is exactly what is called for today as businesses get out of their cost-reduction zone and put growth back on the agenda. To grow, you cannot afford to have pain points in the supply chain, blocking the delivery of goods and services or increasing the cost-to-serve. Through the dynamic alignment model, this book provides a structured way of linking customer expectation to the operational side of your enterprise, and systematically modifying fulfillment processes as customer change their buying preferences – as they surely will. These are living supply chains, and designing your strategies around the people who make up today's supply chains will help you to capture new customers, sustain current ones and secure new value for your business.



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