

Leveraging a command center to achieve end-to-end supply chain visibility

Optimize processes and build
operational resilience through
actionable insights



“Command centers expand on functional control towers and become an important part in a supply chain application portfolio. Supply chain technology leaders who aim to increase cross functional process efficiency and decision quality should explore the potential of compelling command center use cases.”

– Christian Titze, Research Vice President, Gartner ²

Business backdrop

With high energy costs, high inflation rates, and a need to develop greener and more sustainable business processes, companies are facing a perfect storm. Companies restructuring physical supply chain operations, in some cases near shoring operations, are also looking to accelerate digital transformation initiatives, such as migrating business software environments to the cloud.

Accelerating cloud migration projects allows companies to build flexibility and scalability into operations. At the same time, establishing a digital backbone that connects internal business applications to external trading partners, such as suppliers, logistics carriers, and financial partners, will significantly improve visibility. New government mandates, like the Supply Chain Due Diligence Act, introduced in Germany in early 2023, reinforce the need for companies to adapt business operations to survive. The act requires new levels of end-to-end supply chain visibility, such as knowing the provenance of every part or supply of raw materials used in a product.

Establishing an overarching command center that sits on top of and across an entire digital backbone will significantly help companies obtain actionable insights into every aspect of business operations.

Establishing a data-driven command center

Command centers monitor the day-to-day operation of a company's supply chain. This includes tracking the location and condition of shipments and information that can impact operations, such as weather, applying artificial intelligence (AI) and machine learning (ML) as needed for optimization.

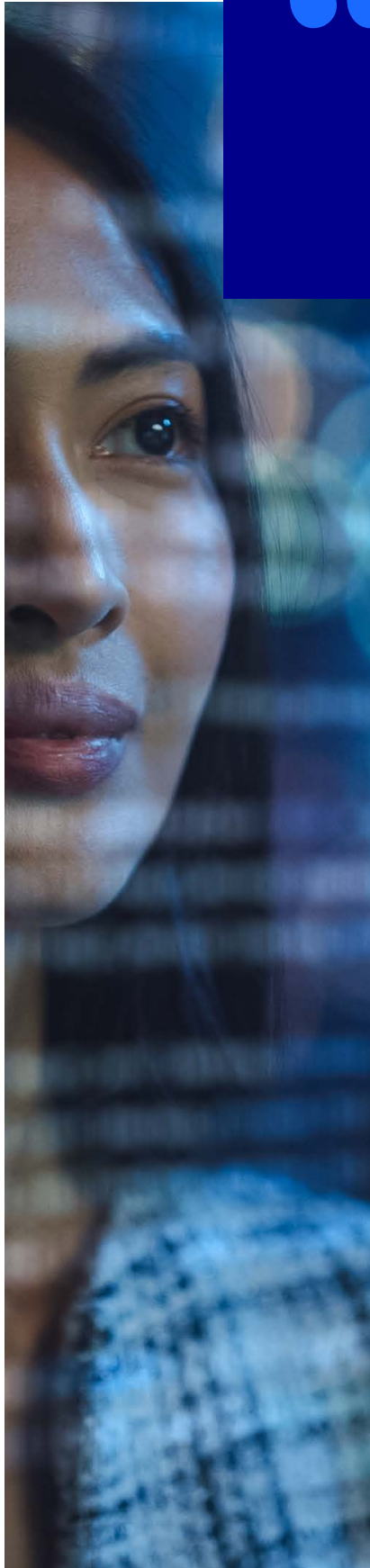
According to Gartner¹, “A data driven command center captures and uses (close to) real-time operational data from across the ecosystem and leverages the following key capabilities:

- **Digital supply chain twin** – creating a digital representation of the physical supply chain
- **Data hub** – capturing all data and events being exchanged or executed across the supply chain
- **Development library** – providing a library of AI/ML algorithms, solvers and optimizers
- **Insights** – generating insights, predictions and suggestions for improved performance
- **Integration** – leveraging intelligent workflows for process orchestration.”

¹ Gartner, Innovation Insight: Supply Chain Command Centers. (3 Jun 2022) – ID G00763392

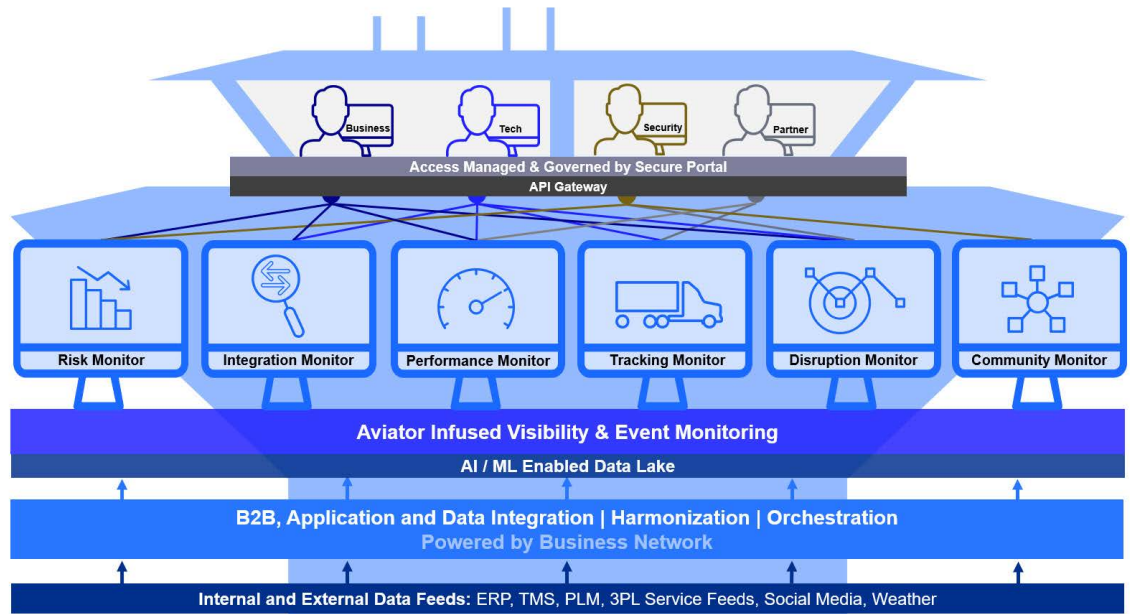
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² Ibid.



A smarter command center

Command centers should leverage a secure, role-based approach for users to access the information and insights they need. The diagram below depicts key capabilities of a command center, with a modular approach to introducing new capabilities, allowing companies to expand and adapt it as needed.



A command center has several key capabilities:

1. User authentication and access management

Assign digital identities to user groups to provide access to correct information and provision business applications as required.

2. Visibility and event monitoring

Give users access to a number of different capabilities, including:

- **Risk monitor:**

Gain Environmental, Social and Governance (ESG), financial and adverse media-related insights into trading partner communities.

- **Integration monitor:**

Provide EDI transaction-level visibility to uncover insights from each transaction as required.

- **Performance monitor:**

Embed AI/ML into all information flows to monitor the pulse of how internal and external ecosystems are performing. For example, know which supplier is delivering perfect orders on time, monitor inventory levels, and proactively order new stock before an out-of-stock situation occurs.

- **Tracking monitor:**

Know where shipments are located and what condition they are in to improve customer satisfaction levels. Leveraging an Internet of Things platform allows companies to establish a “digital twin” of physical supply chain operations.



- **Disruption monitor:**

Curate important external feeds and aggregate them into a single dashboard to provide actionable insights to optimize and adjust business processes.

- **Community monitor:**

Have visibility into Tier 2 and Tier 3 partners and how supply interruptions impact Tier 1 and OEMs to optimize logistics flows and identify points of weakness to boost network resiliency.

3. **AI/ML enabled data lake**

Manage all information flowing across the supply chain, whether EDI transaction based, IoT based, or event notification based, in a central data lake. Powerful AI/ML algorithms can then be developed to derive insights into any aspect of supply chain operations.

4. **Ecosystem integration via a business network**

Fuel command center activities with information exchanged across a business network and real-time transaction information from supply chain and logistics operations.

5. **Internal and external data feed integration**

Access additional data feeds from external providers via APIs to gain a greater level of detail from the broader business environment.

Key benefits of establishing a smarter command center

Companies have access to a tsunami of data, but information is only useful if it can be connected, aggregated, and used across the extended business ecosystem. Overlaying a command center across business operations provides a number of key benefits:

1. **Drive predictive insights to help optimize supply chain processes**

Managing all information in a central data lake allows companies to better predict the outcome of certain business decisions. The command center acts as a collaborative “war room,” where any outcome or “what if” scenario can be evaluated before being applied to the physical supply chain.

2. **Aggregate all information flows into a single data feed**

Combining information from different sources delivers deeper insights. For example, providing connectivity to transport and warehouse management systems (TMS/WMS) can allow inventory and distribution trends to be analyzed across the end-to-end supply chain. This data can be aggregated with external data feeds, such as weather and transport infrastructure conditions, allowing adaptations like re-routed logistics flows or re-calculated delivery times.

3. **Leverage data from across the extended business environment**

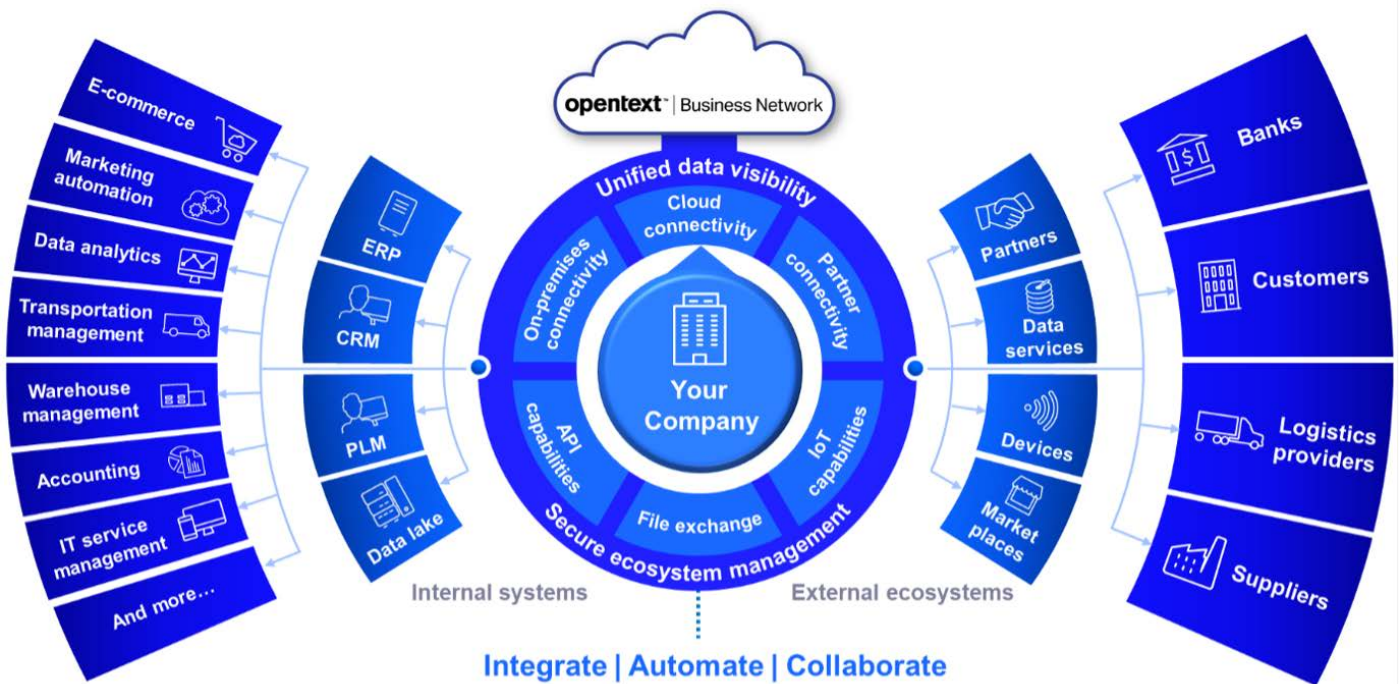
Establishing a digital twin of the supply chain by leveraging EDI transaction flows, IoT sensors, and third-party data feeds allows companies to create a near-real-time representation of physical supply chain operations. Digital twins effectively help to optimize end-to-end supply chain operations.

Taking a data-driven approach to supply chain operations will help save time, money, and resources, as well as underpin a company’s digital transformation strategy.



“B2B integration represents the backbone of a digital-first, resilient supply chain and should be a top priority for those companies that remain encumbered by manual paper-based processes.”

– Simon Ellis, Program Vice President, IDC ³



Smarter connections drive smarter insights

Establishing a single digital backbone connecting people, systems, and things across the business allows companies to aggregate different data flows and derive insights to transform operations.

To do that, they need a single, cloud-based integration platform to connect internal business systems to the external business ecosystem. Such a platform also needs to be scalable to support business growth and resilience against business disruptions. OpenText™ Business Network can serve this role for any size of company.

To establish an effective command center, ideally 100 percent of a trading partner community needs to be digitized and connected to the digital backbone, feeding transaction flows into the center's environment. **A business network allows the creation of a digital supply chain twin that underpins a command center strategy.**

³ As quoted in OpenText, *B2B Integration is the Backbone of a Digital-First, Resilient Supply Chain*. (2023)



Why OpenText?

Companies need to be able to ride the ever-growing data wave by ingesting internal and external data feeds into a central data lake. This makes it possible for actionable insights to be quickly derived and supply chain processes optimized by AI and ML tools.

OpenText™ Business Network Cloud underpins an AI-led strategy by connecting people, systems, and things to a single digital backbone. The service exchanges 33 billion transactions globally and connects more than one million trading partners.

Together, we can outline a vision and identify opportunities to quickly improve your operational excellence key performance indicators. Below are suggested next steps to ensure your command center journey is in lock step with your information management journey.

- **Initial introductory meeting**

Bring together the OpenText Global Account Director or Senior Account Representative with your organization's Account Business Unit President, COO, CTO, or decision maker on IT infrastructure investments.

- **Joint roadmap exchange**

Hold a day-long information exchange meeting with operational leaders (Directors and above) and OpenText. OpenText will gather insight about your supply chain operations and data flow initiatives, current approaches and obstacles, then provide an overview of information management technologies and best practices that support those initiatives.

- **Business Value Consulting workshop**

OpenText Business Value Consulting engages with supporting lines of business to assess current state and define a vision and roadmap for how you can implement a command center strategy for business operations..



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