



Combating Bullwhip Risk: Minimizing Disruption to Mission-Critical Supply Chains During a Crisis

WEBINAR



WELCOME



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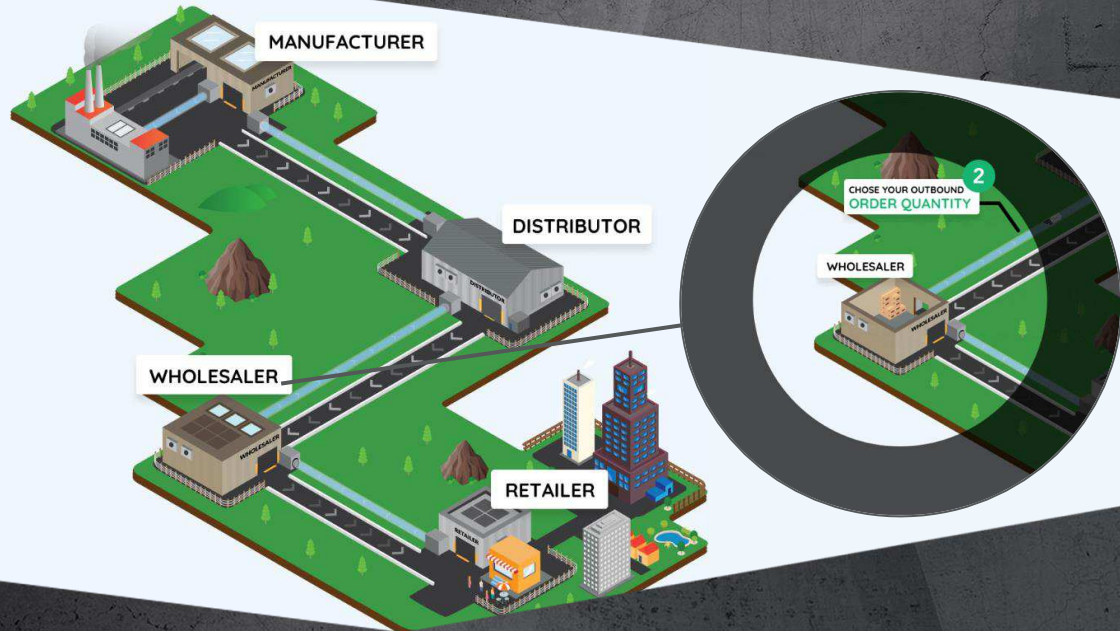
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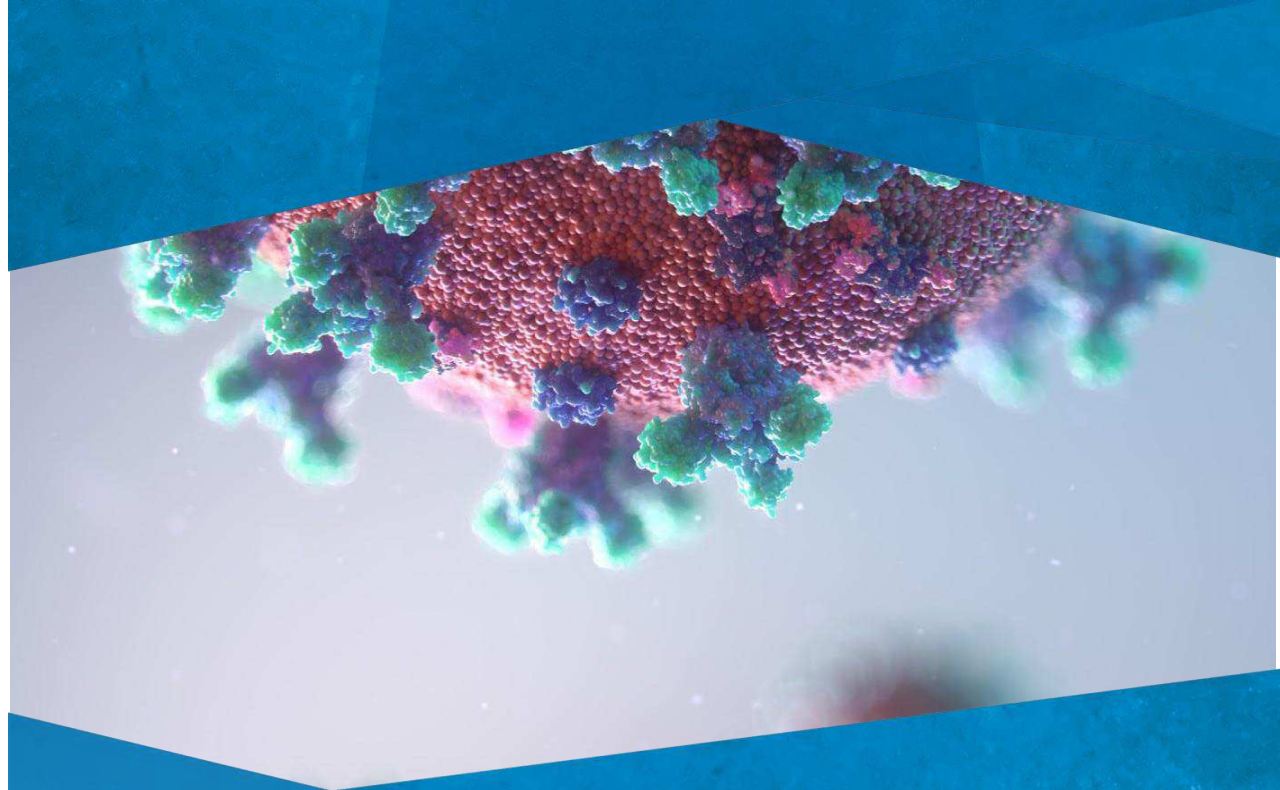


The Bullwhip Effect and Supply Chain Risk



Bullwhip Beginnings

The Beer Game teaches the phenomenon as a principle of supply chain management.



COVID-19 Impacts

Supply chain disruptions caused by this crisis are more challenging because both supply *and* demand inputs are.

Supply Chain Visibility Can Mitigate Disruption



**Transit Times &
Border Crossings**



**Reallocating
Capacity**



**Greater Urgency for
Critical Supplies**

How did we get here?

1

Panic buying

2

Increased need for essentials

3

Drop in demand for non-essentials

Managing Shifts in Demand

**How can
you account
for these
risks?**

- **Accommodating shifts in channel and buyers**
- **By building in redundant or variable capacity in source/make/deliver**
- **Nurturing relationships with key goods and service providers**
- **Designing in flexibility in products**

Transportation Market Shifts



**Reduction in manufacturing
on auto, commercial furniture,
recreational equipment**

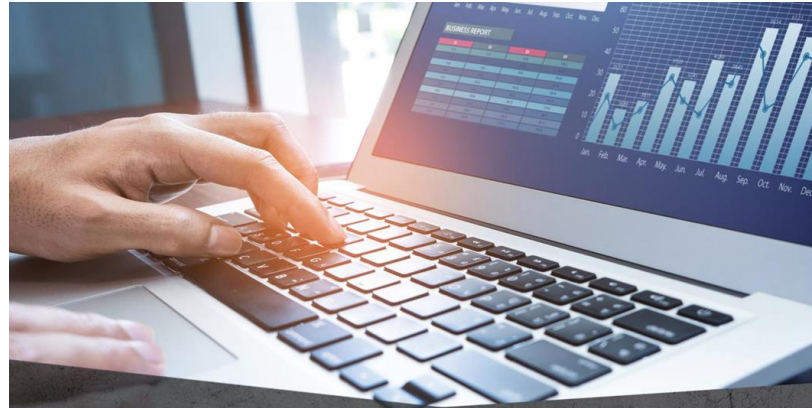
**Increased demand for CPG and
food in stores drives collaboration
between commercial distributors
and retailers**



Cues in Demand Forecasting



**Point of Sale
Data or Online
Ordering Data**



**Changing
Algorithms
& Tools**



**Social Media
Data or Google
Mobility Data**

Trends in Supply-Side Logistics

MEAT

4/13 vs. 3/16: -17%
4/13 vs. 2/17: -9%



DAIRY

4/13 vs. 3/16: -5%
4/13 vs. 2/17: -4%



ALCOHOL

4/13 vs. 3/16: -13%
4/13 vs. 2/17: -1%

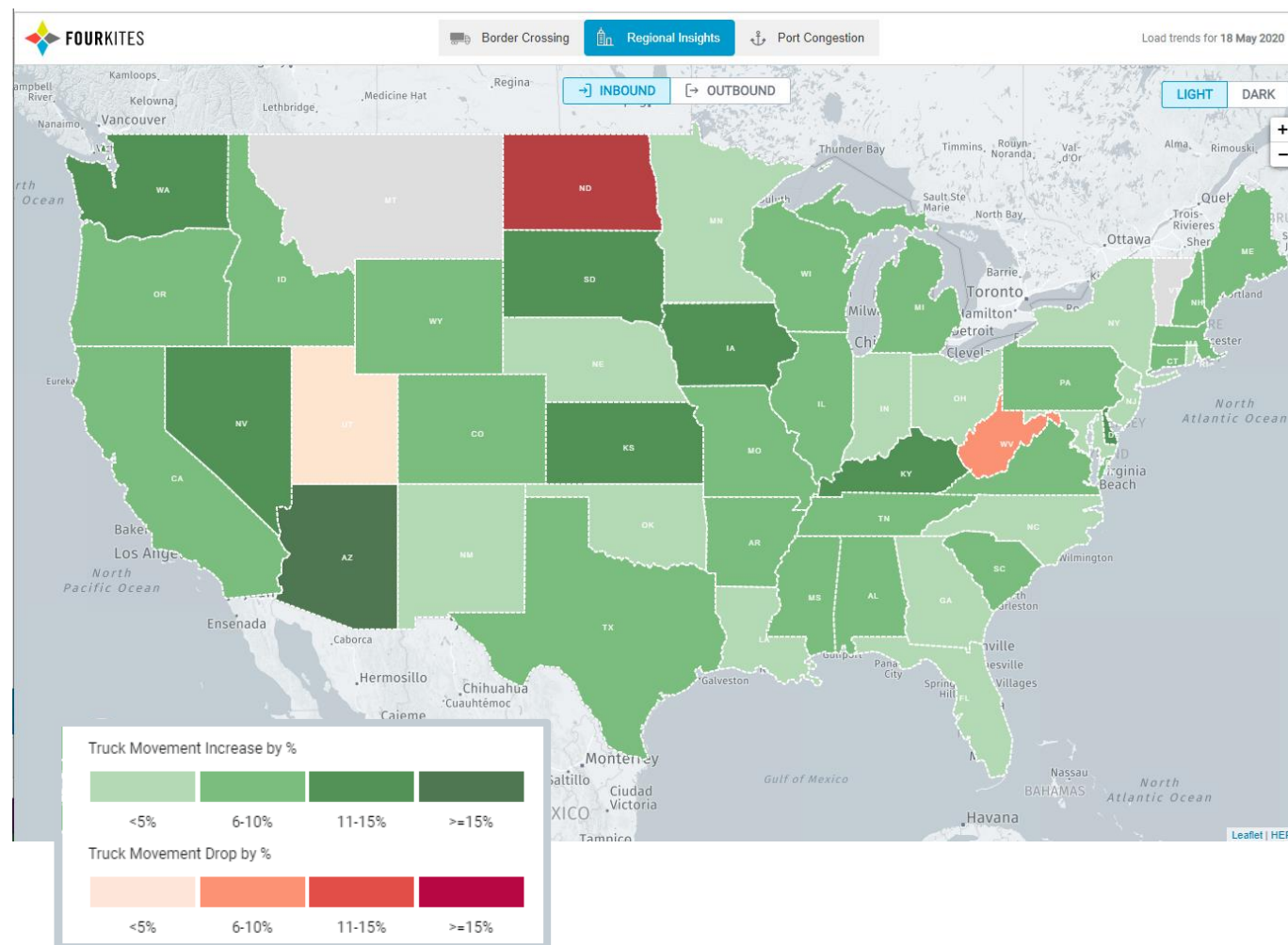


CPG

4/13 vs. 3/16: +2%
4/13 vs. 2/17: +27%



Load Volume Map: Live Two-week Comparison

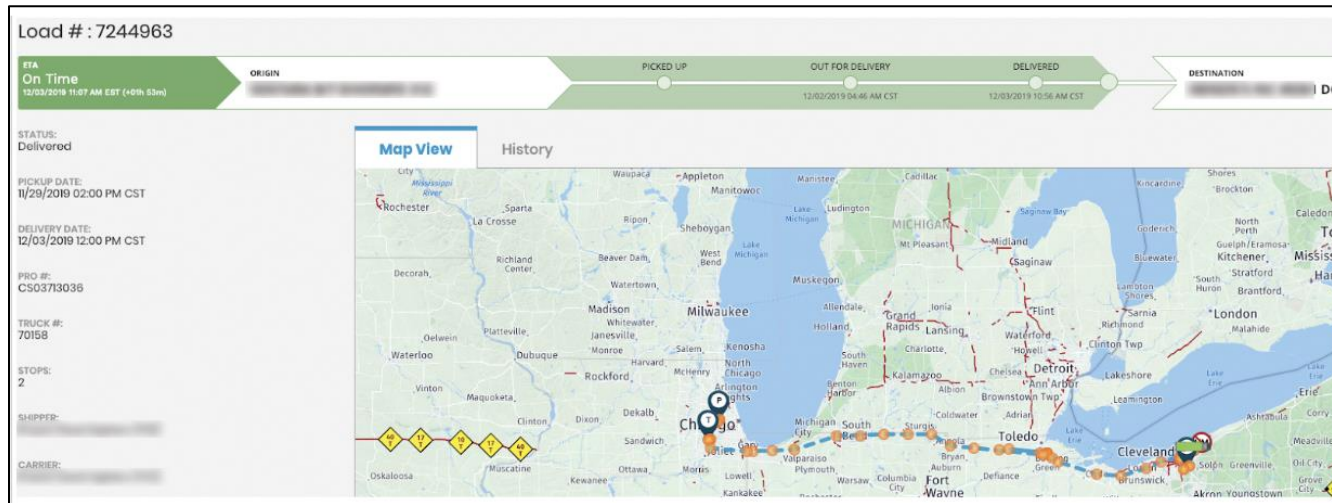


Evolution in Planning Post-COVID



The New Normal in Transportation

Tracking URLs for customers



ePOD

No SIM 7:21 PM 27%

Back LOAD# TestMarietta_02

Miami, FL
1313 NW 167th St, Miami, FL - 33169, US

Bill Of Lading

UPLOAD CANCEL

Delivered items ADD

Ref No.- 11125 PALLETS (1588) Delete

Total	1588	Damaged	122
-	+	-	+

122 Damaged

Ref No.- 111255 BOXES (2258) Delete

Total	2258	Damaged	66
-	+	-	+

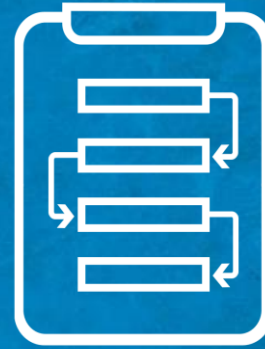
This is the notes that I added for this delivery items list, editable here

STEP 1/3

NEXT

You can add only one POD per delivery stop.

Key Takeaway s



Questions?



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Thank You

