



How to Optimize
**SUPPLY CHAIN MANAGEMENT
WITH BIG DATA**



Big Data in Supply Chain Management

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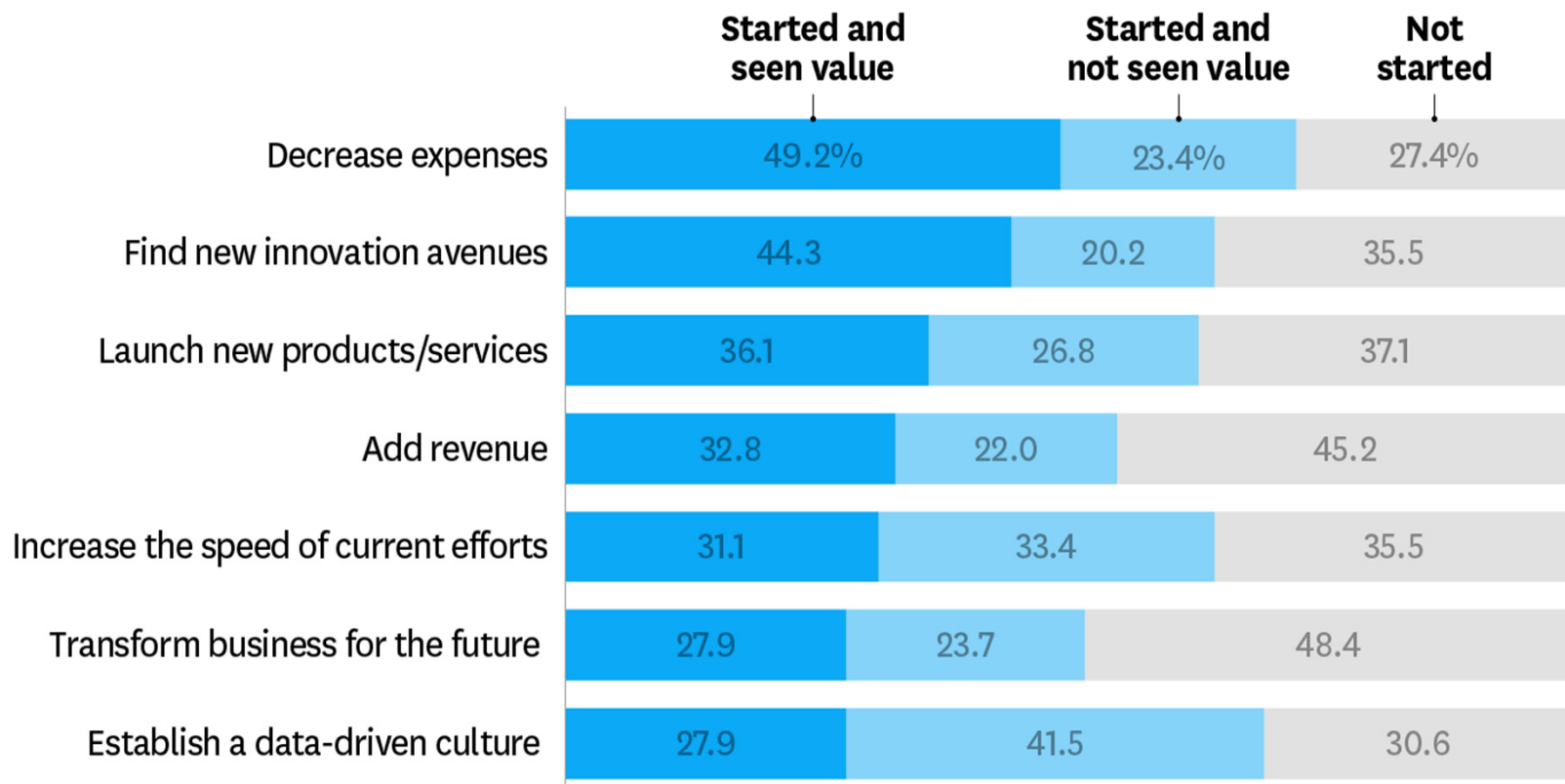
Western Michigan Roundtable



“48.4% Executives of the Fortune 1000 Companies reported that their firms are achieving measurable results from their big data investments, with 80.7% of executives characterizing their big data investments as “successful.”

How Fortune 1000 Executives Report Using Big Data

The projects they've started, and where they're finding value.



Question 1

What are the challenges to implementing big data analytics across your supply chain? Please feel free to discuss any of these issues below.

- Investment in hardware/software
- Integration with siloes or data warehousing activities
- Analytical tools' level of difficulty for business users
- Acquisition of talent/expertise
- Security/risk concerns
- Level of management commitment and support
- Uncertain ROI or value
- Other (please specify)

Question 2

What are the different types of analytics used in your organization to support supply chain decisions? Please feel free to discuss one of the analytics listed below.

- Descriptive Analytics – What is happening?
- Diagnostic Analytics – Why it is happening?
- Predictive Analytics – What will happen?
- Prescriptive Analytics – What could/should be done?
- Cognitive Analytics – Machine learning for what should be done

Question 3

Over the short term and long term, what initiatives is your company taking to gain more value from big data?

Questions from Audience

