

Better supply chains. Better experiences.

How retailers excel with 7bridges



7bridges®



Retail supply chains constantly need to adapt to new circumstances and the expectation for rapid change is unparalleled outside of the industry.

This means retail supply chains can easily become reactive and modular, instead of being driven by outcomes and possibilities. When you use the latter strategy, your supply chain can be adaptable, resilient and cohesive.

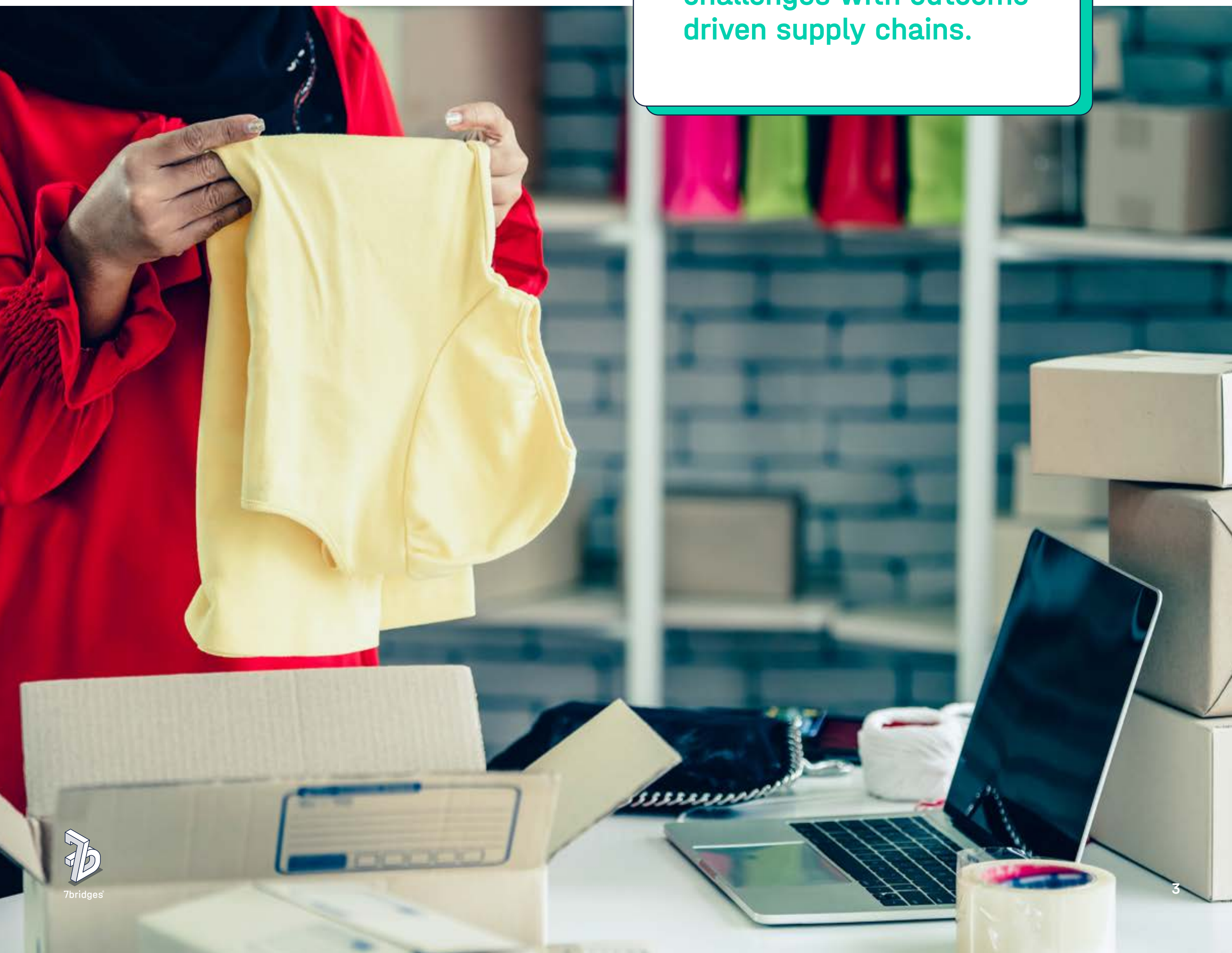
Customer satisfaction is the major driving force for your business, which means that keeping customers happy is a critical metric in your supply chain performance. This is especially difficult considering how rapidly customer expectations can (and often do) change.

That leaves you constantly trying to balance performance, timelines, cost, customer experience and emissions.

Thinking of each of those factors individually can be extremely complex.

However, if, instead, you apply an outcome-driven approach, you can more easily keep strategic performance outcomes (like better customer experience) at the centre of your activity.

Traditional retail and direct-to-consumer (DTC) supply chains can both **tackle these major challenges with outcome-driven supply chains.**



What does it mean to adopt an outcome-driven supply chain strategy?

Outcome-driven supply chains are less tied to activity-based metrics and more tied to overall impact.

To be effective, outcome-driven supply chains need to be powered by data and machine learning and holistically focus on strategic outcomes for the wider business. The data part is important because it gives you both visibility into and power over what is happening in your supply chain.

Without data, you can't make data-driven decisions that can have a real impact. And that's the difference between a supply chain that is busy and one that is effective.





However, getting there isn't always easy. With a typical approach, you'll have major change processes that take a long time and a lot of money to implement. You'll end up biting off more than you can chew, leaving you overwhelmed by changes.
But it doesn't have to be that way.



Instead, you can make those changes one at a time, with new capabilities getting built into every iteration.



Using the 7bridges platform, reinventing your supply chain approach can be an efficient, resource-light process, which works seamlessly with our platform capabilities.



It is designed to be able to shift tactics, carriers and activities to always keep your chosen goals at the forefront of any decision-making.

Seeing it in action

A great example of this is in the work we've done with luxury fashion house Philipp Plein. This innovative brand has used the 7bridges platform to increase customer satisfaction, grow the audiences they serve and find dramatic cost savings.

From creating an understanding of their baseline performance to finding new opportunities to streamline and accelerate the supply chain, Philipp Plein has been able to rethink the way their supply chain operates to focus on strategic outcomes that align with its business goals through the 7bridges platform.



PHILIPP PLEIN

Philipp Plein's major focus has always been customer-focused and now their supply chain is a major driver for customer experience.

This led them to increase existing B2C customer satisfaction while also creating easier, more automated shipping to B2B customers.

Working with 7bridges, they also saw:

5%

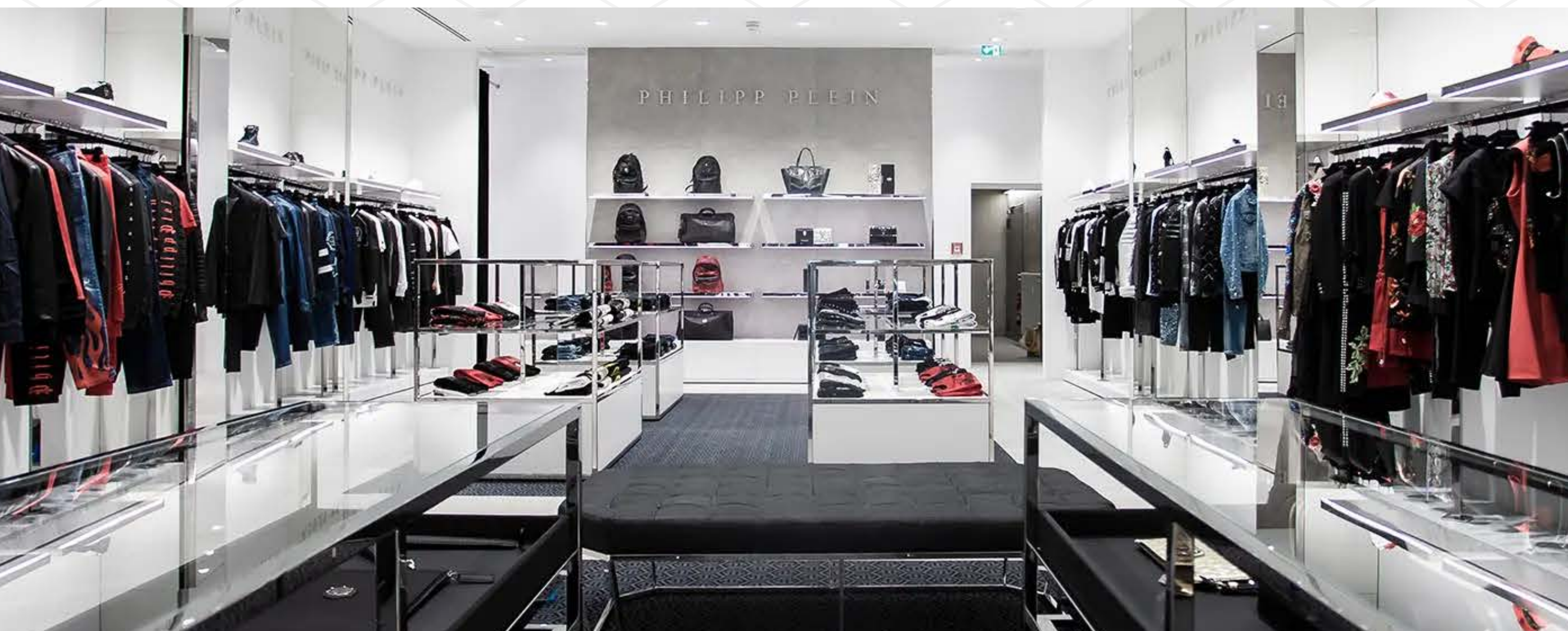
Recouped costs from
disputed invoices

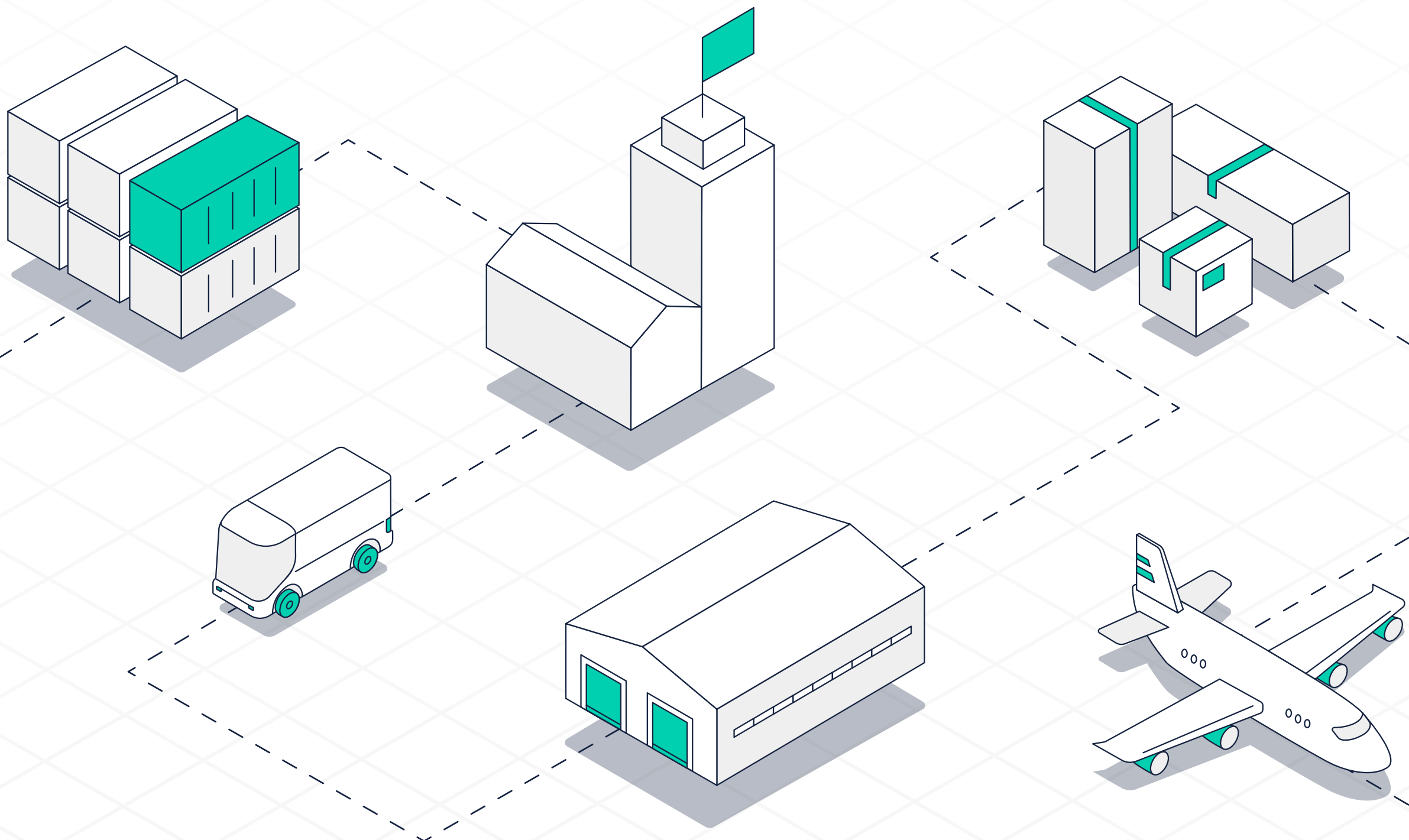
€2M

Saved in platform
every year

17x

Return on
Investment (ROI)





Big changes, few resources

We believe that the best path to an outcome-driven supply chain is through sensible, iterative changes made at a pace that works for you and your business.

We focus on addressing your most pressing problems one at a time, using the results of each improvement to help tackle the next. This way the overall resource needed in terms of time and effort on your side can stay minimal. This means that, over time, you'll be able to make enormous changes to your supply chain without getting bogged down in a massive, costly change project. All while still working towards a truly resilient supply chain.

Brands that work with **7bridges** regularly achieve:

- * An average of **16% direct cost savings** on shipment
- * **18% better procurement rates** with logistics companies
- * Average **3x ROI** within **12 months** of signing

7bridges path to supply chain value - unlocking capability at every step

To see the best possible value from your supply chain, we **implement three key steps**. Together, these give you everything you'll need to reinvent the way you think about your supply chain.

This **data-driven way of managing your supply chain** can drive your ideal mix of business outcomes, like visibility, resilience and customer satisfaction. And all at a pace that suits you.



By bringing achievable changes into play one at a time, instead of trying to overhaul the whole operation in one go, you can improve, measure and refine during each step.

Making it work together smoothly, even as you grow and scale.

1. First, we'll help you get full visibility of your transportation and logistics, so you can start regaining control of your operations.
2. Then it's time to really explore the possibilities for your supply chain through data-driven simulations.
3. And, finally, we'll rework the way you send your goods with much more efficient, resilient, automated and scalable processes.

1. Baseline & benchmark

The first step for any journey should be figuring out where you are. And the same is true for your journey toward a more resilient supply chain.

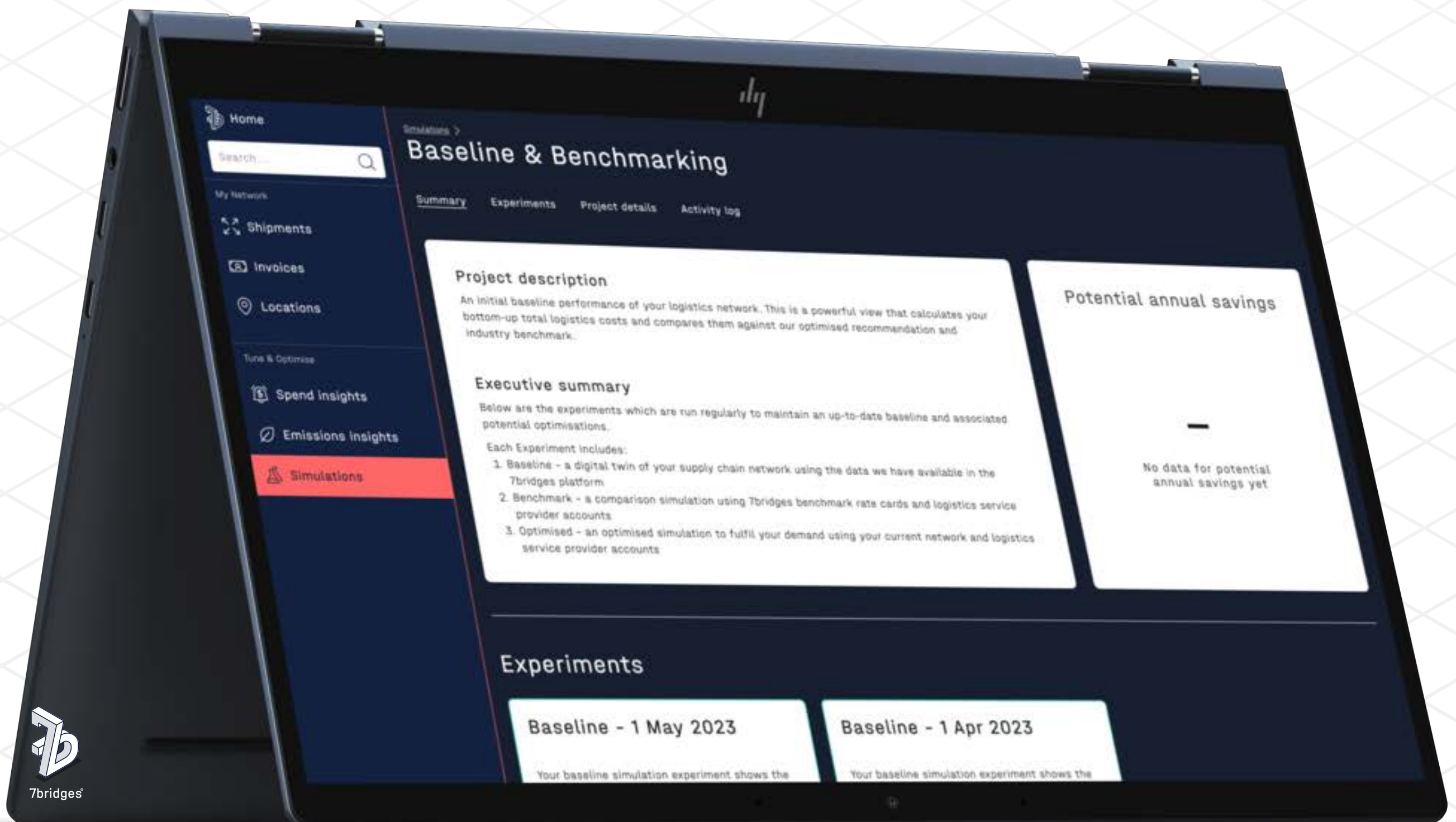
Which is why the first thing we do is gather all of your data into one place and establish the baseline for how your existing supply chain is actually performing according to the metrics that really matter to your business.

Whether that is deliveries made on-time-in-full, lower costs or even emissions per delivery.

On top of that, you can use your baseline data alongside global benchmark data from inside the 7bridges platform to **see how your supply chain stacks up against others in the industry.**



LEARN MORE:
[Baselining & benchmarking layer - the first step to value](#)



2. Simulate

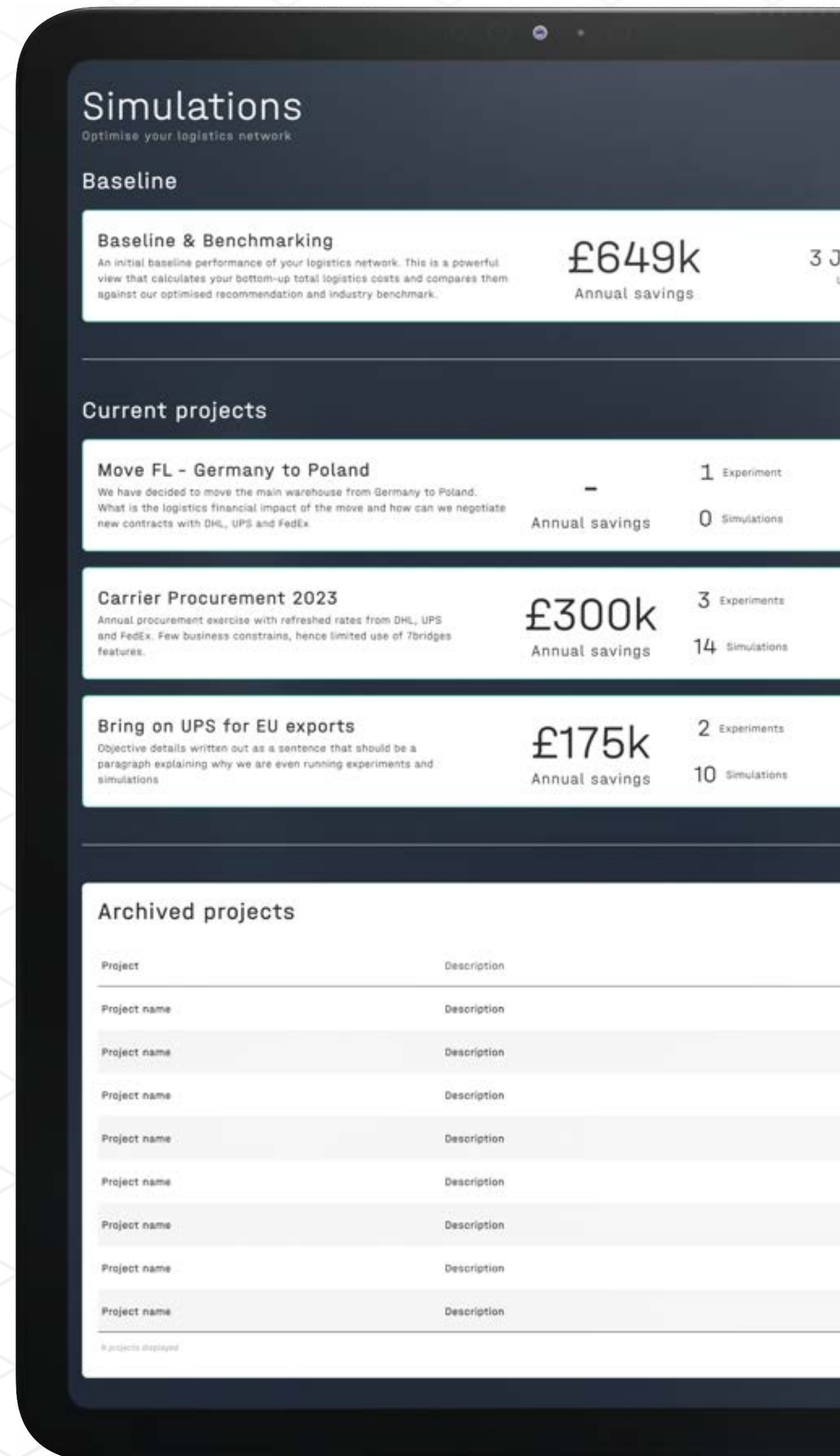
Once your data is in the platform and you have true visibility, we can use it to create a digital map of your supply chain network. You can then use this to start getting more out of your supply chain by asking questions of it and using data-driven simulations to get the answers.

With that, you have the power to try out new ideas or theories, put all of your stress points to the test, and explore different routes, suppliers and possibilities. You can ask your supply chain 'what if' questions like:

What if...

- * What if we try to raise customer experience scores through faster deliveries?
- * What if we switch logistics providers during our busiest periods?
- * What if we need to drop our emissions and costs at the same time?
- * What if we want to avoid major disruptions like strikes or derailments?

READ MORE:
[Mastering disruption- the ultimate supply chain strategy guide](#)



3. Automate

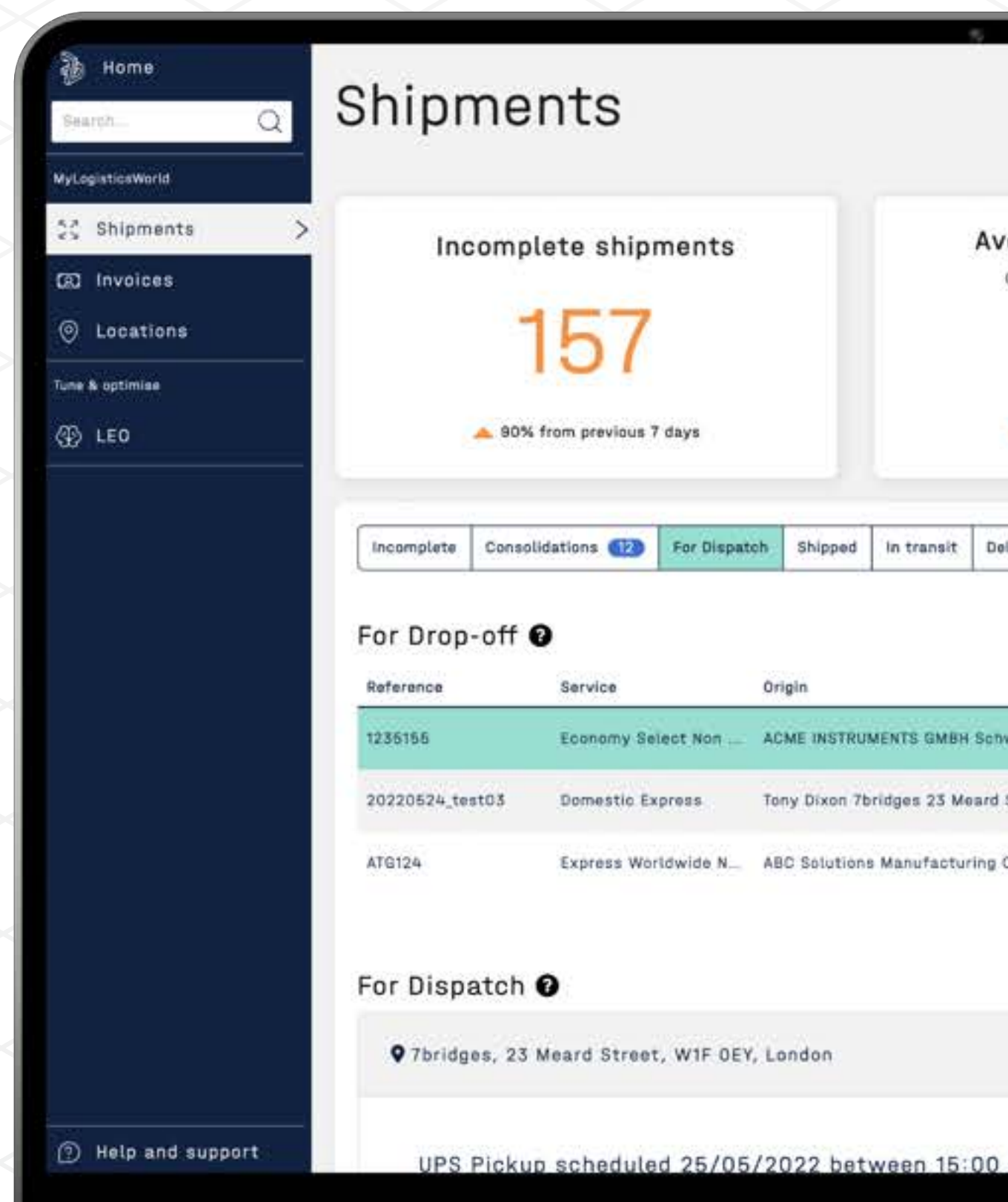
Move seamlessly from the strategy and tactics you explored through simulations into making changes to your operations and enhancing your supply chain. This step is all about making the changes you've tested a reality. But it's also for adding in automation to give you and your team time in the day back and making your supply chain more agile.

With this level of capability, you can do things like:

- * Automatically assign the optimal path for goods to move from point A to point B
- * Easily integrate with additional carriers
- * Include upfront address validation & verification or stock-dependent fulfilment options & costs
- * Create dynamic shipping costs for online baskets
- * Automatically determine optimum dispatch location, consolidation opportunities and packaging for each shipment

Customers at this step of their path to value regularly see an average of 16% improvement to direct cost savings as well as the savings to time and manual effort.

There are dozens of different ways you can implement this step in your supply chain. With impactful automation, you can deliver quicker and more reliably, improving satisfaction rates and turning your logistics into a competitive edge.



Better outcomes for your business and your customers

Start driving strategic outcomes through your supply chain.



Make smart, iterative changes so you can deliver **16% direct cost savings**.



Boast an average of **18% better procurement rates** with providers.



Achieve at least a **3x ROI within 12 months**.



Ready to reinvent what the supply chain means to your business?

[Chat with one of our experts.](#)



7bridges®

Because **smarter** supply chains
benefit everyone.

www.the7bridges.com