Simulation layer

Unlocking capability at each step

Supply chains are big, complex, unwieldy machines. They're great at creating data but they aren't always great at using that data to run effectively. The 7bridges platform is designed to enable you to access and harness the potential of this data, using it to make better decisions to create a smarter, outcome-driven supply chain.

Data is just a means to an end though— once you have data, how do you utilise it to build success? You will likely have dozens of questions that you need to dig into your data for – could you change your network design? How could you use data to improve your emissions? What if you switched up your carriers and procurement setup?

These questions speak to the exact kind of possibilities presented by data – what's the best way to use it to inform your success and maintain continuity of operations?

You don't want to press 'go' on a new business case only to see it fall at the first hurdle.

HOW TO GET THERE

Our Solution

Using our Simulation layer, you can use the power of our platform intelligence to ask questions of your supply chain, whether they're small, large or in-between. And then you can use those answers to drive the right outcomes for your business.

With our Simulation layer, you can test out:

Moving warehouses or shipping from new locations
- Simulate new locations, SOPs versus baseline locations, SOPs
- Use a comparison dashboard of baseline vs new across service level and cost
- Stress-testing scenarios

Network optimisation changes
- Ensure you're using the right-sizing packaging for every SKU
- Reduce cost of inventory and/or improve cash flow
- Minimise lost revenue from out-of-stock events
- Change business systems and rework and optimise supply chain SOPs
- Reduce cost in your Logistics Service Providers
- Change of logistics service providers
- Change of suppliers

New routes to emissions reduction
- Reduce emissions in your logistics network while balancing for cost and performance

Improvements to your procurement processes
- Benchmark your existing contracts
- Run improved, data-driven procurement processes
- Evaluate and scenario-analyse RFP responses
- Stress testing and run 'what if' scenarios against proposed contracted
- SOP recommendation

It does all of this, creating simulations in a low-impact way, requiring no IT resources from your side.

Key features

Whether you're focused on optimising the performance of your network, figuring out routes to improving your emissions or implementing a better procurement process, the Simulation layer can provide clear, data-led answers.

So you can use simulations to scope out, support and implement data-driven decisions around what you can or should be doing. Enabling you to experiment with how different factors would affect your service. These simulations are created using your actual data, alongside anonymised global benchmark data from our other customers.

Simulating lets you get value from that data without changing your live network at all. And helps you test the assumptions you've been running your supply chain on— which might be holding you back for no reason. From there, you can easily see what happens when you turn certain processes on or off or make network changes. It even produces a calculation of the impact. Which you can turn into a business case for your leadership team, giving them the proof they need to back your ideas.

The perfect example of this in the real world was when KFC changed carriers in 2018. DHL wasn't able to properly implement the contract, so a restaurant known *solely for chicken* **ran out of chicken**. Had they been able to simulate the impact of moving carriers ahead of time, they could have avoided the whole cluck up.

Applied to procurement specifically, the Simulation layer lets you test out performance on:

※ Using one carrier vs another

※ One vs multiple carriers

※ How different carriers stack up across lanes in terms of performance (not just cost)

※ Whether their baseline costs reflect the true cost of service, and…

※ How you can work around constraints

You can also look at some of the typical contractual constraints or incentives you might have – a volume rebate at a certain threshold for example - and use simulations to explore whether you actually need it in the contract or not, not to mention who offers the best rebates. This can help you improve cost, performance and resilience all at once.

Key benefits

- ✓ Be better positioned to make strategic choices about your supply chain

- ✓ Use simulations to test against potential future changes to counter disruption ahead of time

- ✓ **18%** better procurement rates with logistics companies

- ✓ Simulate the impact of new contracts on capabilities & costs

- ✓ Understand how to enter new markets

By tapping into the power of simulations you're able to fully exploit the power of the data your supply chain produces. You can understand the impact of decisions before you have to implement them, prove business cases and de-risk implementations before pushing them live.

You can even use the power of our AI to identify new routes to success, helping you maintain supply chain continuity while making smarter decisions with every new use.