

The Market-Driven Value Network

Today, supply chains largely operate with traditional processes focused on having the right product at the right place at the right time. Market-driven value networks, on the other hand, are adaptive supply chains that can quickly align organizations market-to-market to focus on the delivery of a value-based outcome. The market-driven network is a more mature state of the demand-driven network. These market-driven value networks sense and translate market changes on both the buy and sell side, with near real-time data latency. This enables the supply chain to better optimize and align sell, deliver, make, and sourcing operations.

In this course, we explore:

- Why the market-driven network matters
- Learning to speak the language of demand
- The role of supply in market-driven processes
- Common mistakes on the market-driven journey

Developed in Partnership with



Learners will:

- Assess their organization's use of demand terminology
- Identify areas of misalignment in the demand- and market-driven levers their organizations apply
- Identify and vote on the critical changes their organizations must make to become more market-driven

Author



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Course Outline

DAY 1

Why Does the Market-Driven Network Matter?

- What is The Market-Driven Value Network?
- 5 Misconceptions
- The Evolution of Supply Chain Process Excellence
- Developing Toward the Market-Driven Supply Chain

DAY 2

Speaking the Language Of Demand

- Learning to Speak the Language of Demand
- Demand Terminology
- Demand Sensing, Shaping and Orchestration

DAY 3

Orchestrating Market-Driven Processes with Supply

- The Role of Supply
- iBAT: Changing Behaviors at IBM
- Developing a Market-Driven Supply Chain

DAY 4

The Market-Driven Future

- Conquering the Demand-Driven Journey
- Mistakes in the Market-Driven Journey: Demand Network Failure
- Mistakes in the Market-Driven Journey: Supply Network Failure

DAY 5

Interactive Capstone

Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.