

# Achieving assurance of supply in an omni-channel world

Technology has placed information and increased buying power into the hands of consumers who seek a consistent, seamless experience through all available channels (“omni-channel”). As a result, companies now face unforeseen strategic risks and increasingly complex global supply chains that may not be optimized for an omni-channel world.

Omni-channel requires change and collaboration at a higher level than traditional retailing and must continuously evolve to align the supply chain to customer trends.

## Key supply chain strategy questions to answer:

- What is our winning aspiration?
- How do our customers buy?
- How will we achieve a competitive advantage?
- How will we grow profitably?

## Strategic supplier relationship management is critical for:

- Increased visibility into data, product, and service logistics
- Minimizing risk while maximizing profit through SKU availability
- Cross-channel pricing and promotion consistency
- Assessing gaps to provide direction for organizational investments



## Invest in analytics to optimize omni-channel and measure:

- Supply chain performance
- Channel cost and profitability
- Cost-to-serve
- Customer trends

## Omni-channel requires an optimized supply chain to ensure:

- Same-day delivery
- Cross-channel movement of products
- Inventory placement and optimization
- Enhanced customer experience



For more information and to download the full paper, visit [www.deloitte.com/us/assurance-of-supply](http://www.deloitte.com/us/assurance-of-supply)

## About

Deloitte helps clients transform how they manage supply chain risks by designing supply chain risk management programs, enhancing global supply chain compliance capability, and delivering solutions to improve assurance of supply. Deloitte also provides consulting services related to supply chain strategy & operations, sourcing & procurement, logistics & distribution, and sustainability in over 120 countries around the globe through the Deloitte Touche Tohmatsu Limited network of member firms.

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