



## Research Invitation

We invite you to participate in a supply chain research effort designed to bring insights to supply chain professionals on the concept of optimization. Committing less than 30 minutes of your time to respond to a set of questions will contribute to practitioner insights on this very relevant topic for companies globally. In turn respondents have an opportunity to learn more about where their customers and suppliers see gaps in the culture, process and technology required to achieve optimization within their own supply chains.

**Purpose:** As companies experience sub optimal supply chain results, expressed in lost sales and poor financial performance as reflected in stock valuation (see Motorola and Apple Q'4 '05) there is an increasing drive to understand Optimization and overcome barriers. Achieving true supply chain optimization versus feasible performance and the inherent complexity has possibly slowed the rate of adoption. It is this study's intent to provide insights that might alter industry's view on optimization and enable supply chains to break through those barriers – ideally not one person or company at a time but rather as supply chains moving in synchronization.

**Scope:** This study aims to provide or test practitioners with language to understand the concept of supply chain optimization. Further, the study will examine potential barriers that individuals, companies and supply chains face in achieving optimization.

**Strategy:** This study seeks respondents representing a defined supply chain. The unique approach will allow for two dimensions to measure practitioner insights. The research will capture the opinion of the sample size as well as the view of distinct supply chains. Respondents from a specific supply chain will be tracked to allow for a secondary measurement that will reflect the degree of alignment on optimization issues within a set of related companies i.e. suppliers, manufacturers, OEM and retail or distribution outlets.

**Tactic:** The primary research instrument is an on line confidential survey expected to be completed in less than 30 minutes. On a volunteer basis, individuals or entire supply chains can participate in an interview to expand on their answers.

**Participant Payoff:** All research participants will be provided a copy of the research findings at no charge. If they responded as a member of a participating supply chain a specific report will be included to reflect the range of responses across their customers and suppliers.

**About the KNOWledge Academy:** eKNOWtion's research effort is led by experienced analysts as well as academics and practitioners that draw from years of global experience to produce meaningful insights. Our research initiatives anticipate client challenges and deliver the survey and case based information you need to stay ahead of the competitors. **Executive Key Reports** are available on a quarterly basis to our Roundtable members. Supply chain research questions deserve a better alternative to expensive internal departments or broad research firms and eKNOWtion's KNOWledge Academy answers the call, *unlocking performance*.