



Supply Chain matters

More speed, more choice, more convenience. How ready is your distribution network to respond to rising customer expectations?

NineFeetTall
delivering positive change



We all want more...

With customer expectations breaking historic barriers for speed and convenience, what does this mean for your distribution network? And how ready are you for the challenges that lie ahead?

Changing expectations

The pace of change in consumer habits is accelerating. Faster deliveries, easier returns and real-time tracking have now become the new minimum expectation for distribution companies to deliver.

For the first time in history, the percentage of customers choosing next-day delivery is higher than those choosing economy delivery - **36.7% versus 33.8%**¹. With increasing competition, it's only a matter of time before "next-day" becomes "same-day", and customers will be looking for an even quicker service.

As demand for greater speed and convenience continues to rise, so does the pressure on distribution companies' existing infrastructure, processes and systems.

Today's supply chains need to be more responsive, connected and rapidly scalable than ever before.

Distribution companies have been squeezing all the operational efficiency gains that can be found out of their own networks. The challenge now is how to reach beyond your own network, and beat your competitors in delivering not only what customers demand today, but what they'll be demanding tomorrow.

Technology is changing the game

As fast as customer demand is changing, so is the nature of technology being deployed throughout the industry - from innovation in displays and user interfaces, to real-time track-and-trace, big data, geolocation, cloud services and robotics.

When combined, these types of innovation can fundamentally transform supply chain performance. But trying to keep pace with all of this using existing resources can be tough. The complexity and scale

involved means digital transformation projects can prove high-risk and hard to deliver on time and on budget, particularly when the change relies on multiple 'third party' suppliers.

Those companies that make it their business to take advantage of changing technology and are highly adaptable are going to be the ones leading the field in the future.

One network is not enough

But it's not just about speed and technology: the whole landscape of delivery is changing beyond recognition. Retail customers are being offered a growing variety of new delivery and collection options ranging from drop-off lockers and parcel services at your corner shop, to the latest idea from Amazon and Audi: delivering direct to your car-boot. As the impossible becomes possible, frequent supply chain improvement will become the norm.

As a result, service levels can often no longer be provided from within a single organisation's distribution network. Increasingly, companies are having to link their supply chains together to achieve the geographic reach needed to access new revenue streams or just to hold onto existing business.



The fastest way to do this by setting up partnerships with other distributors or linking internal systems with external middleware providers in order to land deals with new customers. This means integrating IT systems across organisational boundaries to provide a seamless flow of data and extend delivery capability. So it comes as no surprise that 77% of supply chain managers rated IT integration as the biggest area of change² for their business in 2016.

Some organisations have yet to tackle the integration challenges they see ahead to make their distribution networks more responsive, connected and rapidly scalable, but at NineFeetTall, we have been working with some of those who have.

77%

of supply chain managers expecting significant, high, or very high improvement in IT integration with supply chain partners.²

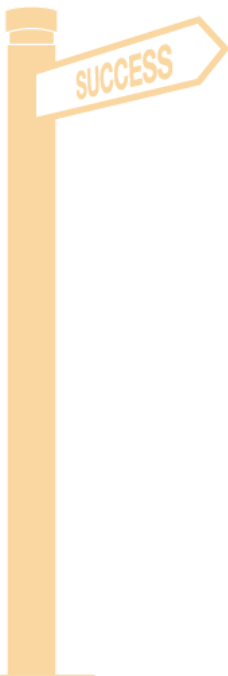
Nine Feet Tall

We are working with CEOs, CFOs and IT Directors across the distribution sector to speed up their organisations' response to these challenges.

We are a premium consultancy famous for our excellent people. We deliver your projects with passion, openness and accountability.

We focus delivery on the changes that are not only safeguarding the present but setting up organisations for future success.

We focus on action, not words, and transfer our knowledge to those we work with to leave lasting value.



Feedback from our clients tells us that we are different from other consultancies.

They value our practical hands-on approach to getting things done. More importantly, they value the fact that we don't just fix today's problem, we work with you to make the changes stick.

We leave your business and people in better shape to face the future.

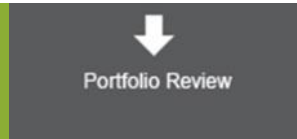
What can we offer you?



We are experienced at leading the kind of complex business change programmes that are needed to respond to the challenges in this sector.



We help you achieve greater visibility and control of project activity and performance. This helps get key projects over the line.



We help organisations prioritise change programmes, and ensure only those aligned to business strategy remain part of the portfolio of change.



We help organisations identify and achieve real operational efficiencies in their supply chain that last long after we are done.



We engage with you and your people to make change stick, crucial when delivering the latest innovation.

Our experience speaks for itself

We've had a **challenging change transformation agenda** this year, integrating the core distribution networks across Connect Group and **integrating with supply chain intermediaries and new clients**.

We had a resourcing challenge to meet our project demands, so we **worked with the NineFeetTall team, who hit the ground running and helped us deliver some tough projects in time**. As a result we are on track with our programme and delivering on our promises to enable change - and there's plenty of that ahead for us.

Andrew Caple

Head of IT Change and Transformation, Smiths News

Enough about us.

Let's talk about
you and your
business needs...

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