

Demand-driven supply chain 2.0

A direct link to profitability

Knowing what your customer wants is good business



89%

of CEOs believe their business will compete mostly on customer experience.

The **2nd biggest** priority for

CEOs

over the next 3 years is gaining a stronger client focus.

Getting your product to your customers right when they want it requires a good supply chain

Less than 10%

of companies consider their **supply chain** to be fully integrated with other parts of the business.



A modern customer centric demand-driven supply chain is faster and more responsive to changes in customer demand than traditional ones

40%

of manufacturers reported a supply chain disruption impacted their business in the last year

yet

75%

have no **supply chain chief**.



Why upgrade to demand-driven supply chain 2.0?

Integrated, demand-driven supply chains help you:

1.

grow revenue faster



2.

achieve over **15%** higher 'perfect' order rates

3.

reduce inventory levels by **33%**

Visit our website to learn more: kpmg.com/demanddriven

Source: Demand-driven supply chain 2.0: a direct link to profitability, KPMG International, 2016.

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