

Be ready to unlock the power of supply chains



There is a clear link between high-performing supply chains and better business performance

Grew their revenue in the past three years:

Improved customer satisfaction in the past three years:

Businesses with high-visibility supply chains

Businesses with low-visibility supply chains

Businesses with high-reliability supply chains

Businesses with low-reliability supply chains

77%

46%

71%

47%

High-visibility supply chains are defined as those in which components and products can be tracked as they travel through the supply chain.

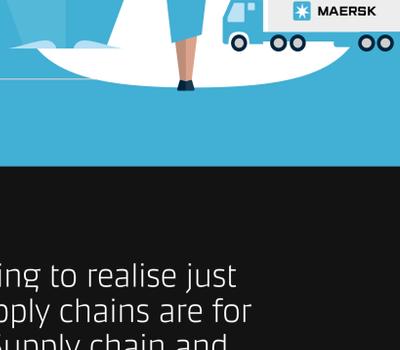
High-reliability supply chains are defined as those capable of delivering products and services on time, in the right quantities, and at expected levels of quality.

But many businesses do not understand how pivotal supply chain and logistics can be

Only

49%

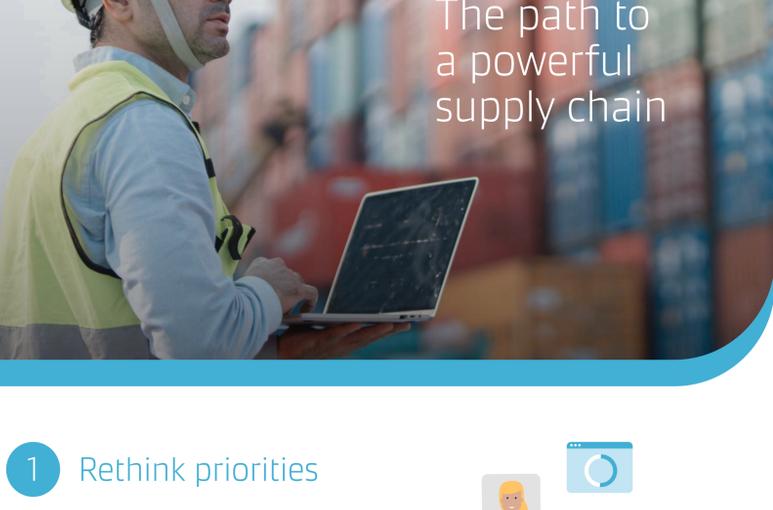
say their supply chain gives them a competitive advantage



People are beginning to realise just how important supply chains are for business growth. Supply chain and logistics are not a supporting function – they are a key enabler of success.



Torsten Pilz
Senior Vice President and Chief Supply Chain Officer
Honeywell

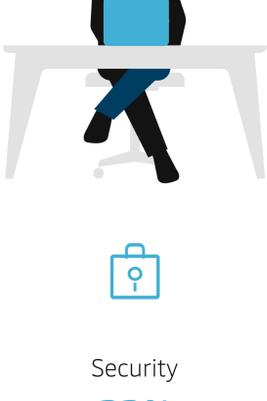


The path to a powerful supply chain

1 Rethink priorities

51%

of businesses say that **cost** is a top-three supply chain priority for the next 12 months



Speed

37%



Visibility

29%



Security

22%

Are they lowering costs instead of improving supply chain performance?

2 Increase resilience

20%

say their supply chain is highly resilient

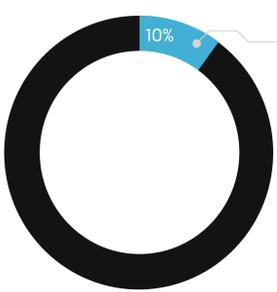


39%

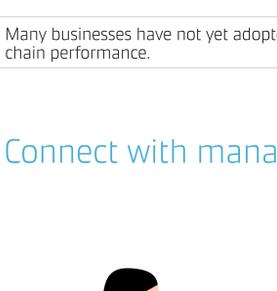
of boards have a robust process for supply chain and logistics risk management and scenario analysis

This could make supply chains vulnerable to future shocks.

3 Investigate new technology



use AI extensively in their supply chain and logistics

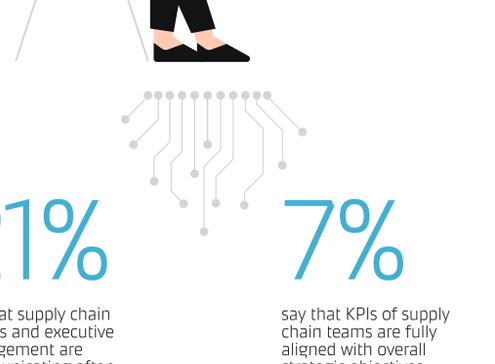


use predictive analytics



Many businesses have not yet adopted tools that could improve supply chain performance.

4 Connect with management



21%

say that supply chain leaders and executive management are communicating often

7%

say that KPIs of supply chain teams are fully aligned with overall strategic objectives

Without close collaboration, the supply chain will struggle to support the business's strategy.

5 Build strategic partnerships

Six in 10

say that collaboration with partners will be an important source of supply chain innovation



But only one in 10

are very satisfied with their partners' ability to co-innovate and test new ideas

Innovation can suffer when businesses do not collaborate closely with supply chain partners.

It is time to stop seeing supply chain and logistics as an operational issue, and unleash their power to go all the way.

For more information visit [Maersk.com](https://www.maersk.com) and download the full reports.

All data is based on a survey of 500 tech companies globally commissioned by Maersk and conducted by FT Longitude in Spring 2024.