

Protect Customer Experience

When External Events Impact Your Ability to Meet Commitments

Supply Chains Are Resilient But Not Disruption-Proof

- Unexpected events can impact your ability to meet customer expectations
- Building 100% resilience in the face of the unexpected is economically infeasible

Three Strategies Can Help Keep Customers Happy



Insulate

Don't let the customer be disrupted



Shape

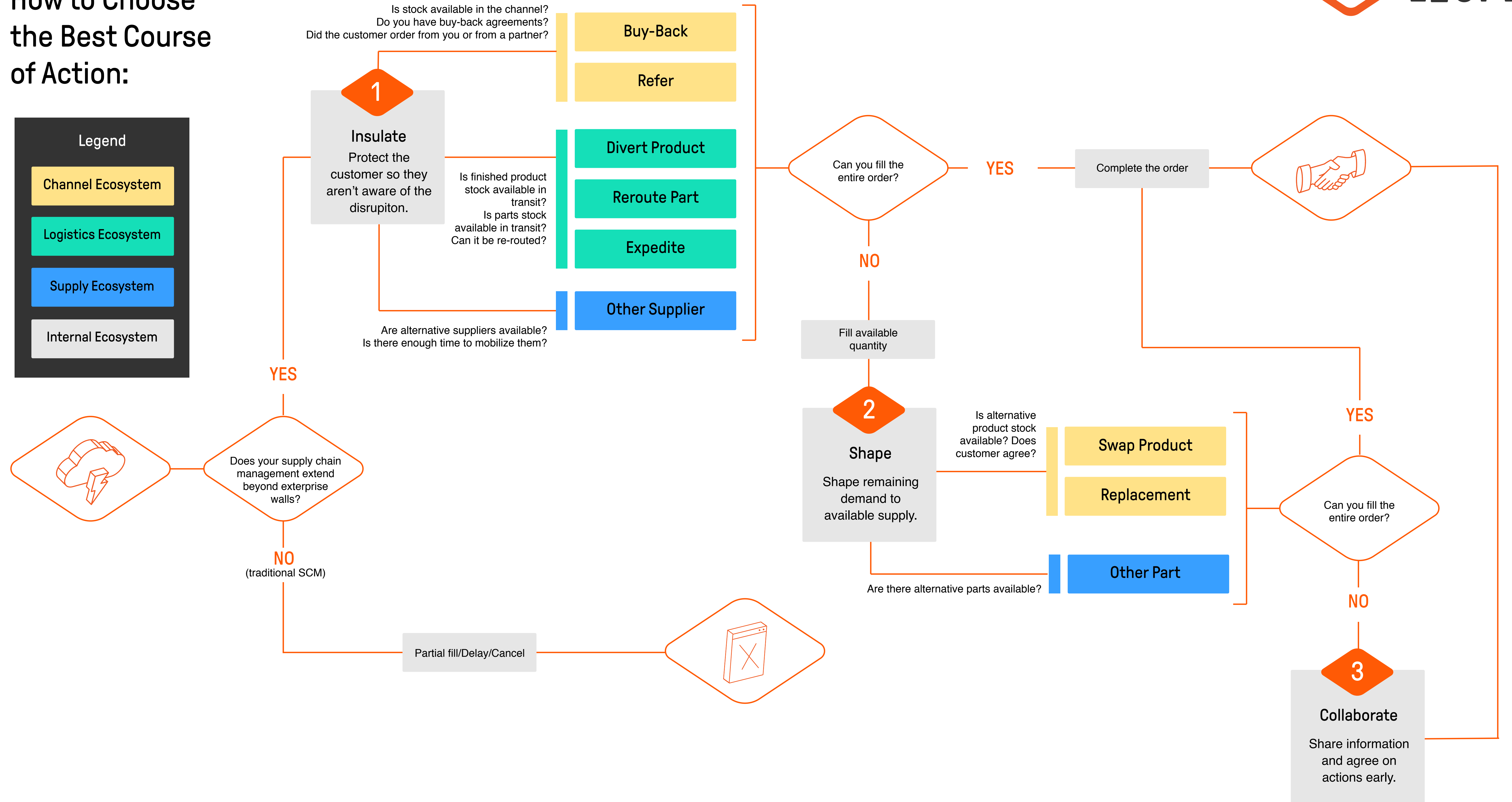
Reset customer expectations



Collaborate

Notify customers early to avoid surprises

How to Choose the Best Course of Action:



Multiple Ecosystems Enable Multiple Tactics

Channel

- Buy-back excess distributor inventory
- Refer direct customer to partner
- Swap unavailable product with equivalent already in the channel
- Promote replacement product

Logistics

- Divert product in-transit intended for customer with later expected delivery
- RE-route parts to manufacturing centers closer to customer
- Expedite shipments for alternative DC

Supply

- Source the same part from alternative supplier
- Source alternative part from the same supplier

Internal

- Partially fill the order based on available stock
- Delay order until stock becomes available
- Cancel order