

# Introducing Customer-Focused Supply Chain Management

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## About the Customer-Focused Supply Chain Management Course

The Customer-Focused Supply Chain Management (CFSCM) Course is designed to

- provide foundational information about supply chain management to staff who support supply chain, but are not supply chain management professionals
- generate interest in supply chain management and APICS products and services from a broader range of professionals within corporate organizations
- provide APICS partners with wedge product for selling their services to corporations

*This class is not a replacement for APICS certification nor is it designed for APICS certification exam preparation.*

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## About the Customer-Focused Supply Chain Management Course

The CFSCM course is available exclusively to APICS Channel partners and is

- short in duration, one-day course (seven hours)
- affordable, with materials pricing structure for APICS Channel Partners at
  - Instructor Kit, \$200
  - Participant Guide, \$94
  - Partners set local consumer pricing
- easy for APICS instructors to prepare to teach, especially APICS CSCP instructors
- ideal for a non-supply chain audiences such as sales and marketing, accounting, information technology, engineering, human resources and senior executives

*Pre-ordering begins Monday, May 3, 2010, through APICS Customer Support. Shipping begins Monday, May 17, 2010.*

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## Marketing Support

APICS Corporate will build awareness for the course through

- online and print advertising, including Google and industry publication Web site advertising
- inclusion in APICS print and electronic marketing collateral, including the APICS Web site and dedicated e-mail blasts

APICS Channel Partners are responsible for selling and delivering the course. APICS Corporate will provide a marketing tool kit to its partners.

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## About the Presenter

**Richard Godin, CFPIM, CIRM, CSCP**, is one of the developers of the CFSCM course. He is an APICS instructor with more than 30 years of APICS experience. In 1991, he formed "Improvement Is People" specializing in assisting companies attain and maintain a competitive edge in operations management and personal skills improvement. Prior to that, he spent over 20 years working as a consultant, materials manager, and project manager.

Godin previously served as president of the APICS Chicago Chapter and regional vice president of education. He is currently an international instructor for APICS workshops and an instructor for ASCMS in China.

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## Highlights of the CFSCM Course

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## Learning Objective

### Upon completion of this course:

Participants will be able to describe the basic terms and concepts, key elements, and operational activities of supply chain management (SCM), enabling them to more fully participate in the cross-functional and inter-organizational activities of SCM. In addition, you will be able to identify the areas of SCM where further studies may be needed and where improvement opportunities may exist.

## Introduction

### Participant Introductions

- Company name
- Your name
- Job title
- Expectations
- Personal interests

## Introduction

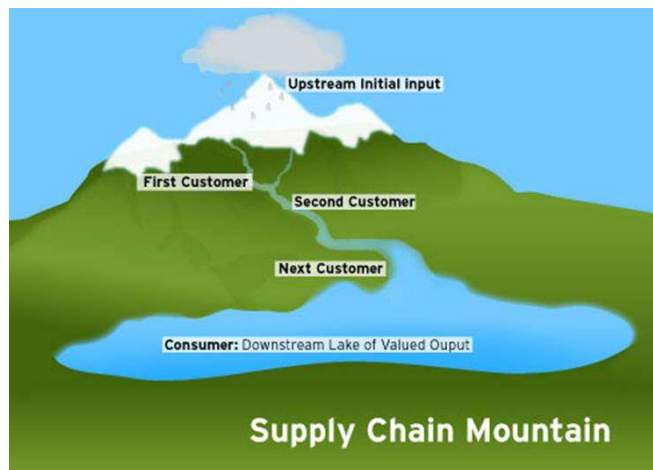
### Supply Chain Management Simple Definition

#### Supply chain management:

The management of processes for the accumulation, transformation, and distribution of inputs into output valued by the ultimate consumer.

## Introduction

### Supply Chain Flow



## Introduction Activity

- Stand up



- Arrange yourselves based on the dominant nature of your company's business into a supply chain stream (upstream basic inputs, downstream consumer-facing businesses)
- If several of you are from the same company or consultants, you may want to use your previous employer or client as your company

## Introduction Stages of SCM Evolution

**Stage 1 Low Integration:** Organization lacks clear internal process definitions and goals. The only external links are transactional.

**Stage 2 Functional Orientation:** Organization has weak internal collaboration.

**Stage 3 Integrated Enterprise:** Internal processes are integrated.

**Stage 4 Extended Enterprise:** Processes are integrated across organizational boundaries.

# Introduction

## Benefits

Better Quality

Lower Cost

Improved Delivery

Increased Innovation

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**Increased Overall Customer Satisfaction**

# Introduction

## Benefits

Increased Customer Satisfaction

Increased Revenue

Decreased Cost

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**Increased Profitability**



## Course Content

- **Part 1:**  
Defining customer-focused SCM
- **Part 2:**  
Key elements in customer-focused SCM
- **Part 3:**  
Key processes supporting customer-focused SCM

## Part 1: Objective and Topics

### For all participants to understand:

That **SCM is** increasingly **big, complex, varied, dynamic, and important** and that when properly managed it yields significant benefits for the customer and the company.

### **Part 1: Defining customer-focused supply chain management**

- Basics of customer-focused SCM
- The customer and SCM
- Performance measures for SCM
- Benefits and financial impact of SCM

## Part 2: Objective and Topics

### For all participants to understand:

The **key elements** in customer-focused SCM that need to be understood by all and managed for success!

#### Part 2: Key Elements in customer-focused SCM

- Globalization and SCM
- Outsourcing and SCM
- Risk management, security and compliance
- Collaboration
- Information technology
- Lean/six sigma/agile/TOC
- Service/product design
- Sustainability

## Part 3: Objective and Topics

### For all participants to understand:

SCM processes that are standard activities and that require cross-functional and inter-enterprise support and involvement to achieve SCM benefits.

#### Part 3: Key Processes supporting customer-focused SCM

- Overview
- Operational planning and control
- Supply chain management
- Distribution management
- Conclusion