Supply Chain Optimization through Segmentation and Analytics

Gerhard J. Plenert
## Contents

Preface .................................................................................................................. xi  
Acknowledgments ............................................................................................... xiii  
Introduction .......................................................................................................... xv

### SECTION 1 Segmentation

#### Chapter 1: What Is Segmentation and How Does It Work? ........................................ 1
- What Is Segmentation?  
- Mail-Order Pharmacy  
- Aircraft Engine Manufacturer  
- Retail Segmentation  
- Analytics  
- Supply Chain Segmentation (SCS)  
- References

#### Chapter 2: The Supply Chain .............................................................................. 15
- Defining the Supply Chain  
- A Little History  
- What Is Supply Chain Management (SCM)?  
- A Model  
- Supply Chain Management Integration  
- Cycle Time and Response Time as the Key Strategic Metric  
- The Global Supply Chain  
- Information Integration  
- Risk Management  
- Logistics Management  
- Summary  
- References

#### Chapter 3: Performance Measures ................................................................... 41
- The Role and Purpose of Measures  
- Some Examples of Supply Chain Improvements  
- The Role and Purpose of Control Systems  
- What Is the Best Measure for Your Organization?  
- Summary  
- References
Chapter 4: Analytics and SCS

Analytics Defined
Level of Analytics and Business Intelligence (BI)
How Analytics Is Used
Analytics Strategy
Analytics and BI Applications
Analytics and Supply Chain Segmentation (SCS)
Applied Analytics Case Example
Summary
References

SECTION 2  Segmentation Applied

Chapter 5: An Applied Example of SCS—
The Analysis Process

Why SCS?
The Structure of SCS
Creating an Example of SCS
The Companies
Goals
Building Out the SCS Approach
Returning to Our Three Case Example Companies
Driving toward SCS Execution
Cleanse and Analyze Data
Summary

Chapter 6: An Applied Example of SCS—
The Build Process

Designing the Segmentation Logic Map
Define and Map Planning and Scheduling
Strategies for Each Segment
Build/Run/Test/Validate the Developed Segmentation Structure
Summary

Chapter 7: SCS Execution

Chapter 8: SCS in Your Organization

Analyze
Build
Execute
Summary

Chapter 9: SCS Key Concepts

SCS Planning and Scheduling Key Concepts
Touch
ERP Integration