



From the BCTIM Director's Desk August 2014

21st Century Supply Chain and Operations: Robust and Resilient Performance

The growth of global markets combined with an insatiable customer appetite for product variety has led to expanding product lines yet shrinking product life cycles. To combat fast technology cycles, speed has become king. The pace of social media's information dissemination or the increased reliance on outsourcing or the complexity of continuously changing supply chains are just some of the results.

Juggling multiple firms across several borders to cover multitudes' of product markets and currencies has become the imperative capability behind firms winning at global business.

Every executive wants to know the recipe to achieve robust supply chain performance and resilience against the myriad of risks that can quickly incapacitate sourcing, production and distribution activities. Olin Business School's supply chain management research center, The Boeing Center for Technology, Information & Manufacturing (BCTIM), strives to inform all executives and researchers about the most up-to-date and accurate knowledge on creating world-class supply chain capabilities.

The complexity of operations across an infinite array of cross-connected industries and the intricacy of supply chain within the global landscape leaves little time for today's business leaders to act . . . much less react. While operational excellence of business processes is well understood and lean improvement methodologies have been perfected, the mastering of supply chain risk management is far from it.

Disruptions and supply chain risk management can affect all aspects of life—from food and clothes to the prices we pay—very quickly. These risks can range from a regional financial crisis and a local transportation accident to severe weather. These are just some of the everyday risks inherent within the delicate supply and demand pressures of supply-operations. Our Center research addresses timely supply chain risk management issues, and it is frequently quoted by the international press. Our work on the [Waffle House index](#) is one such example frequently cited in the business press.

Advancing supply chain management and practice

Making your supply chain more agile, flexible, and sustainable is what The Boeing Center for Technology, Information, and Manufacturing (BCTIM), an Olin Business School supply-chain management research center, is all about. The goal is to help your organization optimize its global enterprise processes, align the incentives of all partners across your chain, develop sourcing and production strategies matching your product and market needs, while continuously looking at technology and market trends that require your chain to change and adapt to new circumstances. The Agility, Alignment, and Adaptability of your supply chain, or as we like to call achieving the world class AAA standard in your supply chains, can be achieved via the use of the right tools, processes, and leadership approaches, and when accomplished will increase your firm's competitive advantage. Our Center is regarded as a leading supply chain management research and best practices institute. It has accomplished this status through prolific knowledge creation via rigorous research on best supply chain practices, and effective dissemination of such knowledge and practices to the academic, executive and practitioner communities.

About BCTIM

The Boeing Center for Technology, Information & Manufacturing (BCTIM), an Olin Business School research center, fosters interaction between industry leaders and academia experts for the betterment of the supply chain and operations industry. Beyond consultative projects, this knowledge-sharing occurs during conferences and seminars, practicum projects, and roundtable discussions. Member companies gain access to fresh-from-the-press academic research and white papers, cutting edge curriculum, experienced talent, and industry best practices. BCTIM was established in 1997 through a generous contribution from the McDonnell Douglas Foundation. Boeing Acquired McDonnell Douglas Corp. the same year and continues to support BCTIM today.