



# In Real Time: Managing the New Supply Chain

*Sandor Boyson, Lisa H. Harrington, Thomas M. Corsi*

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The age of the real-time supply chain has finally arrived. Thanks to an emerging technology construct—the Internet-based mega-portal—companies can now connect instantaneously with suppliers, distributors, manufacturers, customers, and alliance partners around the world. Online access to up-to-the-minute information enables companies to improve communication and project management across the entire supply chain, promote collaboration across departments, and enhance customer service and financial operations. The results are stunning; for example, a recent survey reports dramatic increases in revenues and customer retention and decreases in operating costs and product cycle times.

Drawing from extensive primary research, this book presents detailed examples of how organizations as diverse as Coca-Cola Bottling Company, Dell, and the U.S. Department of Defense are creating information and communication hubs online and reaping the rewards. The authors explain the basic technical and organizational infrastructure necessary for launching a mega-portal and how its successful management can have profound impact on every area and function of the extended enterprise—from strategy to logistics, product development to customer service. As competition heats up from every direction, the ability to design and manage your supply chain with precision and speed becomes a business imperative. *In Real Time* offers a practical blueprint for building, implementing, and sustaining supply chains in today's rapidly changing environment.

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