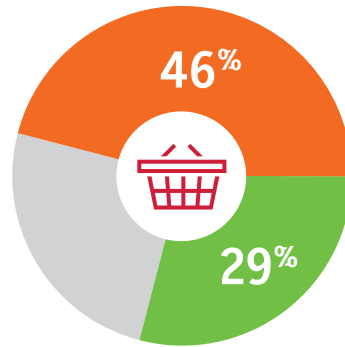


Profitability through supply chain segmentation



What's the importance of differentiated services and practices for varying customer and market segments?

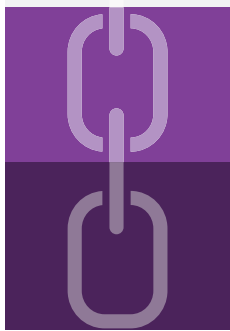


VERY SIGNIFICANT
CRITICAL



Do you segment your supply chain?

YES: 65%



NO: 29%



RATE THEIR SUPPLY CHAIN AS VERY EFFECTIVE



Do you have an effective / successful supply chain?



YES: 71%

EARLY SUPPLY CHAIN TECHNOLOGY ADOPTERS



YES: 36%

LATE SUPPLY CHAIN TECHNOLOGY ADOPTERS



Companies running effective segmented supply chain operations are seeing significant gains in critical area of productivity!



What are the benefits you are realizing from an effective supply chain segmentation strategy?



CONCLUSION: Supply chain segmentation, and the technology to support it, plays a critical role in helping manufacturing and distribution companies achieve a leading, effective and profitable supply chain.

Based on a recent study of 140 supply chain executives, sponsored by JDA Software and conducted by Peerless Research Group (PRG) on behalf of **Supply Chain Management Review**