

The Data-Driven Supply Chain

Is your business ready?



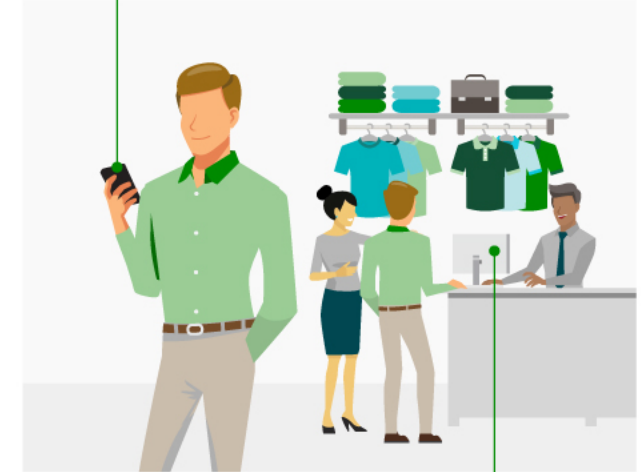
Reach out or miss the boat

Supply chain businesses that fail to invest, are at risk of low-value, old world, transactional relationships with customers and suppliers.



Secure the load

Data is a valuable resource that needs protecting before supply chain actors will feel comfortable sharing it.



Skills in short supply

Data science skills are vital to running a data-driven supply chain, but experts throughout the industry are in short supply.

Enter a new era driven by data

Supply chain collaborators need to align their objectives and incentives to effectively meet the growing demands of data-driven customers and online competitors.

A resource that needs refining

Research shows that data is easier to capture than it is to manage. Data will need to be accessible and useable to assist in the adoption of data-driven supply chains.

Data is the new oil: A valuable resource, but only when used.

And the move toward the Data-Driven Supply Chain is being driven by online giants like Amazon and Alibaba. How ready (or not) are Australian retailers, transport/logistics companies and manufacturers in this brave new data-driven world? And what can businesses do to prepare?



Search [Telstra.com/DDS](https://www.telstra.com/ddsdc) to find out how Telstra can help you be ready for the Data-Driven Supply Chain and how you can unlock the considerable benefits it offers.

