

## BOOK REVIEW

**The Digital Supply Chain Challenge: Breaking Through, Book written by Ralf W. Seifert and Richard Markoff, Published by International Institute of Management Development (IMD), Switzerland, 2020, Pages 254.**



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The Challenges faced by supply chain professions are many folds. Today, far from focusing on capital expenditures and logistics such as warehousing and distribution, supply chain managers are expected to understand all aspects of the business, appreciate the constraints and expectations of upstream and downstream partners and possess sufficient technological savvy to navigate the bewildering array of options presented by Industry 4.0 and supply chain digitalization (SCD).

This book provides a well organized framework and journey for what constitutes a digital supply chain and how to make it possible. The authors are the first to provide thought pieces that help a new generation of supply chain leaders to effectively address digital transformation. It is a sort of handbook to the essentials of digital supply chain transformation.

This book is consisting of four chapters. Chapter 1 deals with separating hype from reality, chapter 2 covers proof beyond the promise, chapter 3 addresses successful execution of the basics and chapter 4 deals with leading a digital supply chain transformation including case studies. The details covered under each chapter are as follows:

**Chapter 1**, the authors have highlighted the real Industry 4.0 challenges, demand for AI in demand planning, the leveraging e- Commerce in flexions point RFID & Blockchain technology.

**Chapter 2** has been devoted for predictive maintenance Industry 4.0, Als best path in supply chain digitization: A fresh idea for the fruit and vegetables supply chain. This is concluded with a case study: Tesco and Ocado: competing online models.

**Chapter 3**, the authors have emphasized on ABC classification right, service measures in an integrated supply chain, the hidden cost of cost to serve, the role of sales & operation planning (S&OP) governance, supply chain digitalization: IT management challenges and building an Industry 4.0 transformation roadmap.

**Chapter 4** has been devoted for case studies. Four fine case studies are included in this chapter. Case study 1: Hungrypet - Challenges to digital supply chain innovation. Case study 2: Tetra Pack - A digitally enabled supply chain as a competitive advantage, Case study 3: Faurecia digital transformation (A), (B) and (C) and case study 4: Adidas Russia/ CIS and the Russian Crisis - Retrench or double down (A) and (B). This chapter is concluded with a unit on supply chain career opportunities.

Authors of this book have received appreciation from Prof. Hau Lee and among others from SCM domain. Finally, I encourage readers to read and embrace the important learnings on digital supply chain challenges.