What happens when the market is smarter than your supply chain?
In this changing world, companies need supply chains that are fast, agile and customer-responsive yet cost-effective. EY is a leader in supply chain, operations, digital and emerging technologies. EY and JDA are combining EY's experience with JDA's industry-leading supply chain solutions to help clients accelerate their supply chain strategies and digital transformation initiatives.

Companies are reinventing their supply chain framework to evolve and compete in this digital era. EY is helping customers to be competitive using its proprietary Supply Chain Reinvention Framework and assisting clients to manage disruption and be a disrupter. Embedded within the Supply Chain Reinvention Framework is a suite of asset-backed solutions that will help you navigate the disruption.

The Supply Chain Transformation journey draws on operational insight and technology advancements to provide your organization agility in an ever-changing marketplace.

| Supply Chain Management | End-to-end (E2E) supply chain visibility and insights
|---|---
| Supply chain strategy and segmentation | Supply chain network and trade flow optimization
| Integrated supply chain operating model | Supply-side optimization
| Integrated digital planning – supply chain planning and synchronization | Supply-side optimization and procurement
| Smart product and portfolio management | Smart Factory
| Digital fulfillment | Digital logistics and fulfillment
| Smart services and after-market | 3

Extended supply chain risk intelligence, optimization and sustainability

**Key Enablers**
- Advanced analytics, AI, cloud, big data, blockchain and machine learning
- Autonomous supply chain, automation, robotics
- Global trade and the financial supply chain
- Workforce of the future
- OT/IT cyber threat

**Supply Chain Smart Maps** - Provide insights through end-to-end quantitative analytics, benchmarking and qualitative performance assessments. These insights identify the critical areas in which clients can increase performance and achieve their full supply chain potential.

**Technology transformation**
- Agile Business
- Supply Chain

**EY and JDA: Improving supply chains for the digital future**

Scan to learn more about the value of our alliance

**Supply Chain Smart Maps** - End-to-end (E2E) supply chain visibility and insights

**Supply Chain Smart Maps** - Supply chain strategy and segmentation

**Supply Chain Smart Maps** - Integrated supply chain operating model

**Supply Chain Smart Maps** - Integrated digital planning – supply chain planning and synchronization

**Supply Chain Smart Maps** - Smart product and portfolio management

**Supply Chain Smart Maps** - Smart services and after-market

**Supply Chain Smart Maps** - Extended supply chain risk intelligence, optimization and sustainability

**EY’s JDA Implementation Framework**

**EY’s Organization Design and Change Management Expertise**

**EY’s assets for digital enablement and rapid implementation**
- Implementation tool-kits
- Accelerators
- Approach and methodologies
- RPA
- Blockchain
- Chatbots

**JDA Luminare® solutions** embrace the cloud, Internet of Things (IoT) and advanced analytics and cross-platform integration with artificial intelligence (AI) and machine learning (ML) from Blue Yonder. EY, being a leader in the digital space, initiated multiple co-innovation offerings with JDA. EY’s proprietary work in the digital space truly allows us to extend the JDA Supply Chain Platform to deliver more value to our joint clients.
EY’s offerings to enable your transformation through application implementation and digital enablement

EY offers comprehensive services across JDA’s Intelligent Fulfillment® suite of applications. Apart from core offerings, we have established subsidiary offerings across fulfillment streams such as supply chain planning, warehousing and transportation. These offerings are complemented by EY’s digital assets, which are enabling our clients to evolve and compete in this modern era.

EY established a global JDA competency and has helped clients with successful transformation. EY has established an offshore center in India, providing competitive and cost-effective services across offerings. The transformation and implementation are powered by EY’s JDA implementation framework and assets.

- Warehouse
  - Four-wall assessment
  - Autonomous warehouse transformation
  - Applications implementation
  - Software evaluation and selection
  - Enterprise transformation readiness

- Transportation
  - Transportation Modeling as a Service (TMaaS)
  - Strategic sourcing management
  - Global trade compliance and management

- Planning
  - Empowered planning using cognitive/Al technologies
  - Planning as a service

- Digital tools
  - Integrate JDA solutions and client’s systems using EY digital assets and offerings
  - EY Supply Chain Smart Maps

- JDA’s Luminate® ecosystem

Supplemental strategies

- Supply chain execution leadership forum

The forum is an EY and JDA-led series of workshops and points of view to describe the evolving worlds of transportation, warehousing and labor markets and discuss how companies can prepare to benefit from emerging capabilities. Customer presentations dealing with specific challenges and opportunities resulting from these disruptions will provide perspective on how these trends are transforming their industries, and how the nature of existing supply chain channels will evolve as we move forward.

- What happens when the market is smarter than your supply chain?

EY offers more and register for the next session planned during 2019.

- Notable recent wins and accomplishments

EY established a global JDA competency and has helped clients with successful transformation.

- Global fulfillment provider for technology products
- Global player in health care
- Leading logistics service provider

EY has established an offshore center in India, providing competitive and cost-effective services across offerings. The transformation and implementation are powered by EY’s JDA implementation framework and assets.

- Global player in health care
- Implementation of ocean/air transportation using JDA TMS and integrating with third-party shipment/vessel tracking and visibility service providers
- Supply chain planning transformation leveraging JDA’s demand and supply planning solutions
- Transforming inbound transportation using JDA TMS and integrated with multiple ESRs and legacy systems
- Retail giant

If it isn’t broken, don’t fix it was apt for business in the 20th century; today, if you are not anticipating, experimenting, imagining — and failing often — you’ll become obsolete.

Gil Forer  
EY Global Markets Digital and Business Disruption Leader
When human ingenuity meets digital transformation, we create real impact. Discover how looking at digital from every angle can unlock new value to create the enterprise of the future.

Leaders don’t do digital, they are digital ...

<table>
<thead>
<tr>
<th>Projects Digital focus</th>
<th>Programs Digital program investment</th>
<th>Operating Model Digital DNA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital projects being undertaken in pockets across the organization</td>
<td>Digital programs have been launched within the business</td>
<td>Challenging business models to create new sources of value</td>
</tr>
<tr>
<td>Little strategic content</td>
<td>Program sponsorship at a functional/vertical level</td>
<td>Industrializing innovation across the breadth of your business</td>
</tr>
<tr>
<td>Digital SC control tower</td>
<td>Blockchain</td>
<td>Creating a culture that continuously iterates and improves your, and your customers’ experiences</td>
</tr>
<tr>
<td>Intelligent last-mile delivery and tracking</td>
<td>RPA-robotic process automation</td>
<td>Moves with operational agility</td>
</tr>
</tbody>
</table>

Digital creates opportunities and risks across the value chain. Our insights will help you look at digital from every angle. It is pivotal for companies to stay ahead of the curve and be a disrupter rather than being impacted by the competition. It only takes a few days for new technologies to disrupt you. “Being Digital” has enabled companies to innovate and provide tremendous value to their customers and stakeholders.

The Forrester Wave™

Innovation Consulting Services Providers Q4 2018

The Bayer TMS Journey; Next up = International Logistics

Speakers: Kishore Yarlagadda – Bayer
Vivek Chhaochharia – EY

Date and Time: Thursday, May 9, 3:15 p.m. | Dallas 1

Topic: How Foodstuffs North Island integrates their supply chain to efficiently “bring Food to Plate” to New Zealanders every day

Speakers: Gareth McFarlane – Foodstuffs
Matthieu Moreaux – EY
Vikram Gupta – EY

Date and Time: Thursday, May 9, 10:00 a.m. | Dallas 7

We are hosting receptions for specific industry verticals, to provide an opportunity to network and connect on industry-specific solutions. Please join us for one of the two sessions:

May 7: Discrete Industry Reception, 7:30 p.m. | Riverwalk Cantina – Tequila Lounge
May 8: CPG Industry Reception, 7:30 p.m. | Riverwalk Cantina – Tequila Lounge

Digital Supply Chain contacts:

Gaurav Malhotra
Principal
Ernst & Young LLP
Enterprise Applications Leader
Tel: +1 312 523 3353
Email: gaurav.malhotra1@ey.com

Vivek Chhaochharia
Executive Director
Ernst & Young LLP
Digital Supply Chain Leader
Tel: +1 214 505 2851
Email: vivek.chhaochharia@ey.com
About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation is available via ey.com/privacy. For more information about our organization, please visit ey.com.

Ernst & Young LLP is a client-serving member firm of Ernst & Young Global Limited operating in the US.

© 2019 Ernst & Young LLP.
All Rights Reserved.
1904-3112233

ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax or other professional advice. Please refer to your advisors for specific advice.

ey.com