

The Long Conversation: Learning How to Master Enterprise Systems

Enterprise Applications

- Corina Montalvo
- Daniela Ávila
- David Jiménez
- Olga Pérez
- Marifer Bejinez
- Evelin Tapia
- Patricia Martinez

Thecasesolutions.com



The Long Conversation: Learning How to Master Enterprise Systems

Enterprise Applications

- Corina Montalvo
- Daniela Ávila
- David Jiménez
- Olga Pérez
- Marifer Bejinez
- Evelin Tapia
- Patricia Martinez

Thecasesolutions.com



9. CASE: CANNONDALE

9.1 ENTERPRISES SYSTEMS

9.2 SUPPLY CHAIN MANAGEMENT SYSTEMS

INTERACTIVE SESSION: SOUTHWEST AIRLINES

9.3 CUSTOMER RELATIONSHIPS MANAGEMENT SYSTEMS

9.4 ENTERPRISE APPLICATIONS: NEW OPPORTUNITIES
& CHALLENGES

INTERACTIVE SESSION: ENTERPRISE APPLICATIONS

Thecasesolutions.com



Cannondale learns to manage a global supply chain



Is the world-leading manufacturer of high-end bicycles, apparel, footwear, and accessories with dealers & distributors in more than 60 countries.

Thecasesolutions.com

Produces more than 100 different bicycle models each year, 60% of these are newly introduced to meet ever-changing customer preferences.
Offers make-to-stock & make-to-order models.
Thecasesolutions.com

A typical bike requires 250-300 lead time and a 7-week manufacturing window and some models have bills of materials over 250 parts.
Cannondale manages more than 200,000 different individual parts.

To manage all of these requires a great deal of manufacturing flexibility.

Thecasesolutions.com

Cannondale selected a system named Kinaxis RapidResponse, this is an on-demand software service and was the solution for them. It gives accurate and detailed information of the supply chain by an easy-to-use via in an spreadsheet interface.

Efficiency for the company

Thecasesolutions.com

Thecasesolutions.com

ENTERPRISES SYSTEMS

What are enterprise systems?

Enterprise software

Business value of enterprise systems

Is the world-leading manufacturer of high-end bicycles, apparel, footwear, and accessories with dealers & distributors in more than 66 countries.

Thecasesolutions.com

Produces more than 100 different bicycle models each

Thecasesolutions.com

Produces more than 100 different bicycle models each year, 60% of these are newly introduced to meet ever-changing customer preferences.

Offers make-to-stock & make-to-order models.

Thecasesolutions.com

A typical bike requires 150-day lead time and a 4-week manufacturing window, and some models have bills of materials over 150 parts.

Cannondale manages more than 200,000 different individual parts.

To manage all these requires a great deal of manufacturing flexibility

Thecasesolutions.com

Cannondale selected a system named Kinaxis RapidResponse, this is an on-demand software service and was the solution for them. It gives accurate and detailed information of the supply chain by an easy-to-use via in an spreadsheet interface.

Efficiency for the company

Thecasesolutions.com

ENTERPRISES SYSTEMS

What are enterprise systems?

Enterprise software

Business value of enterprise systems

GLOBAL SUPPLY CHAINS AND THE INTERNET

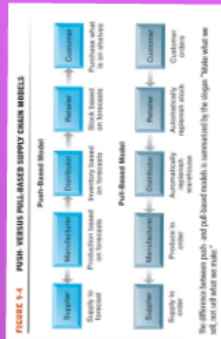
Before the Internet, supply chain coordination was hampered by the difficulties of making information flow smoothly among geographically dispersed supply chain systems for purchasing, materials management, manufacturing, and distribution.

Enterprise and supply chain management systems have been enriched with Internet technology.

Global Supply Chain Issues

- Global supply chains typically span greater geographic distances and time differences than domestic supply chains and have participants from a number of different countries.
- Although the purchase price of many goods might be lower abroad, there are often additional costs for transportation, inventory, and local taxes or fees.
 - Performance standards may vary from region to region or from nation to nation.
- Supply chain management may need to reflect foreign government regulations and cultural differences.

As knowledge systems help the aspects of the past supply chain, supply chain management is becoming an increasingly important part of the business process.



In addition to reducing costs, supply chain management systems help increase sales. More precise control of the supply chain enhances the firm's ability to have the right product available for customer purchases at the right time.

By implementing a networked and integrated supply chain management system, companies match supply to demand, reduce inventory levels, improve delivery service, speed product time to market, and use assets more effectively.

BUSINESS VALUE OF SUPPLY CHAIN MANAGEMENT SYSTEMS

Thecasesolutions.com

A firm's supply chain is a network of organizations and business processes for procuring raw materials, transforming these raw materials into intermediate and finished products, and then to distribute them.

Just-in-time strategy

Bullwhip Effect

Supply chain planning systems

Demand planning

Supply chain execution systems