

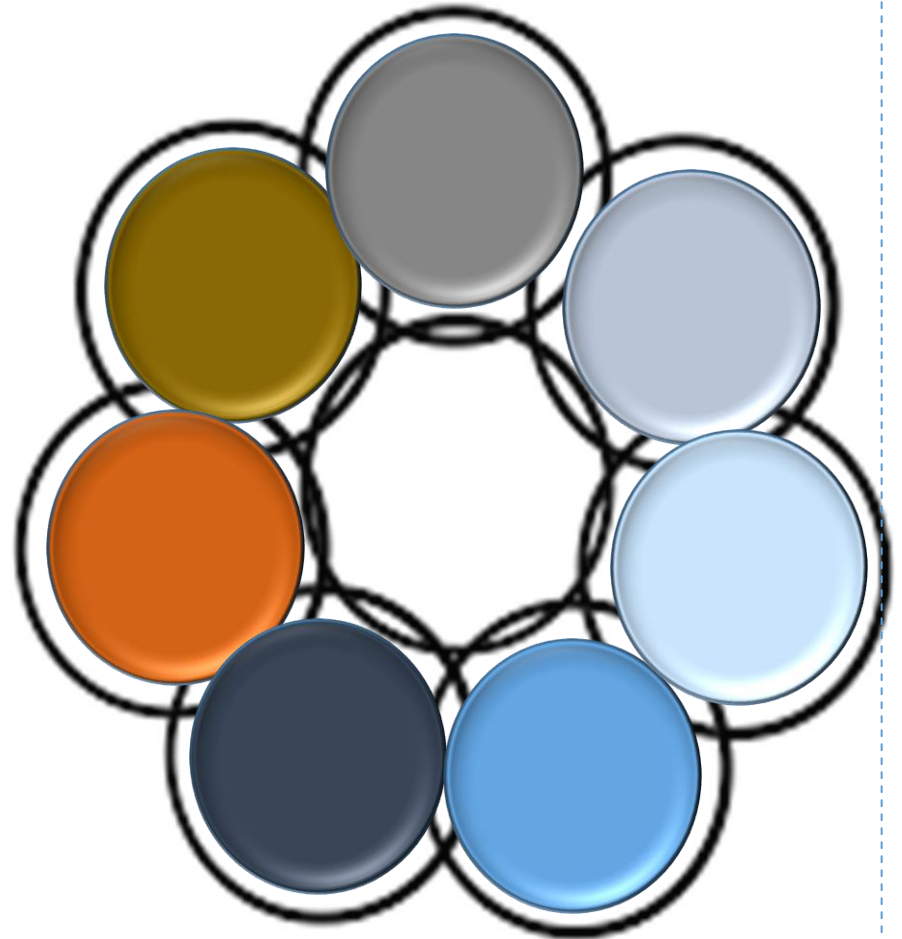
Guiding Principles of Supply Chain Management

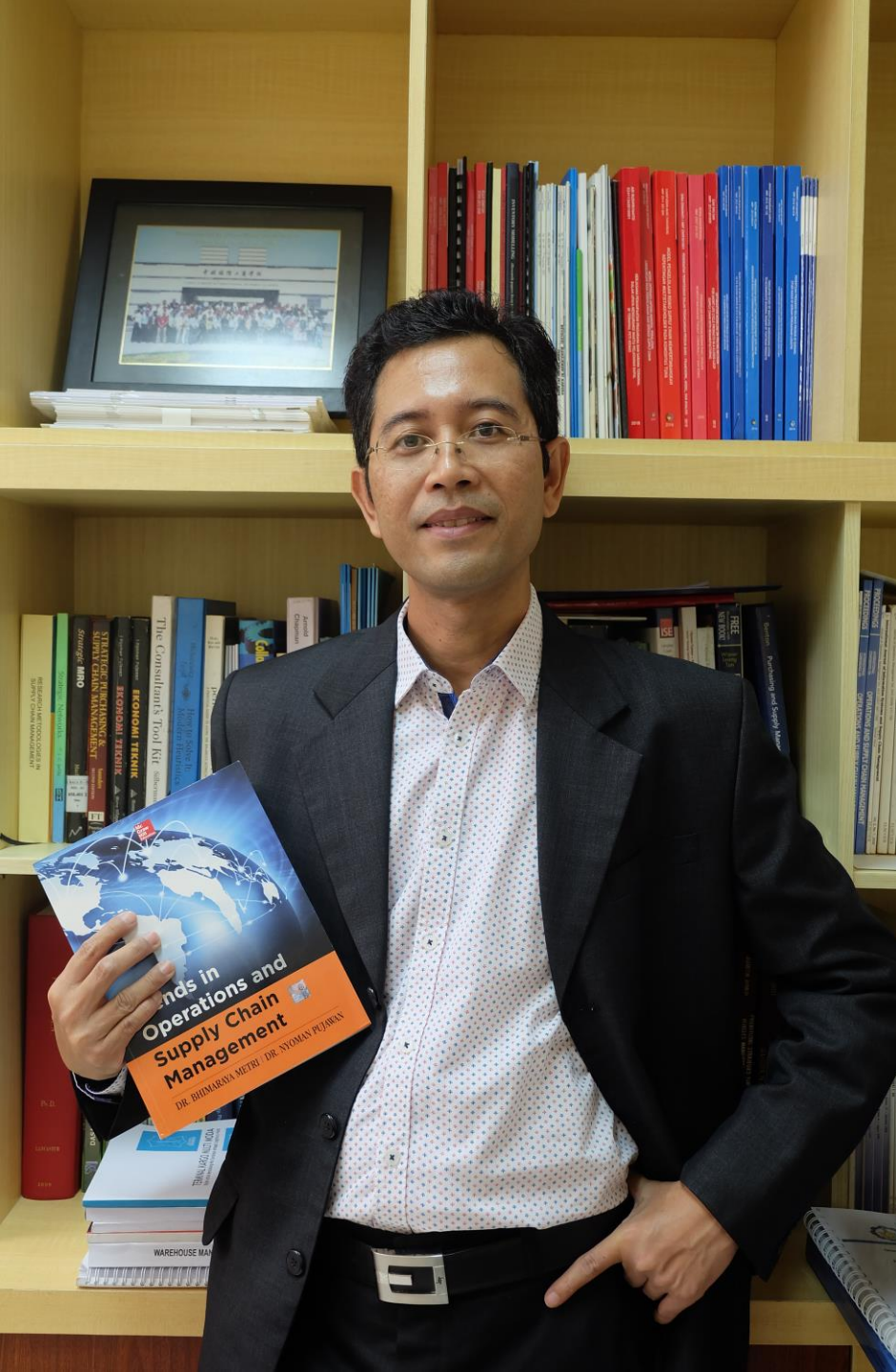
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- Professor Supply Chain Engineering, Teknik Industri, ITS
- Kepala Departemen Manajemen Teknologi (Pengelola Program MMT – ITS) www.its.ac.id/mt
- Terlibat di lebih dari 40 project di industri
- Memiliki lebih dari 40 publikasi di jurnal internasional
- Memperoleh berbagai penghargaan nasional dan internasional (termasuk dosen berprestasi nasional tahun 2009)
- Authorized Trainer untuk sertifikasi internasional di ISCEA (International Supply Chain Education Alliance) www.isceaindonesia.com
- President, Indonesian Supply Chain and Logistics Institute (ISLI)

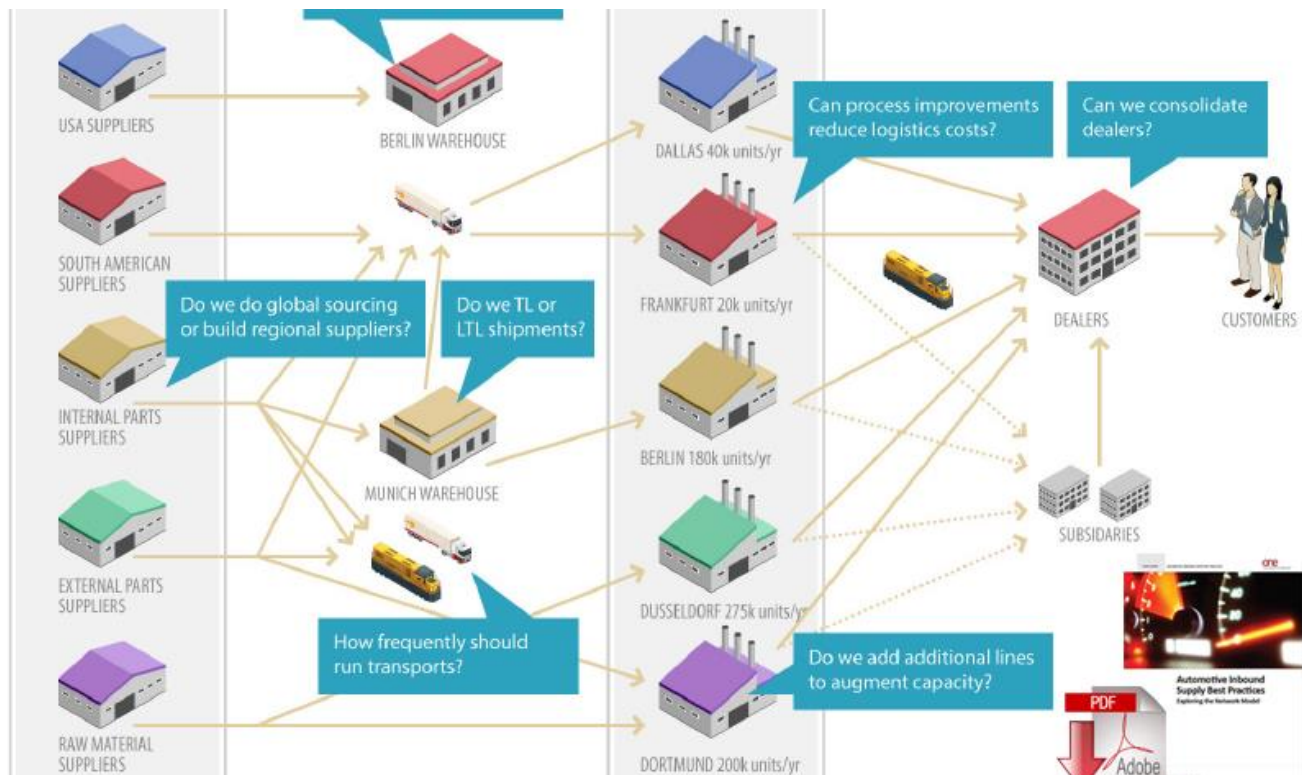
In these days when you listen to news, interviews or talk shows in TV like CNN, Fox News, BBC, or others, one term that is very often mentioned either by politician - journalist - or other interviewee is "supply chain". Indeed a supply chain is very much affected by Covid-19 pandemic yet it is also very important to have the supply chain moving to serve the need of people.

Nyoman Pujawan, [LinkedIn](#) 14 Mei 2020



Supply Chain – Complex Structure

Principle 1: Understand your supply chain structure




- Who, How many, and Where are your suppliers?
- Who, How many, and Where are your customers?
- How risky / robust is your supply chain?
- How much control you have on your network?



Move beyond buy and sell

- Map
- Identify bottleneck
- Find alternative supplies
- Strategically manage your network
- Develop

An illustration showing four hands in business attire (sleeves in blue, orange, dark blue, and green) placing large, colorful puzzle pieces (green, red, orange, blue) onto a light blue surface. The puzzle pieces are arranged in a 2x2 grid. Surrounding the puzzle are various office items: a magnifying glass, a pen, a calendar, and some papers. The background is a gradient from dark blue to light blue.

Principle 2: Coordination, Collaboration

Supply chain involves
multiple parties internally
and externally

Coordination Vs Collaboration

- **Coordination** → (1). the process of organizing people or groups so that they work together properly and well. (2). the process of causing things to be the same or to go together well. (3). the ability to move different parts of your body together well or easily (*Merriam-Webster*).
- **Collaboration** → the process of two or more people or organizations working together to complete a task or achieve a goal (*Wikipedia*).

Production and Marketing Coordination

Collaborative Design, Early Supplier Involvement

- **VMI**
- **CPFR**
- **ESI**
- **S&OP**
- **Cross-docking**

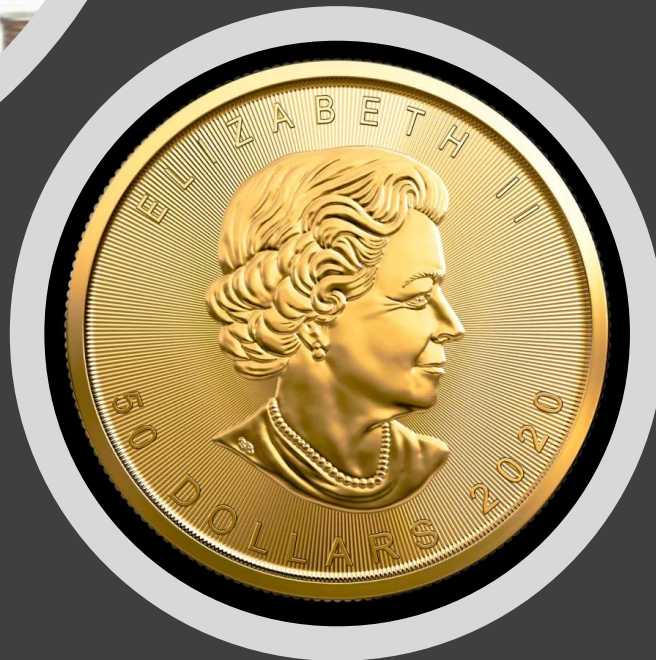


us on
ng Term Profit,
Short Term Profit!



Principles 3: Aligned objective

- Maximizing long-term profitability is better than (1). short term revenue (2). Cost reduction.
- Cost reduction is good, but not at any situation. Sometimes it hinders growth.

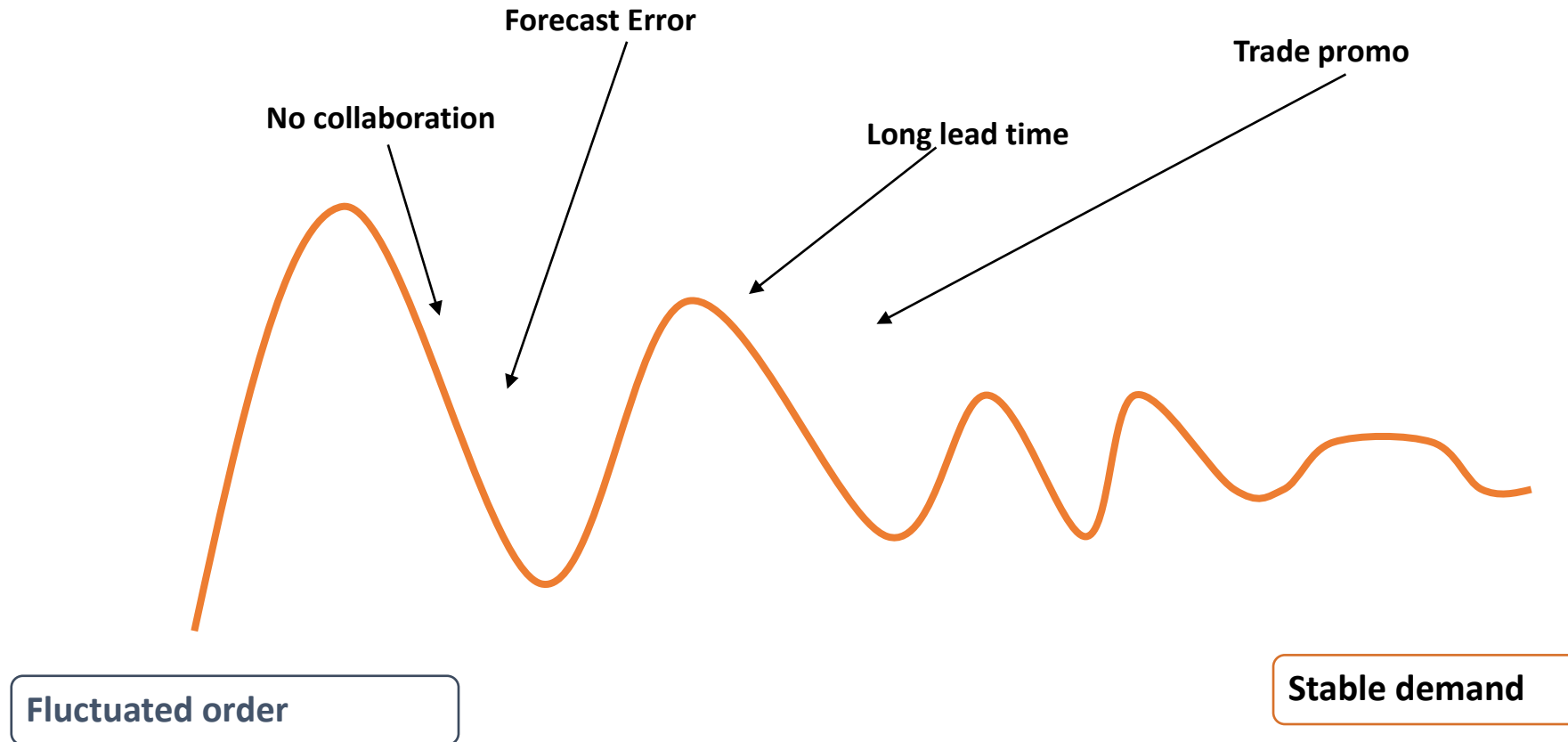


Principle 4: Information Visibility



- Replacing inventory with information
- Reduce information distortion
- Help partners reduce uncertainty

Bullwhip Effect



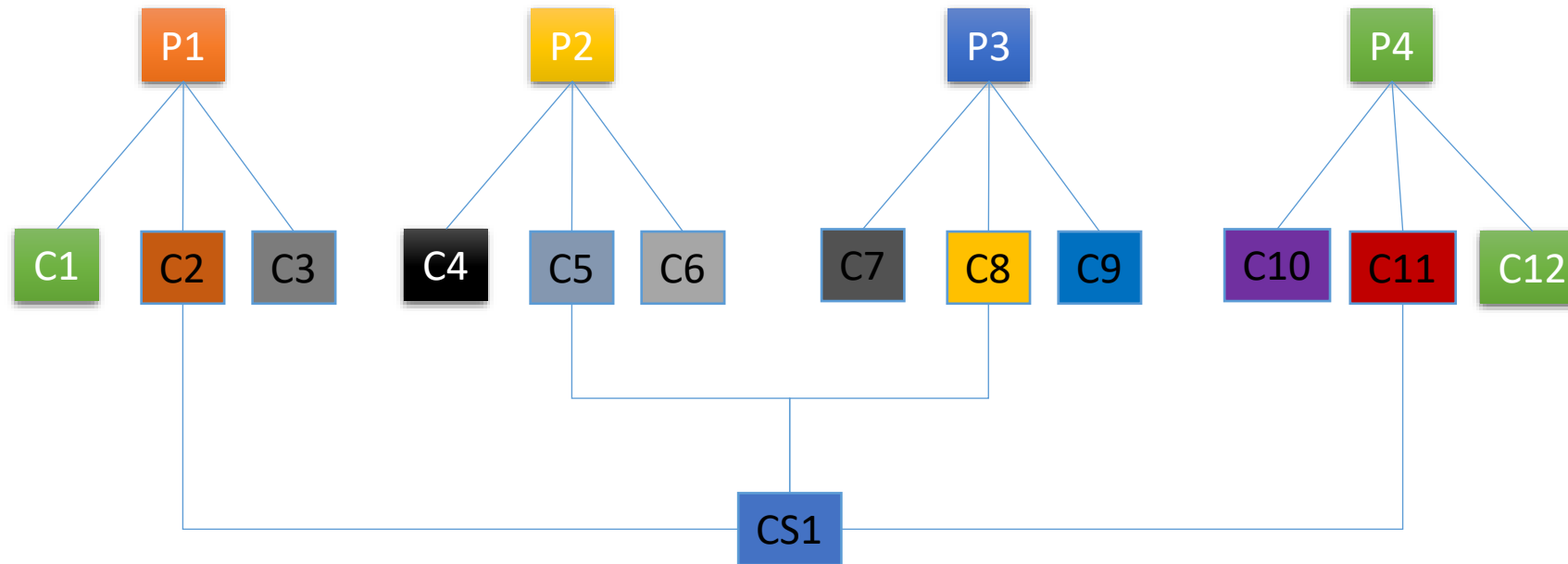
Principle 5: Reduce Complexity without Losing Value

Citroën/Peugeot 1.6 16V EP6DT Engines share commonality with BMW 1 series and Mini models

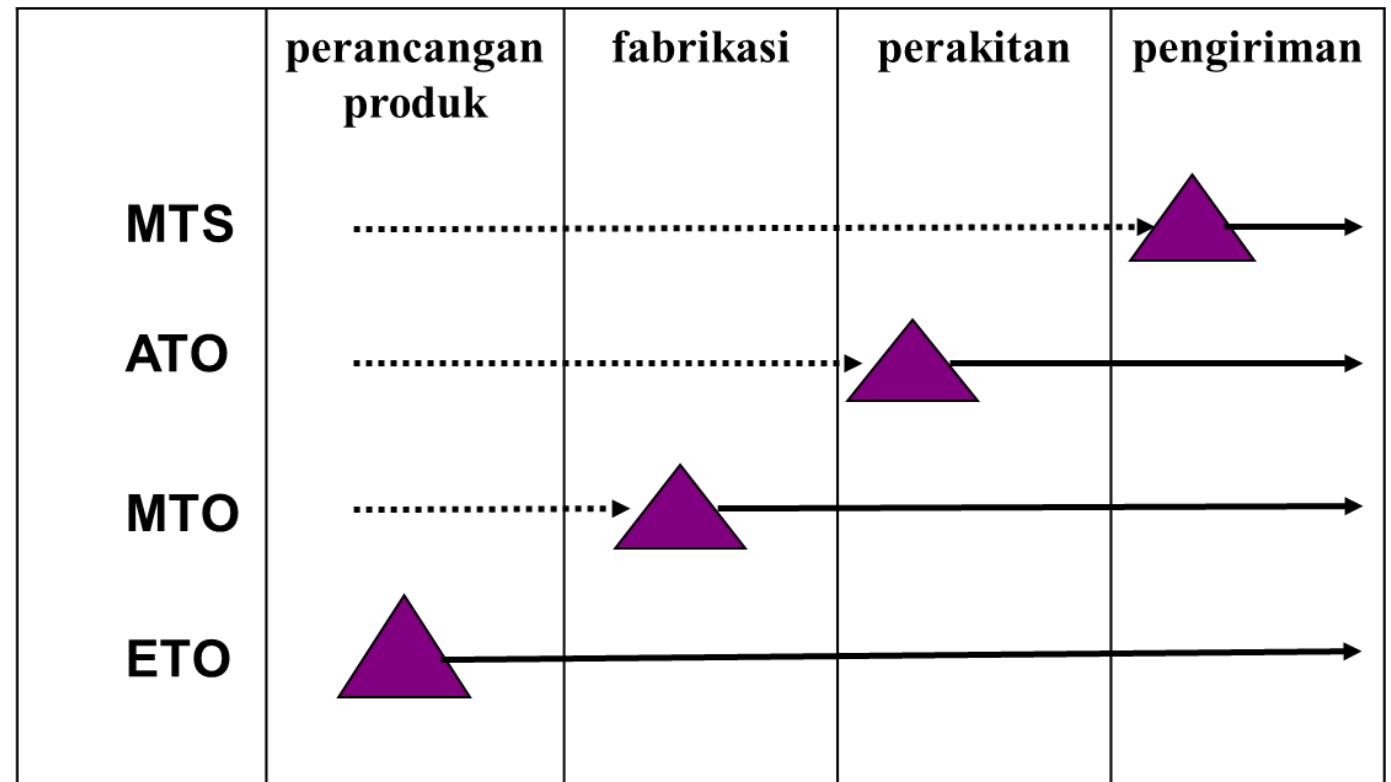


- **Use common components**

Component Commonality



Principle 6:
Design
decoupling
point to
balance
speed and
efficiency



Principle 7: Differentiating Service Level

It is always important to differentiate service levels in order to optimize resource allocation for better profitability.

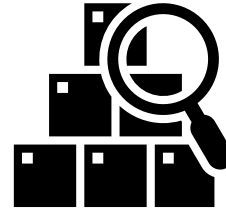
- Revenue contribution
- Impact of shortage
- Competition
- Substitution



Services are Differentiated based on



Quality of service



Product availability



Speed of response



Flexibility



MMTITS

Magister Manajemen Teknologi
Institut Teknologi Sepuluh Nopember

Program MMT (Surabaya & Jakarta)



- Industrial Management
- Project Management
- Information Technology Management
- Maritime Business Management
- Supply Chain Management
- Business Analytics
- Innovation Design Management



- Project Management
- Supply Chain Management
- Business Analytics

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DMTITS

Doktor Manajemen Teknologi
Institut Teknologi Sepuluh Nopember

Link pendaftaran serta informasi tes TPA dan TOEFL

<https://smits.its.ac.id/pascasarjana>

Informasi lebih lanjut bisa hubungi

081330896644 (LITA)

085334558256 (AZIZ)

Pra-Registrasi*

bit.ly/doktormmt2020

*) Silahkan mengisi form berikut
untuk memperoleh pembaruan informasi

Informasi Pendaftaran MMT-ITS dapat diakses melalui bit.ly/doktormmt2020 **Deadline 10 Juli 2020**

ISCEA INDONESIA International Supply Chain Education Alliance ITS TEKNO SAINS

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CSCA

CERTIFIED SUPPLY CHAIN ANALYST

Certified Supply Chain Analyst merupakan program pelatihan dan sertifikasi dari ISCEA yang ditujukan untuk Anda yang memiliki pengalaman kerja atau pendidikan dalam bidang rantai pasok. Program ini memberikan kesempatan Anda untuk memperoleh pengakuan internasional terkait penguasaan dasar-dasar rantai pasok.

2,3,5,6 JUNI 2020

Online Via zoom

15 jam materi disertai buku materi dan latihan soal

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CSCA bisa diikuti mahasiswa tingkat akhir atau profesional
CSCM harus diikuti oleh yang sudah pengalaman kerja.

Terimakasih