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Challenging the Traditional Supply Chain: Why Is Responsiveness So Hard?

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Most companies understand the need to become more responsive to shorter product lifecycles, fluctuating inventory levels and changing costs. But few recognize the impact that becoming more responsive will have on their supply chain.

They underestimate the fundamental shifts that are needed to move from being simply efficient to becoming truly responsive.

Hitachi Consulting and AMR Research recently surveyed 164 manufacturers to better understand the way companies detect change, the levers they use to respond to change, and the obstacles to becoming more responsive.

The most noteworthy result of this supply chain responsiveness study was that the single-biggest barrier to becoming responsive is a company's own culture. Surprised? The biggest barrier is ourselves.

To read the full article, [click here](#).