



Supply Chain Insights™

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Today, Supply Chain Insights LLC announced the release of its new experiential supply chain simulation game, SCI IMPACT! With a looming talent shortage in supply chain management, and the need to build value networks, the game is designed to help teams within companies to better understand the need for horizontal, cross-functional alignment to build winning processes from the customer's customer to the supplier's supplier.

Participants at the Supply Chain Insights Global Summit, in Scottsdale, AZ on September 9-10, and at the Supply Chain Insights Public Training in Philadelphia, PA on August 13-14, will also get the opportunity to play this innovative simulation game to better understand supply chain processes.

The game was envisioned by Supply Chain Insights founder Lora Cecere. The game play's design is based on four years of research on the Metrics That Matter in Supply Chain Management in conjunction with the Operations Research Department at Arizona State University. The game, SCI IMPACT!, was designed and built by Sterling Simulation, using the AnyLogic Multimethod simulation software platform. Players of the game interact in teams based on pre-assigned roles using tablets to simulate real-life events and decision making in Sales and Operations Planning. With each round of play, the results of the simulation write to a balance sheet to give participants an instant connection between supply chain decisions and balance sheet results.

The product is designed to fill a gap in the market and to train supply chain professionals to better understand the supply chain as a complex system. Supply Chain Insights' research shows there is a significant gap in supply chain middle-management talent, and the lack of key skills is a significant concern to hiring managers. The game will address this gap, giving players a deeper understanding of the Bullwhip Effect on supply chain performance, demand latency, and the impact of complexity of product proliferation, and the long tail. The design of the game also helps participants better understand the need to build outside-in processes, including channel and supply visibility, and the mitigation of risk.

"Supply chain leaders are looking for better ways to train their organizations. I intended this game to prepare the next generation of supply chain leaders on the concepts and theories that will accelerate supply success." said Lora Cecere, Founder and CEO of Supply Chain Insights. "I envision this becoming part of training for companies, universities, and individual practitioners who want to broaden their vision and deepen their skills. Unveiling and playing the game at our Global Summit will be one of the highlights of our event, and we're looking forward to the session."

The structure of the game will break players up into multiple teams with differing levels of data with which to make decisions. The "outside-in" team will have multiple data points they can use to identify risks, opportunities, and demand for their product, learning the value of incorporating data into their supply chains. Teams with limited data will see the gap in performance and learn the importance of having data with which to make decisions.

The game will also become an integral part of the Supply Chain Insights Public Training, a program offered to mid-to-senior-level employees who wish to increase their skills, value and marketability as a supply chain professional. This training will be offered throughout the year as in public sessions or as a private company-sponsored event. Over the course of two days, attendees will attend sessions creating a foundation of higher level supply chain concepts, and then put those concepts into practice through a competition against other attendees.

For more information about the game, public training, or Global Summit, please visit www.supplychaininsights.com, or contact Alison Crawford, Director of Marketing, at Alison.crawford@supplychaininsights.com or at 781-420-9497.