



# PATTY RIEDL KINEXIONS 2023 TESTIMONIAL VIDEO TRANSCRIPT

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So I actually see three trends. The first one is data. Any major supply chain problem today is really a supply chain data problem. We think about product traceability, order visibility, even having visibility to our people as we think about the future of safety. So data is the first major trend. Second major trend is people. One of the major changes that we've seen in the past several years is the shift from the face to the customer, from a human person in a store setting to the supply chain.

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Supply chain is customer service, and customer service is supply chain today. So, it's a very big change as we think about how we educate and train the future supply chain leaders and their entire teams. The third big trend is really scalability. I think for the most part, our supply chain leaders know what to do. The solutions and the ideas are out there.

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The challenge is really how do you implement them at scale and at a very accelerated pace. What I'm most excited about in the world of supply chain today is our opportunity to bring together all of the new learnings across data, AI, generative AI, with the entire workforce that is now at the ready and growing, given how exciting supply chain has become in the past three years, as we've all survived and thrived through Covid, and then bringing that together with how do we really design new ways of working, not just new technologies, but how do

you apply those technologies to how work gets done, to how you think about the entire network of your supply

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chain and your manufacturing base from suppliers all the way to customers.

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Deliberately get experience all the way across the end-to-end supply chain. So, work in the plants, be a supply planner. Take on a role with a marketing or sales team as a demand planner. Gaining that experience across all major parts of the supply chain is what I believe is going to be needed to really build the supply chains of the future.

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Accenture research shows that 60% of all greenhouse gas emissions are driven by supply chains. So, as I think about how do we take that number down? How do we really make a difference to the planet as supply chain leaders? The first thing is increasing transparency. So, I think most companies and supply chain leaders today are doing a good job of measuring their scope 2 and 3 emissions,

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but there's more to do to really make that transparent and then to understand what is driving them and take the actions to reduce them, not just understand what they are. Then I think the second piece is moving beyond just



the carbon emission measurement. Waste, right? Waste comes from all industries in different shapes and forms. In food and beverage manufacturing

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it's all of the, you know, waste that comes off the line in water usage. In auto industrial, you know, it's the metals, it's the usage of all raw materials that, again, are starting to be measured but aren't necessarily being deliberately actioned in terms of how do you reduce them.

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