

Lesson 05 SCOR (II)

E331 - Supply Chain Management

Diploma in Supply Chain Management

Scenario (Continue from Lesson 4) Aston, a Supply Chain Analyst with Dota Corp., developed the following SCOR Level-2 thread diagram.

Scenario (Continue)



As a continuous improvement of the supply chain operations and integration with League Logistics, Aston reckoned that he needs to enhance the SCOR model further.

The operations team of League Logistics is responsible for monitoring and reporting on the operation performance of the Global Distribution Centre (GDC). The operations team has been providing reports on order fill rate, pick errors, weekly/monthly shipments, order cycle time and average shipment lead-times, returns, etc. to Aston.

Aston is considering using metrics that are well defined and accepted in the industry for its supply chain performance measurement. In addition, Aston also plans to implement some best practices recommended by the SCOR model. Can you help Aston with his plan?

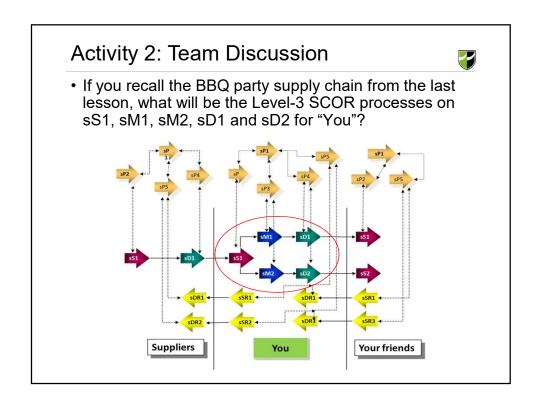
Activity 1: Think-Pair-Share

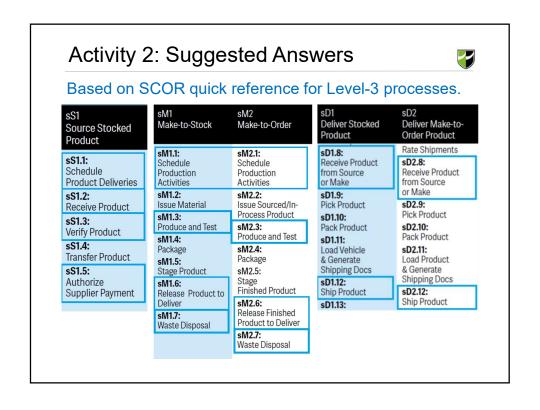


Based on the scenario, answer the following questions first by yourself (Think), then exchange your thoughts with your teammates (Pair) and finally share your ideas with your class.

What is Aston's plan? Use industrial metrics to measure supply chain performance Implement best practices	2. What do I know? (Think)
3. What my team mates know but I don't? (Pair)	4. What do other teams in class know? (Share)

4





Activity 3: Team Discussion



- How do you measure the success of the BBQ party?
- List down the <u>indicators / metrics</u> of success that you think can be used for the BBQ party supply chain.
- How do you feel about the metrics that you have listed? Are they good enough?

Activity 3: Suggested Answers



Some examples of the success indicators/metrics:

- · On-time delivery of burgers
- Quantity & quality of the burgers made
- Speed of each burger made (cycle time)
- Cost to source raw ingredients
- Cost to organize the BBQ party

General feedback on metrics listed:

- Metrics are not well defined and may not be widely accepted or used
- Metrics may not be clear for calculation
- Metrics may not be standardized for comparison or benchmarking, etc.

SCOR Performance



Focuses on the <u>measurement</u> and <u>assessment</u> of the <u>outcomes</u> of supply chain process execution.

- Performance Attribute: Strategic characteristics of supply chain performance used to <u>prioritize</u> and <u>align</u> the supply chain's performance with the business <u>strategy</u>.
- Metric: Discrete performance measures, themselves comprised of levels of connected hierarchy
- Process/Practice Maturity: Objective, specific descriptions used a <u>reference</u> tool to <u>evaluate</u> how well supply chain processes and practices incorporate and execute accepted <u>best-practice</u> process models and leading practices

SCOR Performance Attributes



- A performance attribute is a <u>grouping</u> or <u>categorization</u> of metrics used to express a specific strategy.
- An attribute itself <u>cannot be measured</u>; it is used to set strategic direction.
- Metrics are used to measure the ability to achieve these strategic directions.
- SCOR recognizes FIVE (5) performance attributes.

SCOR Performance Attributes



Performance Attribute	Definition			
Reliability	The ability to perform tasks as expected. Reliability focuses on the predictability of the outcome of a process. Typical metrics for the reliability attribute include: On-time, the right quantity, the right quality.			
Responsiveness	The speed at which tasks are performed. The speed at which a supply chain provides products to the customer. Examples include cycle-time metrics.			
Agility	The ability to respond to external influences, the ability to respond to marketplace changes to gain or maintain competitive advantage. SCOR Agility metrics include Adaptability and Overall Value at Risk			
Costs	The cost of operating the supply chain processes. This includes labor costs, material costs, and management and transportation costs. A typical cost metric is Cost of Goods Sold.			
Asset Management Efficiency	The ability to efficiently utilize assets. Asset management strategies in a supply chain include inventory reduction and insourcing vs. outsourcing. Metrics include: Inventory days of supply			
(Assets)	and capacity utilization.			

SCOR Performance Attributes



- <u>Reliability</u>, <u>Responsiveness</u>, and <u>Agility</u> are considered <u>customer/external-focused</u>.
- Cost and Asset Management Efficiency are considered internal-focused.
- All SCOR metrics are grouped within one of the performance attributes.
- Each Performance Attribute has one or more Level-1/strategic metrics. These level-1 metrics are the calculations by which an organization can measure how successful it is in achieving its desired positioning within the competitive market space.

SCOR Metrics



- A metric is a <u>standard</u> for <u>measurement</u> of the <u>performance</u> of a supply chain or process.
- The SCOR metrics are organized in a <u>hierarchical</u> structure. SCOR recognizes <u>three</u> levels of predefined metrics: Level-1, Level-2 and Level-3.
- The relationships between these levels is <u>diagnostic</u>.
 Hence, SCOR metrics are diagnostic metrics.
- The analysis of performance of metrics from level-1 through 3 is referred to as metrics decomposition, performance diagnosis or metrics root cause analysis. Metrics decomposition is a first step in identifying the processes that need further investigation. (SCOR Processes are linked to level-1, level-2 and level-3 metrics).

SCOR Metrics



- Level-1 metrics are diagnostics for the <u>overall health</u> of the supply chain. These metrics are also known as <u>strategic metrics</u> and <u>key performance indicators</u> (KPI). Benchmarking level-1 metrics helps establishing realistic targets to support the strategic directions.
- Level-2 metrics serve as diagnostics for the level-1 metrics. The <u>diagnostic relationship</u> helps to identify the root cause or causes of a performance gap for a level-1 metric. This means that by looking at the performances of the Level-2 metrics; performance gaps or improvements for Level-1 metrics can be explained.
- Level-3 metrics serve as diagnostics for level-2 metrics.

Activity 4: Team Discussion



• Why is it useful to use SCOR metrics?

 How can SCOR metrics be used to improve League Logistics' GDC operations?

Activity 4: Suggested Answers



- Each metric is linked to each process with definition and formula. You can <u>measure</u> and use the metric to drive supply chain <u>performance</u> across companies due to the <u>standardization</u>. <u>Constraints</u> affecting the metrics are shown and can be used to identify areas for <u>improvement</u>.
- With right SCOR processes and metrics, opportunities for improvement can be discovered through process and <u>benchmarking</u> analysis.

Activity 5: Team Discussion



 Similar to the SCOR processes, SCOR metrics also have 3 levels. Do you think the relationships among the 3 levels of SCOR metrics are the same as the SCOR processes?

Activity 5: Suggested Answers



- SCOR metrics are <u>hierarchical</u> -- just as the process elements are hierarchical.
- Level 1 Metrics are created from lower level (2 and 3) articulations. Level 1 Metrics are primary, high level measures that may cross multiple SCOR processes.
- Level 1 Metrics do not necessarily relate to a Level 1 Processes (PLAN, SOURCE, MAKE, DELIVER, RETURN and ENABLE).
- Lower level calculations (Level 2 metrics) are generally associated with a narrower subset of processes.

SCOR Metrics Codification



- Metrics codification starts with the performance attributes: Reliability - RL, Responsiveness - RS, Agility - AG, Cost -CO, and Asset Management - AM.
- Each metric starts with this <u>two-letter</u> code, followed by a <u>number</u> to indicate the level, followed by a <u>unique identifier</u>.
- For example: Perfect Order Fulfillment is RL.1.1 - a Level-1 metric within the Reliability attribute. Perfect Condition is RL.2.4, a Reliability metric at Level-2.

SCOR Level-1 Metrics



SCOR recognizes 10 strategic metrics (Level-1 metrics):

Attribute	Level-1 Metric		
Reliability	RL.1.1	Perfect Order Fulfillment	
Responsiveness	RS.1.1	Order Fulfillment Cycle Time	
Agility	AG.1.1	Upside Supply Chain Adaptability	
	AG.1.2	Downside Supply Chain Adaptability	
	AG.1.3	Overall Value-at-Risk (VaR)	
Cost	CO.1.1	Total SC Management Cost	
	CO.1.2	Cost of Goods Sold (COGS)	
Asset Management Efficiency	AM.1.1	Cash to Cash Cycle Time	
	AM.1.2	Return on Fixed Assets	
	AM.1.3	Return on Working Capital	

APICS recommends supply chain scorecards to contain at least one (1) metric for each performance attribute to ensure balanced decision making and governance.

The Use of Level 1 SCOR Metrics



- · Level 1 metrics are overall supply chain diagnostics
 - · Cost management, capital/assets management
 - Flexibility, adaptability
 - · Quality/reliability/customer satisfaction
- Level 1 metrics set the <u>scope</u> of project or organization
 - Level 1 metrics help <u>translate</u> a business <u>problem</u> into something <u>measurable</u>
 - Level 1 metrics <u>establish</u> the business <u>priorities</u> for organizations
- Selection of Level 1 metrics:
 - How does the customer/industry measure the process?
 - Measure what makes sense!

Strategic Reliability Metric



Metric: RL.1.1 Perfect Order Fulfillment

Definition: The percentage of orders delivered on-time, in full.

Components of perfect include all items and quantities ontime, using the customer's definition of on-time, complete

documentation and in the right condition

Calculation: [Total Perfect Orders] / [Total Number of Orders] * 100%

Plagnostic
 RL.2.1 % Orders Delivered in Full

Metrics: • RL.2.4 Perfect Condition

(examples) • RL.3.19 % Orders Received Defect Free

RL.3.24 % Orders Received Damage Free



Strategic Responsiveness Metric

1

Metric: RS.1.1 Order Fulfillment Cycle Time

Definition: The average actual cycle time consistently achieved to fulfill

customer orders. The actual cycle time starts with the receipt of the order and ends with the customer acceptance of the

delivery. The unit of measure is days.

Calculation: [Sum Actual Cycle Times For All Orders Delivered] / [Total

Number Of Orders Delivered]

Diagnostic

• RS.2.2 Make Cycle Time

• RS.2.3 Deliver Cycle Time

(examples) • RS.3.96 Pick Product Cycle Time



Strategic Agility Metrics



Metric: AG.1.1 Upside Supply Chain Flexibility

Definition: The number of days required to achieve an unplanned

sustainable 20% increase in quantities delivered. Seasonality is not considered unplanned/unforeseen. The unit of

measure is calendar days.

Calculation: The larger of the number of days required to achieve

sustainable increase for Source, Make and Deliver

Diagnostic • AG.2.1 Upside Source Flexibility

Metrics: • AG.2.2 Upside Make Flexibility

• AG.2.3 Upside Deliver Flexibility



Strategic Agility Metrics



Metric: AG.1.2 Supply Chain Upside Adaptability/

AG.1.3 Supply Chain Downside Adaptability

Definition: The sustainable reduction and increase or decrease in

product quantities that can be achieved in 30 days (without backorders, cost penalties or inventory). Adaptability is

expressed as a percentage of current run-rate.

Calculation: Upside: Percentage sustainable increase

Downside: Percentage sustainable reduction

DiagnosticAG.2.1 Upside Source AdaptabilityMetrics:AG.2.12 Downside Make Adaptability

AG.3.47 Direct Labor Availability



Strategic Cost Metrics



Metric: CO.1.1 Total Supply Chain Management Cost (TSCMC)

Definition: All direct and indirect expenses associated with the

operation of supply chain business processes across the supply chain. Traditionally Total Supply Chain Management

Cost is measured as a percentage of revenue.

Calculation: [Cost to Plan] + [Cost to Source] + [Cost to Deliver] + [Cost

to Return]

Diagnostic • CO.2.1 Cost to Plan

Metrics: • CO.2.2 Cost to Source

CO.2.3 Cost to Deliver

• CO.2.4 Cost to Return



Strategic Cost Metrics



Metric: CO.1.2 Cost of Goods Sold (COGS)

Definition: The cost associated with buying raw materials and producing

finished goods. This cost includes direct costs (labor,

materials) and overhead.

Overhead is interpreted between companies.

Calculation: Direct Material + Direct Labor + Overhead

DiagnosticCO.3.140 Direct Labor CostMetrics:CO.3.141 Direct Material Cost

Strategic Asset Metrics



Metric: AM.1.1 Cash-to-Cash Cycle Time

Definition: The time it takes for cash invested in materials to flow back

into the company after finished goods have been delivered to customers. The unit of measure for Cash-to-Cash Cycle

Time is calendar days

Calculation: [Inventory Days of Supply] + [Days Sales Outstanding] -

[Days Payable Outstanding]

Diagnostic
 AM.2.1 Days Sales Outstanding (DSO)

Metrics: • AM.2.2 Inventory Days of Supply (IDOS)

AM.2.3 Days Payable Outstanding (DPO)

Strategic Asset Metrics



Metric: **AM.1.2 Return on Supply Chain Fixed Assets**

Definition: The return an organization receives on its invested capital in

> supply chain fixed assets. This includes the fixed assets used to Plan, Source, Make, Deliver and Return. Examples of fixed

assets include land, buildings, machinery, trucks

([Supply Chain Revenue] - [Total Cost to Serve]) / [Supply Calculation:

Chain Fixed Assets]

Diagnostic • AM.3.11 Deliver Fixed Assets Value

Metrics: AM.3.18 Make Fixed Assets Value

AM.3.20 Plan Fixed Asset Value

AM.3.27 Source Fixed Assets Value

Strategic Asset Metrics



Metric: **AM.1.3 Return on Working Capital**

Definition: Return on working capital assesses the magnitude of

> investment relative to a company's working capital position verses the revenue generated from a supply chain.

Components include accounts receivable, accounts payable, inventory, revenue, cost of goods sold and total supply chain

management costs.

([Supply Chain Revenue] – [COGS] – [Total Supply Chain Calculation:

Management Costs]) / [Working Capital]

• AM.2.6 Payables Outstanding Diagnostic Metrics:

AM.2.7 Sales Outstanding

• AM.2.8 Inventory

Activity 6: Do and Compare



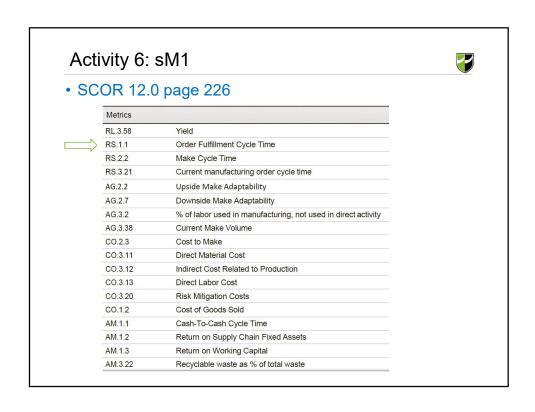
- Identify the metrics recommended by SCOR 12.0 for below BBQ party processes:
- sS1, sM1, sM2, sD1 and sD2
 - Every one in a team choose one process and identify the metrics recommended by SCOR 12.0
 - Compare your metrics found for your process with your teammates'
 - Why are the metrics used different?

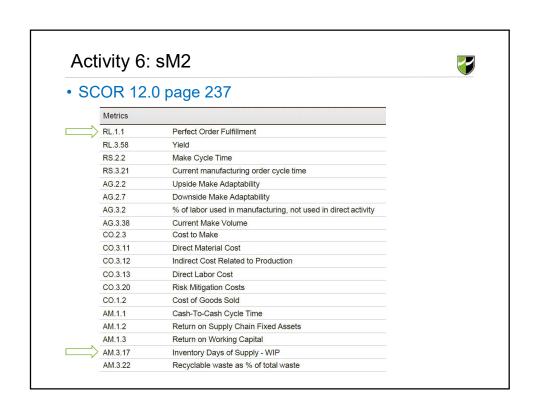
Activity 6: sS1

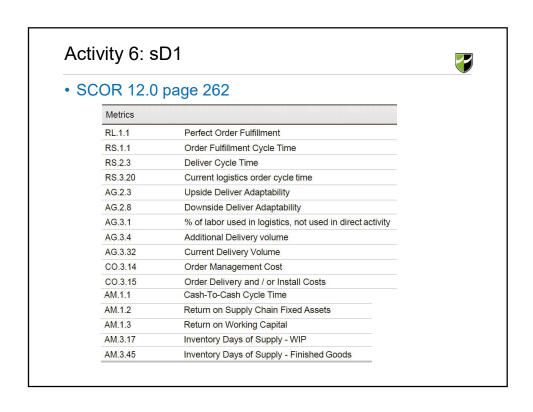


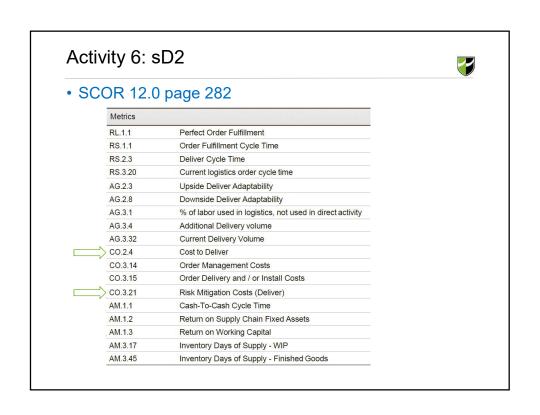
• SCOR 12.0 page 188

Metrics	
RS.1.1	Order Fulfillment Cycle Time
RS.2.1	Source Cycle Time
AG.3.9	Additional source volumes obtained in 30 days
AG.3.40	Current Purchase Order Cycle Times
AG.3.42	Current Source Volume
AG.3.46	Demand sourcing-supplier constraints
CO.2.2	Cost to Source
CO.3.6	Cost to Authorize Supplier Payment
CO.3.7	Cost to Receive Product
AM.1.2	Return on Supply Chain Fixed Assets
AM.1.3	Return on Working Capital
AM.2.3	Days Payable Outstanding
AM.3.16	Inventory Days of Supply - Raw Material









Benchmarking



- · Working knowledge of the process of capturing and comparing one's own business processes and performance metrics with industry peers and/or best practices from other industries.
- Typical measures include quality, time, and cost, with the goal of closing performance gaps and doing things better, faster, and cheaper.
- Can be classified into three categories internal, competitive and strategic.



Benchmarking Analysis



Benchmarks

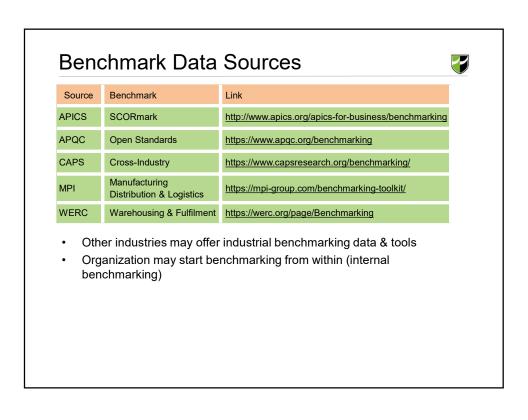
- Parity: Being equal in performance; No real advantage over others
- Advantage: Being in a favorable position; In a stronger position than parity, but not yet achieving Superior performance
- Superior: Being of high rank or quality; Leaders not outlier

- Example: Actual: Your organization's performance
 - Parity: The average performing companies (Median)
 - · Advantage: Above average but not superior
 - Superior: The performance of the top-10 percentile

Usage Notes:

- Establish Goals. Know where you are relative to others (competitors or peers), and express where you're going.
- Monitor Performance. Track relative progress you and others (your competitors or peers) make.

	Supply	Chain SCORcard		Inc	dustry Benchma	ırks	1
	Overview Metrics	SCOR Level 1 Metrics	Actual	Parity	Advantage	Superior	Value from Improvement
		Delivery Performance to Commit Date	50%	85%	90%	95%	
	Supply Chain Reliability	Fill Rates	63%	94%	96%	98%	
SNAL		Perfect Order Fulfillment	0%	80%	85%	90%	\$30M Revenue
EXTERNAL	Responsiveness	Order Fulfillment Lead Times	35 days	7 days	5 days	3 days	\$30M Revenue
Ш	Flexibility	Supply Chain Response Time	97 days	82 days	55 days	13 days	Key enabler to cost and asset improvements
		Production Flexibility	45 days	30 days	25 days	20 days	
		Total SCM Management Cost	19%	13%	8%	3%	\$30M Indirect Cost
	Cost	Warranty Cost	NA	NA	NA	NA	NA
INTERNAL		Value Added Employee Productivity	NA	\$156K	\$306K	\$460K	NA
		Inventory Days of Supply	119 days	55 days	38 days	22 days	NA
	Assets	Cash-to-Cash Cycle Time	196 days	80 days	46 days	28 days	\$7 M Capital Charge
		Net Asset Turns (Working Capital)	2.2 turns	8 turns	12 turns	19 turns	NA



Activity 7: Poll



For your BBQ party, which of the following supply chains would you include for benchmarking?

- A. Fast food restaurant
- B. Fancy restaurant
- C. Catering service
- D. School restaurant
- E. Your friend's party two months ago
- F. Wedding party

Activity 7: Poll (Answer)



For your BBQ party, which of the following supply chains would you include for benchmarking?

- A. Fast food restaurant
- B. Fancy restaurant
- C. Catering service
- D. School restaurant
- E. Your friend's party two months ago
- F. Wedding party

SCOR Best Practices



Best practices are 'current', 'structured' and 'repeatable' practices that have had a proven and positive impact on supply chain performance:

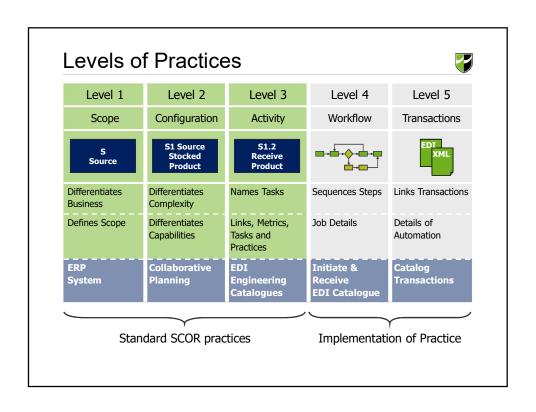
- Current: Not emerging, not outmoded.
- **Structured**: Feature a clearly stated goal, scope, process, and procedure.
- **Proven**: Demonstrated in a working environment, and linked to key metrics.
- **Repeatable**: Proven in multiple organizations and industries.

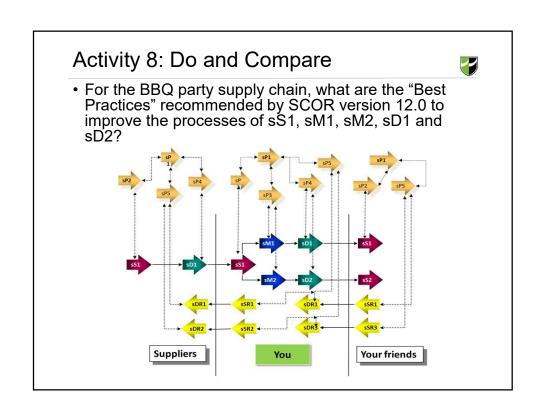
SCOR model links the best practices with the processes and metrics. It is understood that not all best practices will yield the same results for all industries or supply chains.

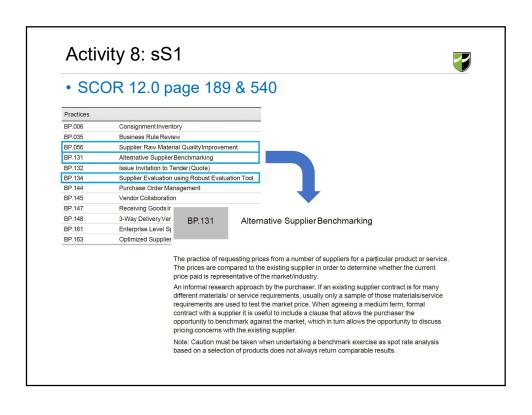
SCOR Best Practices

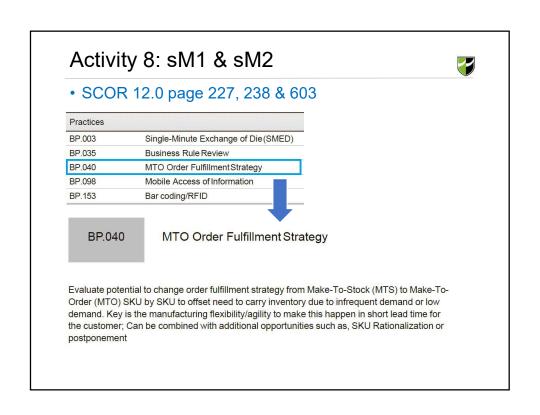


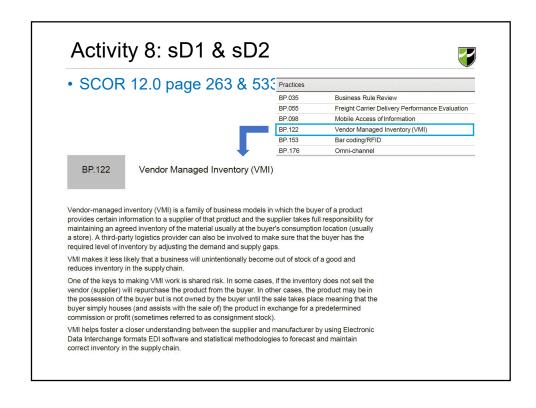
- For many best practices, the following are given in SCOR model which are very helpful for best practice implementation:
 - Best Practice Need and Suitability Indicators
 - Best Practice Definition/Description
 - Impact on Supply Chain Performance Attributes/Metrics
 - Key Best Practice Success Factors/Implementation Issues
- Many Best Practices involve technology
 - ERP = Enterprise Resource Planning
 - EDI = Electronic Data Interchange
 - Barcode / RFID
 - Advanced Planning and Optimization
- Don't overlook non-technology practices
 - Training Programs (Example: cross-training)
 - Collaborative Planning (Can be done without complex systems)
 - Joint Service Agreements
 - Supplier Development Programs
 - Certification Programs

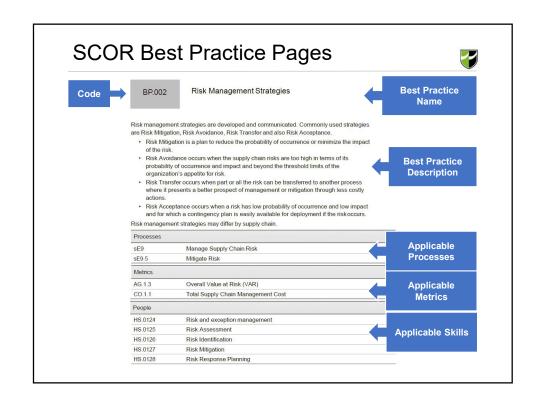










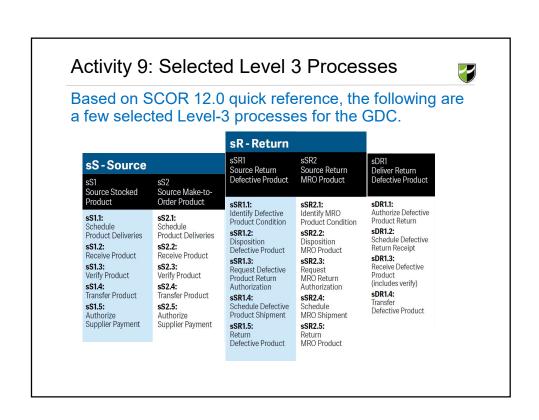


Activity 9: Team Assignment



Dota Corp. relies on League Logistics to deliver maketo-stock panels to the corporate customers and also collect the defective panels from them

- Identify any 5 relevant Level-3 <u>processes</u> in League Logistics' GDC. Explain your selections.
- Name any 3 metrics for the relevant Level-3 processes identified. Explain these metrics.
- Name any 3 <u>best practices</u> for the relevant Level-3 processes identified. Explain these best practices.



Activity 9: Selected Metrics



• SCOR 12.0 Page 272 for sD1.8

sD1.8

Receive Product from Source or Make

The activities such as receiving product, verifying, recording product receipt, determining put-away location, putting away and recording location that a company performs at its own warehouses. May include quality inspection.

Metrics	
RS.3.108	Receive Product from Make/Source Cycle Time
RS.3.110	Receive Product from Source or Make CycleTime
CO.3.12	Indirect Cost Related to Production

Activity 9: Selected Metrics



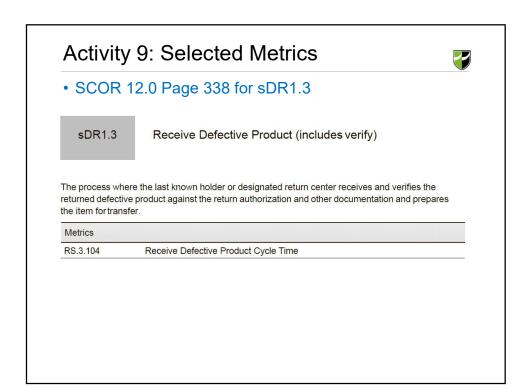
• SCOR 12.0 Page 274 for sD1.9

sD1.9

Pick Product

The series of activities including retrieving orders to pick, determining inventory availability, building the pick wave, picking the product, recording the pick and delivering product to shipping in response to an order.

Metrics	
RL.3.36	Fill Rate
RS.3.96	Pick Product Cycle Time
CO.3.12	Indirect Cost Related to Production

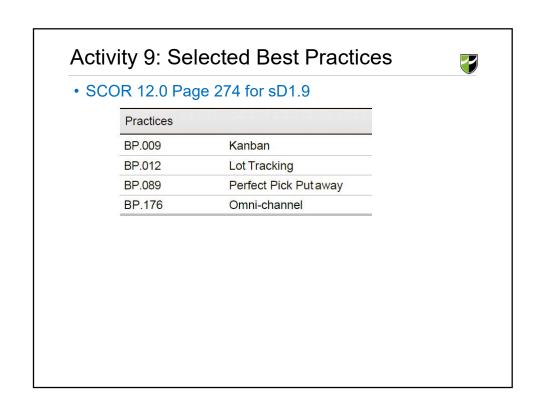


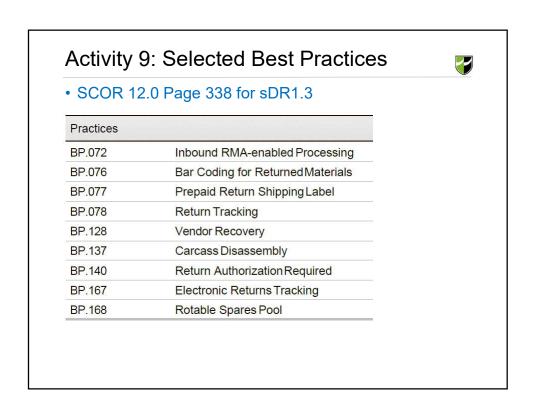
Activity 9: Selected Best Practices



• SCOR 12.0 Page 272 for sD1.8

Practices	
BP.009	Kanban
BP.089	Perfect Pick Putaway
BP.176	Omni-channel





Summary



- SCOR model provides standard processes, performance metrics and best practices for supply chain industries.
- SCOR is <u>NOT</u> the "formula" or "prescription" for companies' operational problems but rather a supporting tool to improve supply chain operations using:
 - Framework for principles and processes of supply chain management
 - Standards for definition, process and performance measurement of Supply Chain activities
 - Common language for Supply Chain partners to bridge gaps, set shared goals, begin collaboration
 - Technology selection to fulfil Supply Chain objectives
- With SCOR, you will discover systematically the best practices in supply chain management, the know-how to implement recommended processes and to improve your supply chain performance.

Learning Outcome



- Identify and relate the relevant SCOR level 3 processes to a given scenario
- Select and apply the appropriate SCOR performance metrics
- Choose and apply the best practices of the SCOR model to a given case study and explain how those best practices benefit the business
- Describe the Benchmarking Analysis

