

BIZ213

# Serve your customers better with AWS Supply Chain

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### Speakers

- Sudarshan Seshadri, Director, Amazon
- Clifford Siegel, EVP Global Supply Chain, Lifetime Brands Inc
- Roberto Espinosa, Sr. Product Manager, Amazon Web Services

### Relevant Announcements

- ❖ New Service – [Supply Chain](#)

### Takeaways

- ❖ Supply Chain is based on “modern” event-driven architecture that collects the data exhaust for all processes, and uses a “Problem/Solver” method to avoid disruptions.

### Azure

- ❖ This probably delves into Microsoft Dynamics territory, but it’s out of my knowledge zone.

## Traditional Supply Chain Challenges

- Siloed, point to point solutions prevent full visibility across all processes and makes it difficult to coordinate actions among different suppliers.

## How Supply Chain Accelerates Innovation

- Easily connect data across systems
- Quickly harmonize into a unified view
- View ML-powered insights and risk alerts
- Accelerate migration with recommendations
- Scale with pay-as-you-go pricing.

## Overview of Supply Chain

- Supply Chain Data Lake
  - Purpose built to aggregate data form disparate sources using out-of-the-box connectors
- ML Powered Data Association
  - Creates a Harmonized Data Model by using NLP to create associations
- Intelligence Layer for Insights
  - Connects Demand, Supply, Inventory, Shipping information together to provide actionable insights, and risks for potential disruption
- Purpose Built Capabilities
  - Everything is surfaced by persona-based interfaces that allows collaboration across stakeholders to resolve potential risks

## Demo of Supply Chain Capabilities

- Supply Chain [Insights](#)
  - Aggregates data from disparate systems and consolidates to harmonized supply chain data lake.
  - Generate Insights such as Inventory Risk Alerts or Lead Time deviations
  - Allows execution to resolve potential disruptions.
  - Create “Watchlists” to surface Insights
  - Collaboration is done via a Kanban style task board
  - Resolutions are Scored based on your parameters based on locality, risk, and sustainability.
- Supply Chain [Demand Planning](#)
  - ML-powered demand forecasts
  - Demand sensing, actionable insights
  - View, override, and publish forecasts
  - Forecast explainability
  - Automatic accuracy metrics

## Lifetime Brands

- Experience with [Supply Chain](#)
- How to better position supply and anticipate orders coming from customers. Perform quick scenario planning.
- Found a significant increase in statistical baseline forecast over parallel system.

# AWS Supply Chain accelerates innovation



Easily connect  
data across  
systems



Quickly  
harmonize into a  
unified view



View ML-  
powered insights  
and risk alerts



Accelerate  
mitigation with  
recommendations



Scale with pay-  
as-you-go  
pricing



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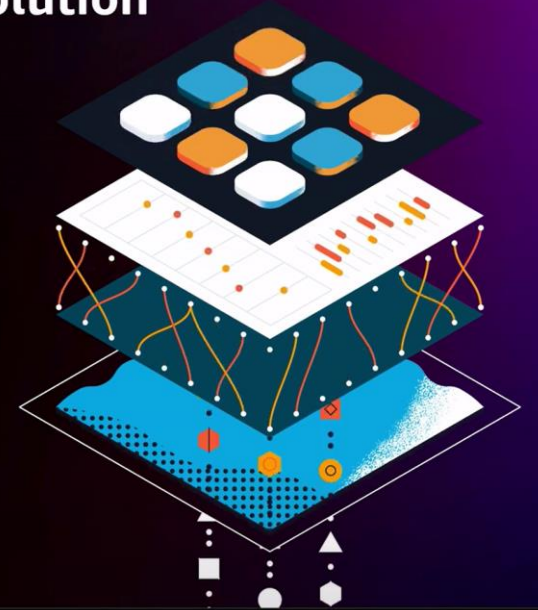
# Providing the complete solution

Purpose-Built Capabilities

Intelligent Insights

ML-Powered Data Association

Supply Chain Data Lake



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# AWS Supply Chain Insights



Enterprise inventory visibility



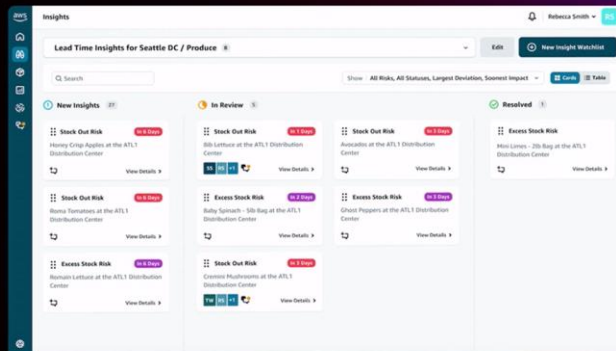
Inventory risk and lead  
time deviations



Sustainability-aware stock  
rebalance recommendations



Notifications and  
collaboration



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# AWS Supply Chain demand planning



ML-powered demand forecasts



Demand sensing,  
actionable insights



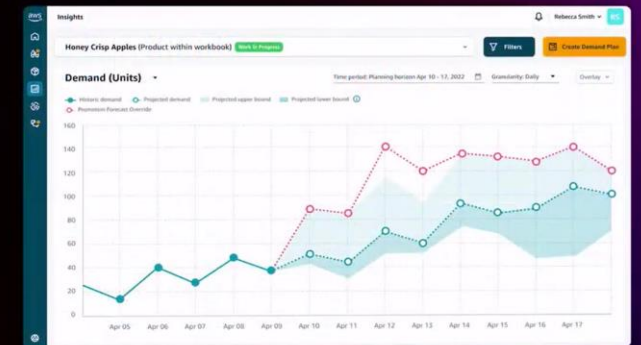
View, override, and  
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