

Introduction Noel Dickson

MBA with 25 years in FMCG industry with a Global brewer and now Britvic Plc. Passionate about business model innovation.

Senior roles in Commercial, Supply Chain and IT – experience in leading Technology strategy, ERP roll out and running Design & Delivery teams.

Leading a team of talented Digital Experts with a focus on Human Centred Design.

Why do supply chain leaders
need to understand Cloud?

We have passed an important
tipping point

Mega trends in technology innovation are real



Accessible Computing Power



Distribution point disruption



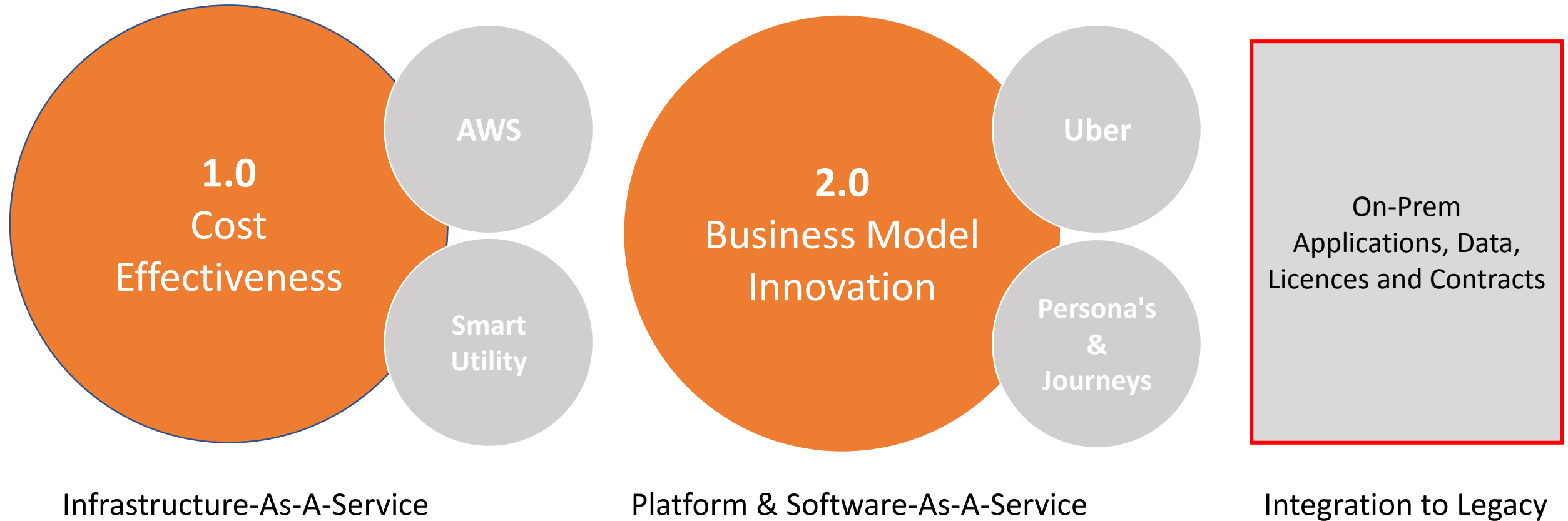
Personalisation



Consumer Tech Experience

The evolution of systems is
rapid and confusing

Britvic's perspective of the "Cloud"



Moving to the Cloud is not
simple but is inevitable

Tailwinds

- Cloud solutions offer improved UX and CX
- Security is no longer a big barrier
- Cloud solutions reduce system development burden
- Big tech vendors are investing heavily in Cloud

Headwinds

- Cloud is more complex when integrating with existing Enterprise on-prem solutions
- Performance management is still problematic
- Cost of cloud is not always lower than current solutions
- Persona's and journey mapping are critical skills in short supply

Supply chain is at the heart of
innovation and experience

The FMCG cloud opportunity is dependent on Supply Chain basics and innovation working well

Drive Revenue & Profit Generation

- Shopper/Customer Journey – leading availability or experiences
- Market share protection – product lifecycle flexibility

Enable Business Competitiveness

- Decision making – closing 'the gap' between Sales and Supply Chain
- Planning flexibility – evolution of capability and communication
- Leveraging the value chain – easier to engage with different partners
- Reduced costs – better utilisation of infrastructure