

Demystifying Supply Chain Management



Explaining the role of IT in Supply Chain Management (SCM) at Exel Inc.

Exel Inc. is one of the world's leading SCM companies with interests in segments as varied as food, petrochemicals, telecom products, electronics, and medical care. With around 109,000 employees in over 120 countries worldwide, Exel's solutions to a wide range of manufacturing, retail and consumer industries are supported by highly skilled people and leading edge technology.

Exel's evolution to its current position as the world leader in supply chain management has witnessed several acquisitions, joint ventures, and partnerships. Today, Exel is a UK-listed, FTSE 100 company, with over 2000 operating locations, and a turnover of £6.7 billion (US\$10.9 billion or €9.7 billion). Their customers include over 70% of the world's largest, quoted non-financial companies.

THE NEED FOR E-LEARNING

Exel had long been operating as a transportation major and was recognized globally for its capabilities in this area. The company was looking to enhance its image and step up the value chain by projecting itself as a Supply Chain Management expert. It needed to train its entire sales team on the key aspects of SCM, so that they could, in turn, project the right image to Exel's customers and prospects around the world.

Exel commissioned Tata Interactive Systems to develop a conceptual training program to explain the intricacies of supply chain systems to its employees.

HOW OUR SOLUTION HELPED

The course was designed to familiarize users with the role of Information Technology (IT) in Supply Chain Management (SCM) at Exel. To demonstrate the value that IT delivers to Exel and to its customers, the course was based on real-life scenarios and animations to represent the world of Supply Chain Management.



The Supply Chain Systems course at Exel helped the company reposition itself as a Supply Chain Systems provider, a cut above its earlier image as a transportation major.

The course consisted of a number of sections, explaining and illustrating the role of IT systems within the supply chain. The main sections were:

- The role of IT in Supply Chain Management
- How the process works
- How IT stops things from going wrong

Each section was followed by a Knowledge Check, which was designed to help learners recall the key concepts and reinforce learning. The Knowledge Checks were different from assessments in that they comprised different types of questions, which were not scored.

The course helped Exel staff to:

- Identify the role played by IT in SCM.
- Discover the IT systems used at Exel.
- Identify the role of each system in the entire process.
- Realize the benefits that IT brought to Exel and its customers.

TECHNOLOGY USED

The course was developed using Flash 5 and HTML.

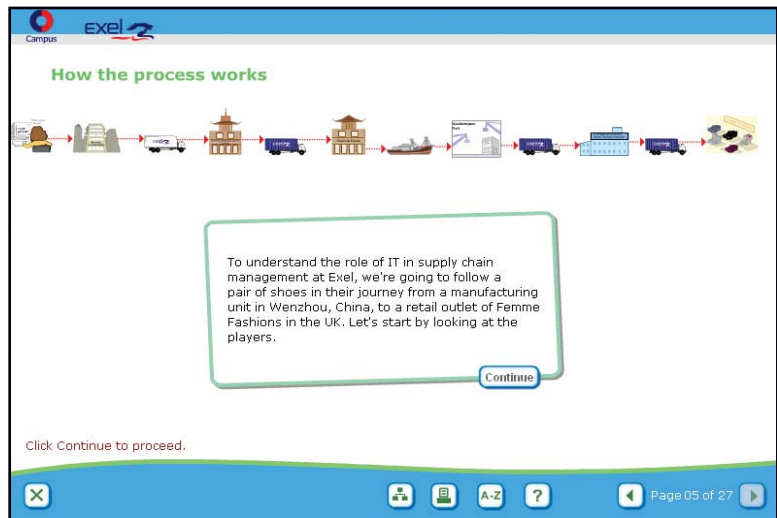
SOME SAMPLE SCREENSHOTS

These screenshots offer a brief glimpse of the Exel SCM course. To view our products at work, you may view the demos by registering online at www.tatainteractive.com.



The main menu screen, displaying all the contents of the Supply Chain Management course.

The course used graphic elements to depict all the processes involved in Supply Chain Management.



The SCM course used realistic scenarios to enable learners to relate to the subject.

