



# Effective Strategies for Improving Supply Chain Operations

## *Supply Chain Case Study*

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# SC CASE STUDY

- ❑ A real business turnaround through SC operations improvement

**Presentations:**  
**Key SCOR  
Activities**

**Case Study:**  
**A Real Business  
Example**

**Learning Obj:**  
**Holistic &  
Strategic Views**

# CASE STUDY

- ❑ Sky Deutschland, a leading Pay TV provider in Germany
  - 2010: Losing €1 million per day (No SC at the senior management level)
  - 2014: European Supply Chain Excellence Award (SC played a major role)



## Sky's STB and SmartCard Hardware



Source: Company information

# Sky's 3-Pillars of Success for the Company Turnaround

## Our strategy

Exclusive

programs



Exciting

innovations



Outstanding

customer service



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Source: Company information

# CASE STUDY DISCUSSION

## Assignment

- Please develop three key initiatives, with rationales, to improve supply chain operations for the company.

# CASE STUDY DISCUSSION

- Functional Group Analysis (30 min)
  - Case study handout
  - Products/services, Business strategy, Supply chain & logistics functions, Challenges/SCOR
- Functional Group Summaries (30 min)
- Functional Group Reflection (10 min)
- Large Group Discussion and Synthesis (30 min)

# CASE STUDY: KEY LEARNINGS