



{ OBA }

The Office

For Business Architecture ©

Performance Benchmarking



About OBA

- **The Office for Business Architecture (OBA)** was established by a team of Supply Chain experts to catalyse clients with innovative thinking and foster company to company solutions to business problems.
- OBA brings companies together from different industries (1 to 1) to develop innovative ideas and solve challenging business issues.
- Our clients gain direct experience from each other, the success stories and the challenges!
- OBA has the ability to offer clients a unique model of consulting. Combining both proven strategy consultants from the world's top management consultancy firms, and a broad network of technical and industry experts from leading multinational companies.
- Our projects stay grounded in reality, generating actionable and practical advice.

"A new kind of consulting is breaking down barriers"

THE  TIMES*

* Hyperlinks in presentation mode

About the benchmarking

- Our benchmarking uses the **SC Index** database – an OBA proprietary database of over 200 Fortune 500 and FTSE 100 companies that have taken part in our benchmarking activities over the past 5 years.
- The benchmarking is designed to qualitatively highlight and compare specific areas for improvement
- The benchmarking uses cross company comparisons as a guide for discussion
- The data and results are non – attributable and confidential

Online Benchmarking (example)

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WELCOME TO THE S&OP GLOBAL BENCHMARK SURVEY

Thank you in advance for taking the time to participate.

This survey is designed to highlight and focus on areas for improvement within the supply and demand planning arena by benchmarking with some of the world's best performing companies in this area. The results from this survey will allow us to prepare for a series of in-depth visits to these companies to exchange ideas, learnings and critical success factors.

The results derived from this survey will include identifying the following:

1. The strengths and weaknesses in the current process,
2. Potential areas of delivery process improvements,
3. Potential technology enhancement opportunities and
4. S&OP world leading practices

COMPLETING THE SURVEY

The survey should be completed by

The survey will be sent to a number of your colleagues (including the full pre-GSOP attendees) - ranging from senior to middle management, across functions and across geographies.

All responses will remain strictly confidential

The questions should be answered on a scale of 1 to 5 - where "1" is poor performance and "5" is strong performance.

When providing responses please provide information for the last full calendar or fiscal year.

Each section of the survey should be completed by the survey recipient. OBA may follow up with some participants for the purposes of clarifying the responses.

Even if you are not certain about your answer, provide the answer that best reflects what you believe to be the current situation.

And finally, it is important to answer each question objectively and from your own perspective.

The screenshot shows a web browser window titled "Internet Explorer Enhanced Security Configuration is enabled - Windows Internet ...". The address bar shows "http://www.obaconsu..." and the page title is "S&OP Global Benchmark". The page content includes a progress bar, a section header "Global Benchmark Survey", and two questions. Question 4 asks for comments on data sources for demand planning, and Question 5 asks for the extent of statistical tools used in demand forecasting. Both questions include a 5-point scale and a comment box.

Survey : Questions

Global Benchmark Survey

* Required Question(s) Progress:

DEMAND MANAGEMENT

Please rate the following on a 5 point scale

* Please comment on the sources of data to support your demand planning process

4.

1. We use little sales history with minimal sales force input 2 3 4 5. We use real-time demand and collaborate cross-functionally

☐ ☐ ☐ ☐ ☐

• Comment:

150 character(s) left.

* Please indicate the extent to which you use statistical tools in generating the demand forecast in your business

5.

1. No tools, local, judgmental forecasting 2 3 4 5. Integrated and collaborative process using the appropriate tools

☐ ☐ ☐ ☐ ☐

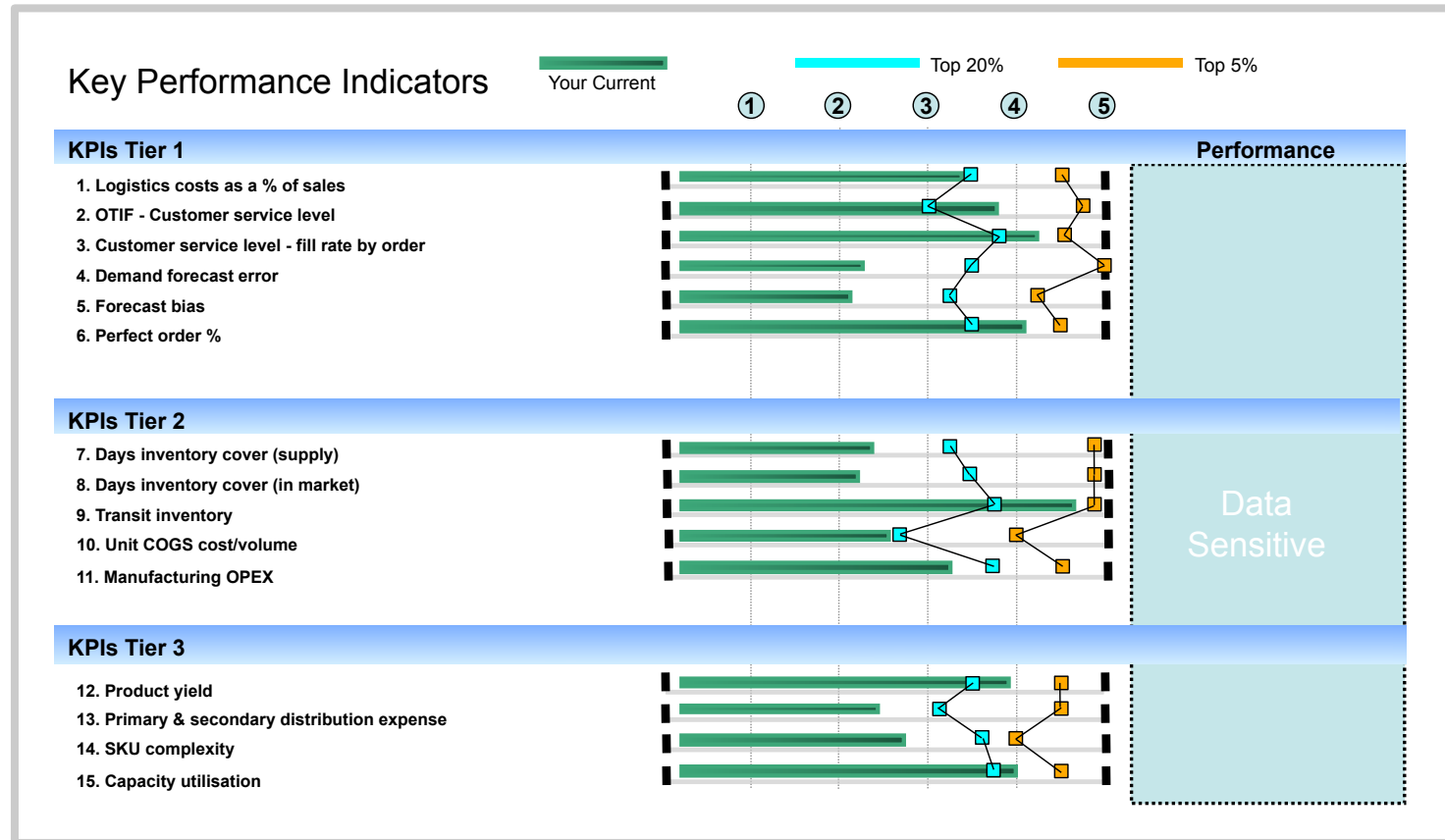
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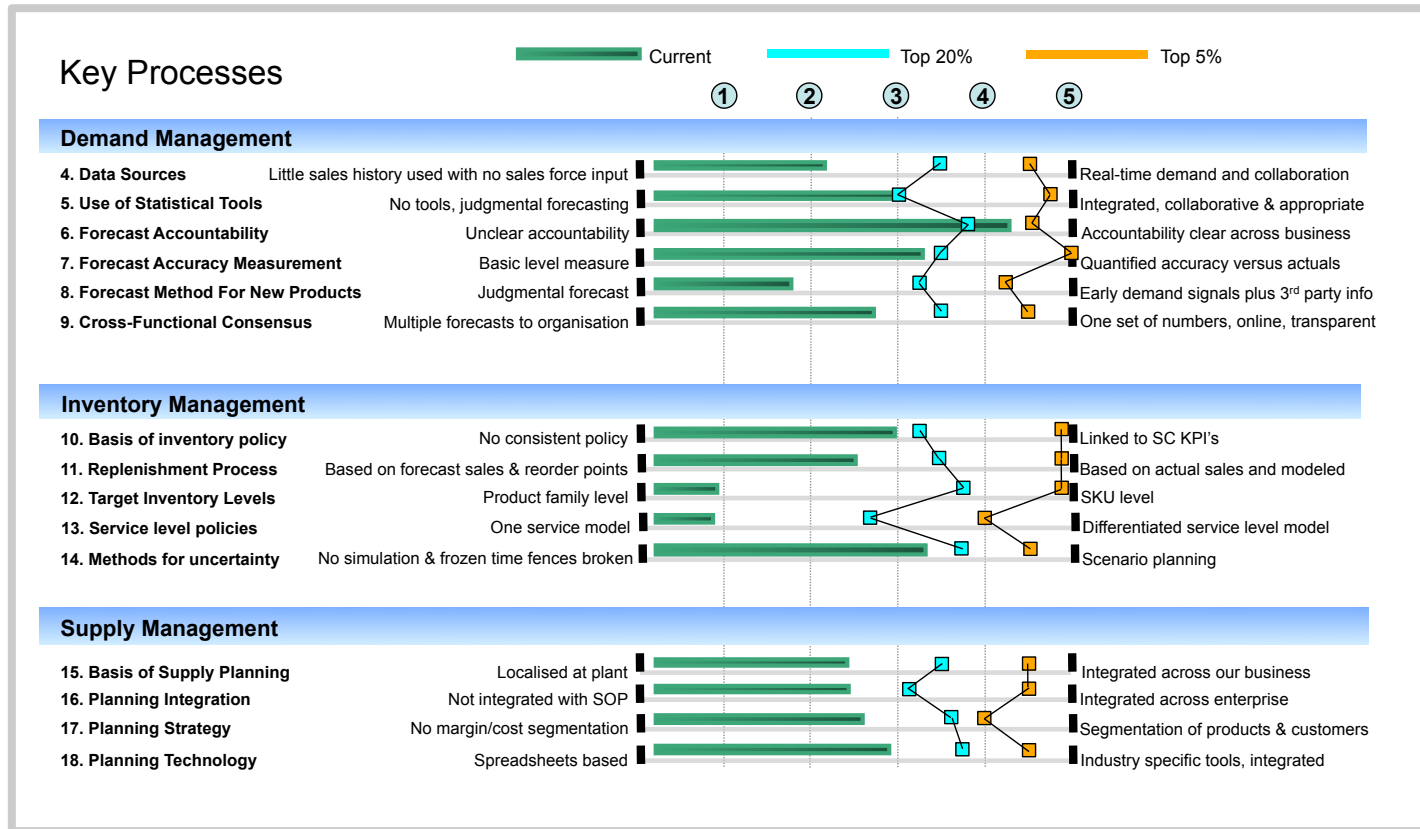
File:///C:/Documents%20and%20Settings/Bill%20Brosky/Desktop/Example%20Questions.htm (1 of 3) 7/9/2008 16:51:40

Internet 100%

KPI Benchmarking (example data)



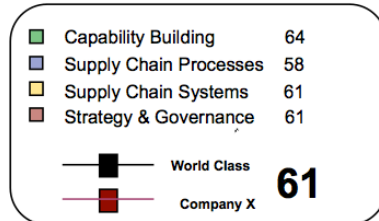
Process Benchmarking (example data)



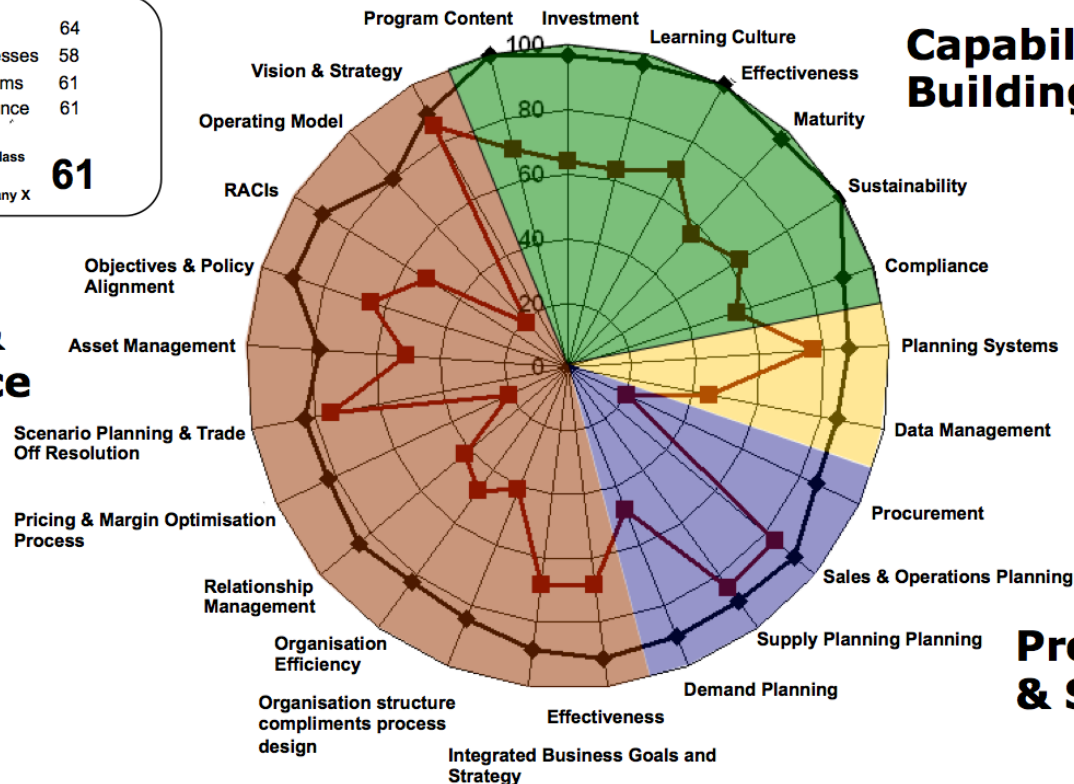
Functional Benchmarking (example data)

SCI® – The Global Supply Chain Index

SCI® Scorecard



Strategy & Governance



Capability Building

Processes & Systems

Some Participants

FTSE 100 and Fortune 500 Companies

Global, Large Scale, Transformational

Testimonials

“OBA’s ability to bring a wealth of relevant experience directly from a number of different companies has helped us develop an external perspective on our supply chain. OBA has a completely unique approach, a high degree of expertise and professionalism and has added great value to our business. We have no hesitation in further recommending OBA”.

Global SOP Director, Unilever



“Bill brought his rich experience and conceptual skills to our team in developing some of the strategic options for business operating models. His ability to connect different organisations to benefit from shared learning’s has been of timely help for our program. I see this particular business model to be of great value for organisations to learn from each other.”

Global Deployment Manager, Shell



“OBA has a wealth of knowledge in developing and integrating financial, IS and supply chain solutions to deliver real business value. OBAs wide network of contacts will ensure that best in class practices can be shared and fully utilized.”

Head Of Supply Chain Management, Syngenta



25 Further references available [here](#) (view in slide show mode)



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