

BRIDGING BUSINESS AND IT



Supply chains in the Corona crisis

Special DK edition based on European Survey

20th April 2020



New survey discloses Danish supply chain leaders concerns

Danish supply chain leaders worry more than EU colleagues

On one side, 'only' 44 % of Danish supply chain leaders experience their company being hit on the supply side - for Europe this number is 60 % as a whole.

On the other side, Danish leaders are significantly more concerned about the financial side of things:

- 67 % of Danish leaders worry about their company's survival compared to "only" 46 % for the rest of Europe
- Equally, 67 % of the Danes are worried about strategic customers surviving the crisis – for Europe this number is just 31 %
- Finally, Danish supply chain leaders are considerably more worried that customer delivery (outbound transport) is an apparent bottleneck compared to European colleagues (78 % vs. 49 %)

"It is clear that the production sector in particular has been closed down more abroad than in Denmark, while the incoming volumes have not been affected similarly. This makes it easier for Danish companies to produce goods from their factories. On the other hand, Danes are now much more concerned about what is happening on the customer side, with every third seeing an extreme fall in demand against only one in four abroad", says partner Henrik Knak from Synchronic.

"The delay in ocean transport from China combined with the factory shutdowns in January and February might very well become a challenge for Danish and European companies now as transport may take up to 10-12 weeks all included", he concludes.

Collaborative survey

- Special DK edition developed by



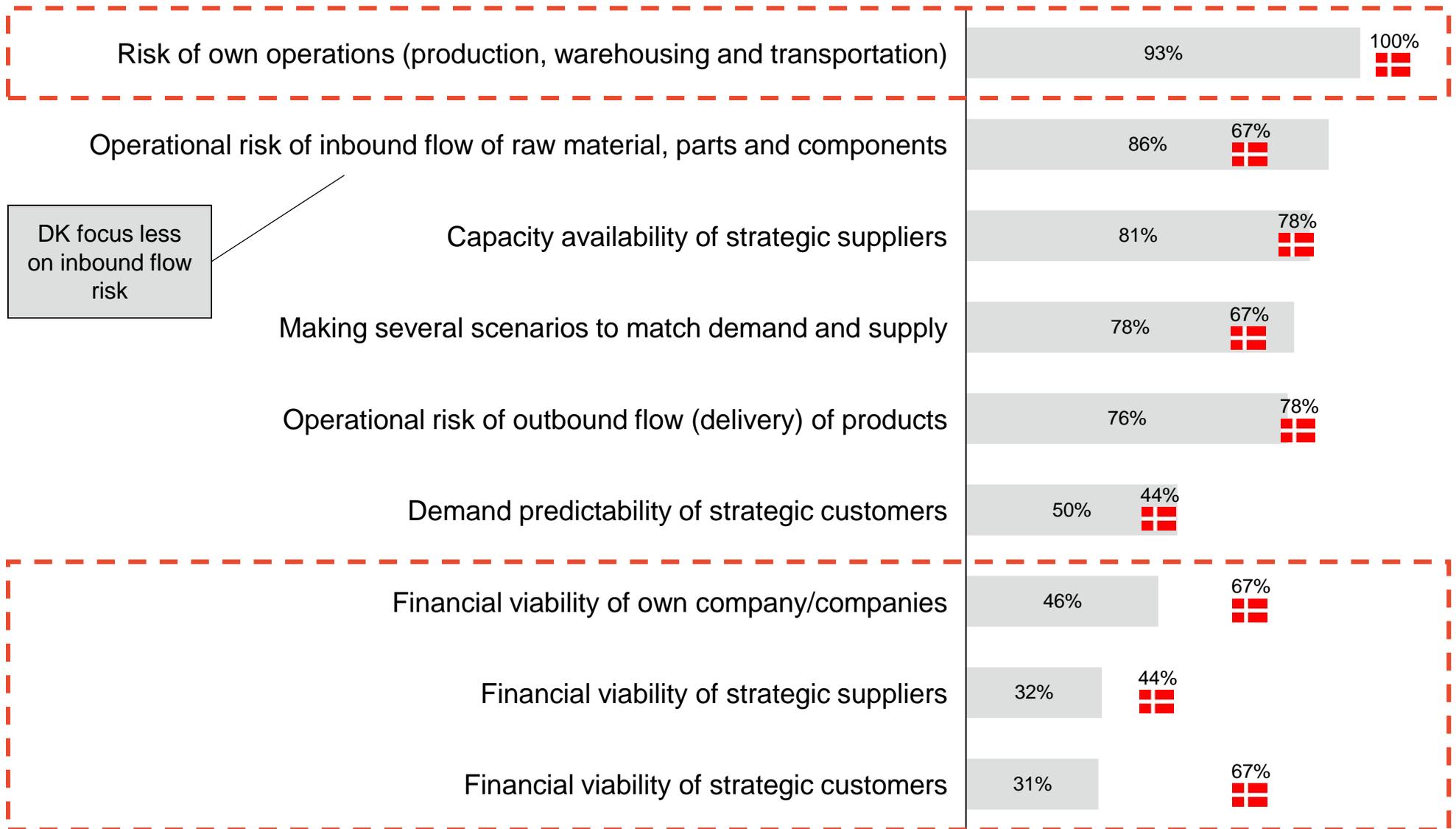
- Based on the European Corona survey published by



- Data collected in collaboration with Supply Chain Media, and initial analysis done by this leading European Supply Chain channel
- See 'About this survey' for more

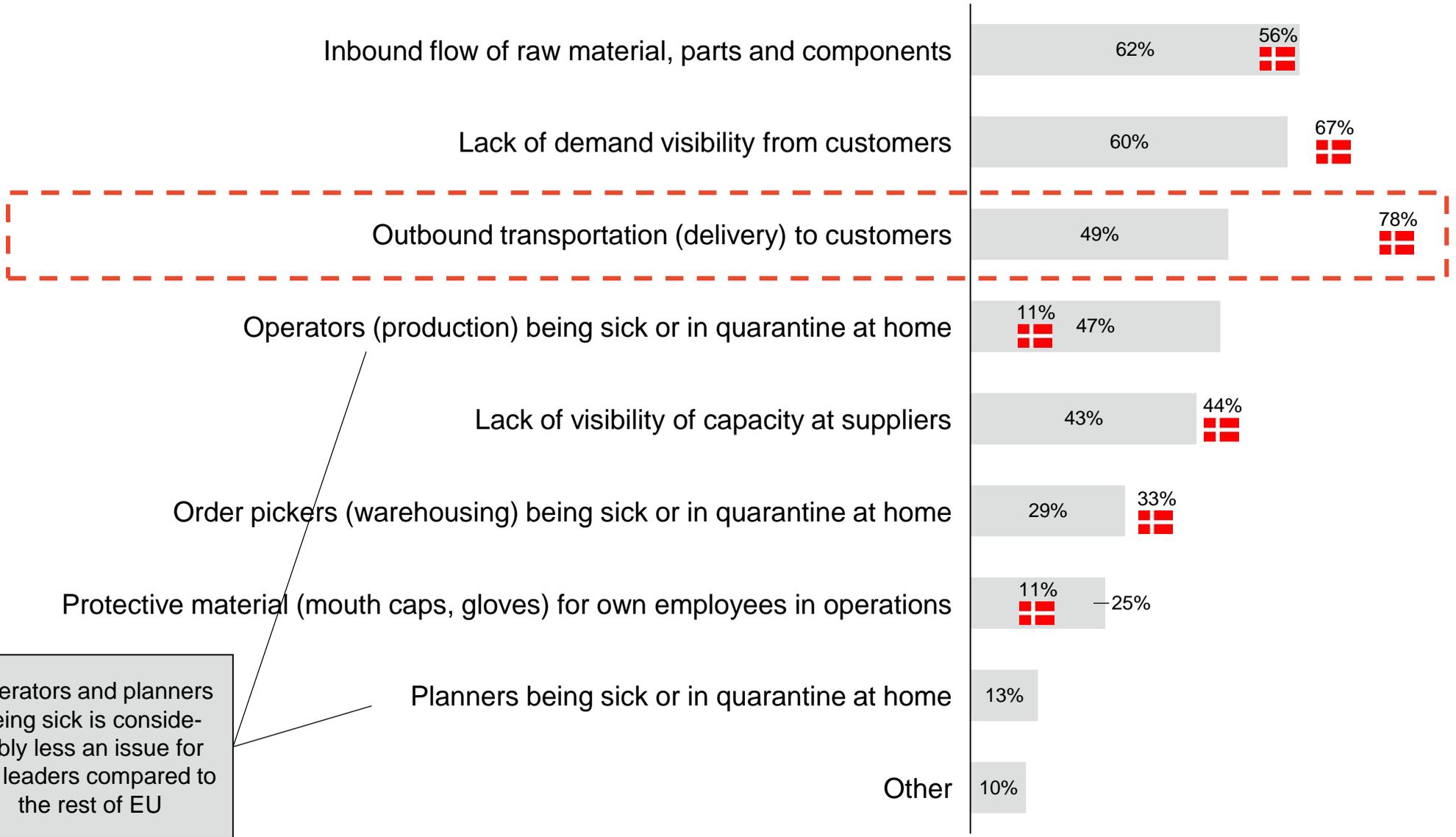
Own operations and financial aspects in focus for DK leaders

Financial viability assessment is prioritized significantly higher among DK supply chain leaders than leaders from the rest of EU, while operational risk of inbound goods are prioritized 19%-points less



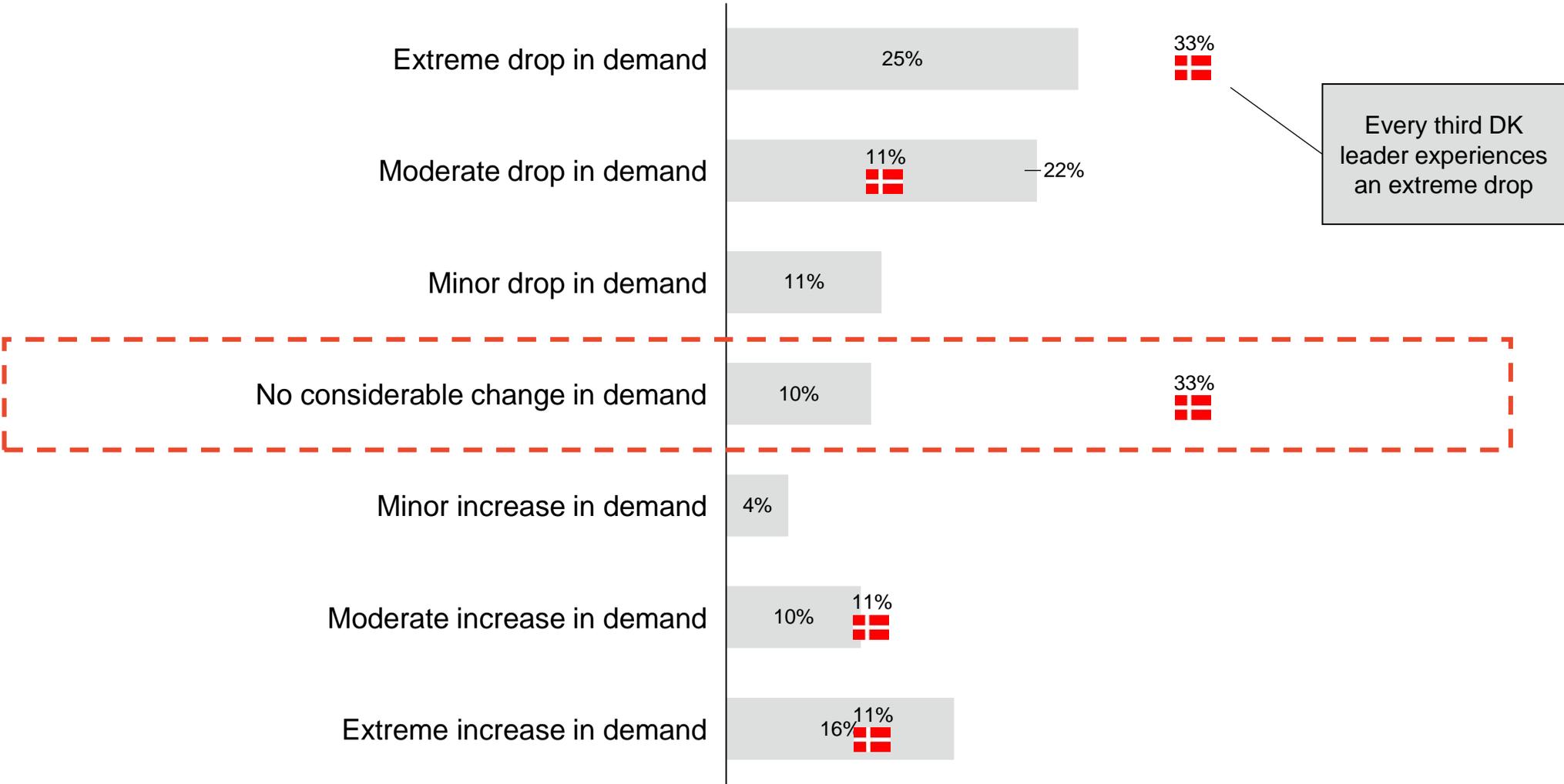
Delivery is the greatest bottleneck among Danish leaders

78% of the DK leaders agree that outbound transportation is an apparent bottleneck, which is considered 29%-points more apparent than in the rest of Europe



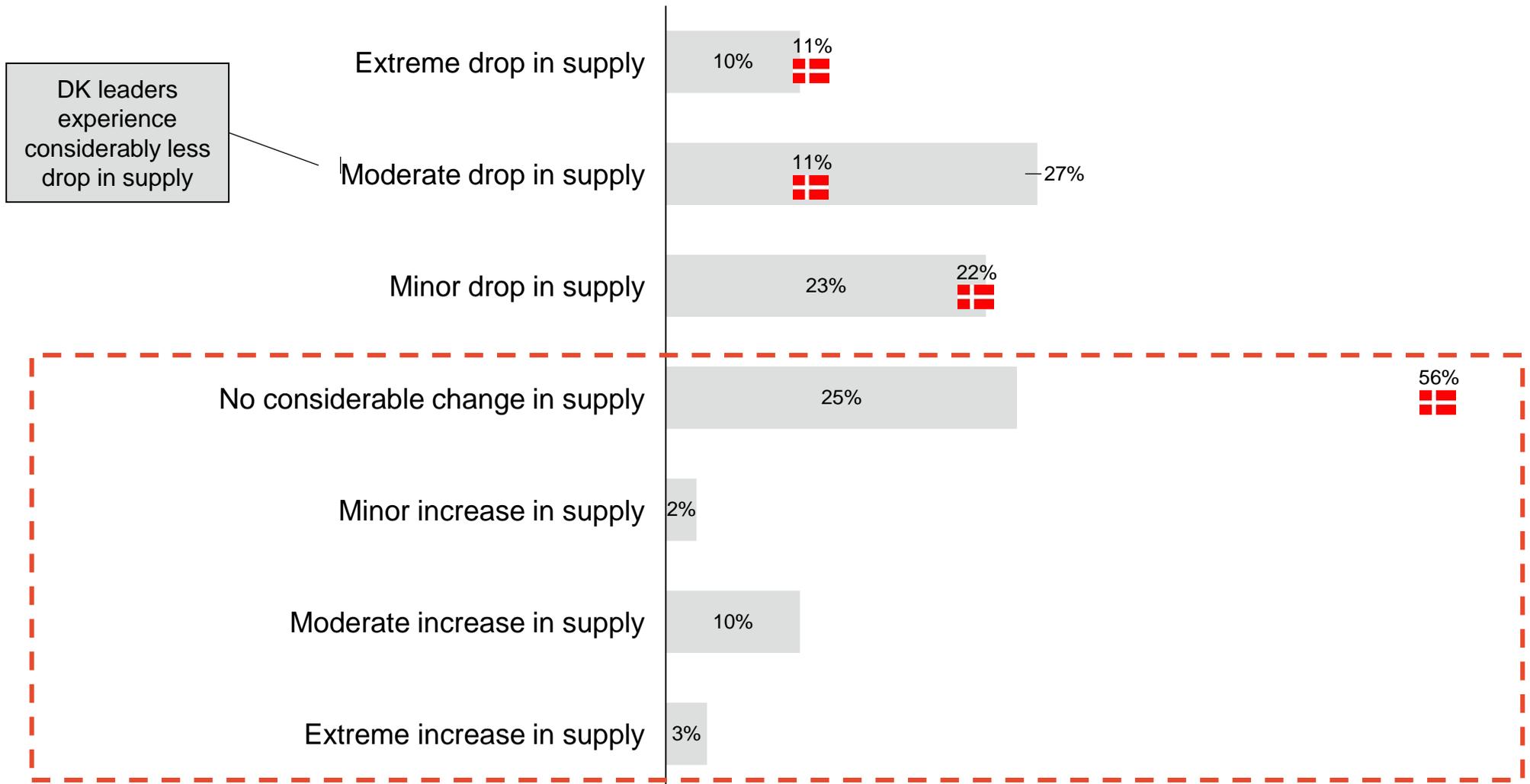
Every third DK leader experience **no demand changes**

Overall, 44% DK leaders experienced a drop in demand (EU 58%) while 22% see growth (EU 30%)



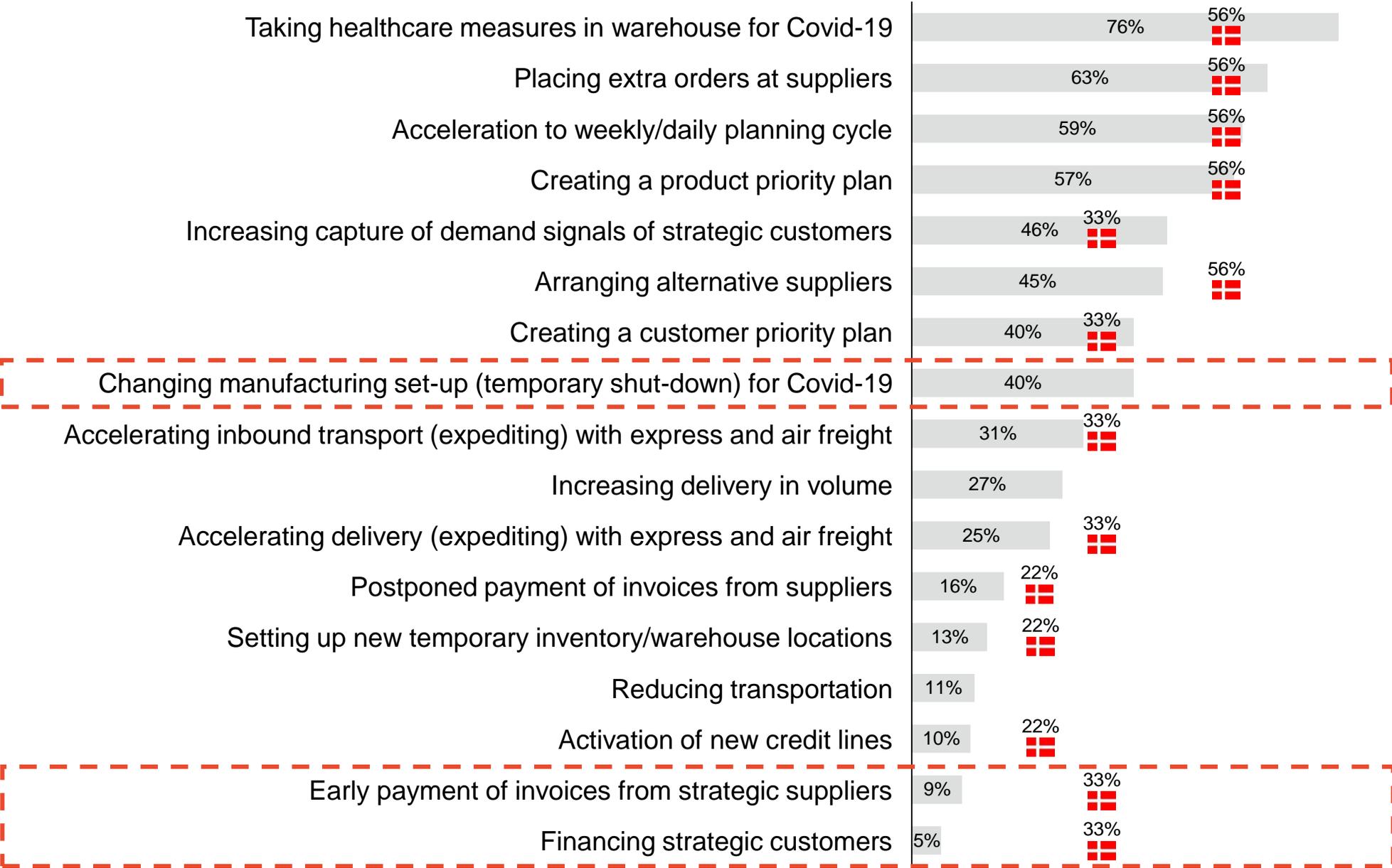
DK supply chains much more Corona-resistant on supply-side

Almost 50/50 between DK supply chain leaders who have seen a supply drop and those who have experienced no considerable changes



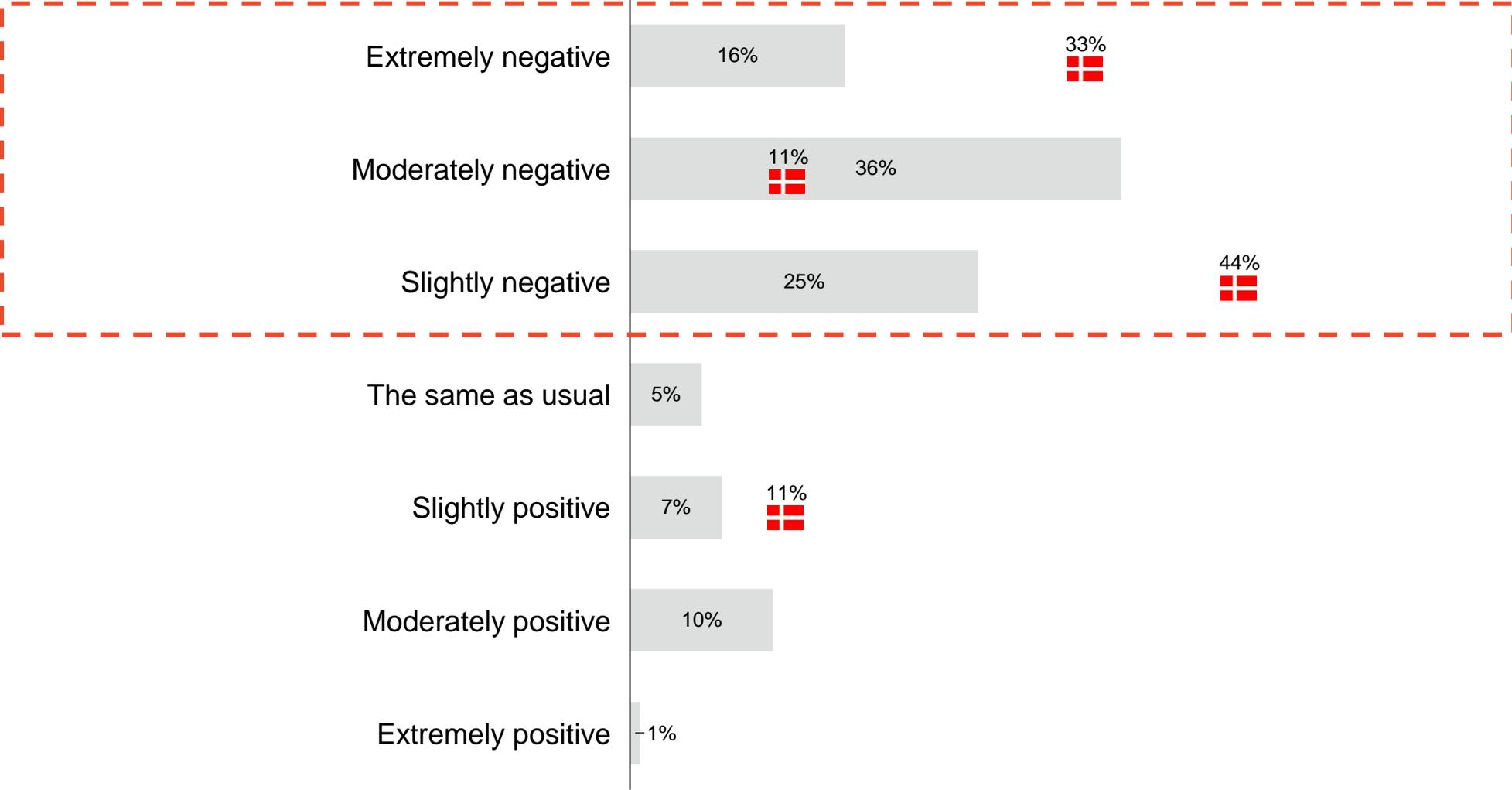
Are DK supply chain leaders **more proactive** under the crisis?

DK leaders have been more involved in supplier and customer financing, while the rest of EU have been characterized by factory shut-downs – not the situation for Danish manufacturing plants



Danish leaders are **concerned** about short term Corona impact

88% of the DK Leaders expect negative impact. In the rest of EU 77% expect negative impact.



How to **proactively act** on the Corona situation – 10 verifies

10 verifies for your Corona impacted supply chain...

1. Check whether all your employees are able to **work safely** and are **properly informed**
2. Check the **financial viability** of your **strategic suppliers**
3. Check the **financial viability** of your **own company** and business units
4. Check the **financial viability** of your **strategic customers**
5. Check how much **capacity** your strategic suppliers have available
6. Develop different **scenarios** to keep supply and demand aligned
7. Check the **demand predictability** of your strategic customers
8. Analyse the operational risks of the **incoming flow** of raw materials, parts and components
9. Identify the potential **risks in your own operations** (production, warehouse and transport)
10. Analyse the operational risks of the **outgoing goods flow** (deliveries)

...to ensure your health



About **Syncronic**: Bridging business & IT

Established 2006 – 14 years delivering management and IT consulting focusing on supply chains



Bridging business & IT

- +30 consultants¹
- We focus on digital, SCM, planning and analytics
- Leading in Kinaxis and SAP IBP and best SAP integrator in DK
- Office in Brøndby, DK
- Large, international and respected clients
- Long relationships
- Flexible and customer-driven

Strategy Consulting

Enables value chain transformation and help understand, decide and set directions for the value chain across business and IT

Business Consulting

Clarify, analyze, design, improve and control supply chain business challenges through deep SCM knowledge, proven methods and strong execution

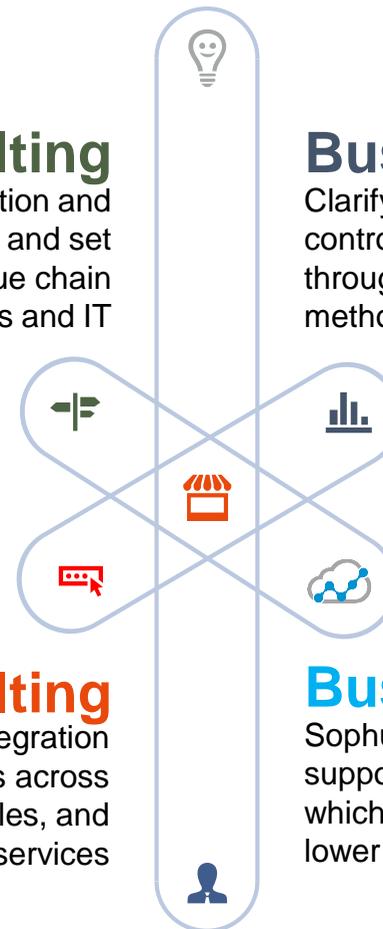
SAP & Kinaxis Consulting
Offers advisory, design, integration and implementation services across all Kinaxis and SAP SCM modules, and provide application maintenance services

Business Forecasting

Sophub is a cloud based digital service supported by world class statisticians, which enables excellent demand planning, lower inventory and high customer service

Digital & IT Advisory Consulting

Delivers trusted advisory service on digital and strategic IT issues to top management, and help execute IT transformation roadmaps with a business focus



About this survey from Synchronic and Supply Chain Media

The aim of this folder is to provide the reader with a special edition of the survey:

Supply chains in the current Corona crisis – DK leaders view

which has collected information about how manufacturing, wholesale and retail companies across Europe are assessing their supply chains and taking actions in the current corona crisis, including a number of senior DK supply chain leaders.

The survey is conducted by the leading European supply chain channel, Supply Chain Media, with Martijn Lofvers, CEO & Chief Trendwatcher at Supply Chain Media in the lead. Their analysis of the survey can be found by following the link below:

<https://www.supplychainmovement.com/three-quarters-of-european-supply-chains-are-negatively-impacted-by-coronavirus>

Synchronic has provided Supply Chain Media the contact to Danish respondents. Thus, this edition developed by Synchronic will extract and present the responses from Danish supply chain leaders and compare them to the responses from the rest of Europe.

In total, 143 respondents across Europe have answered the survey. Of these, 9 respondents (~6%) are Danish supply chain leaders.

The Danish respondents consist primarily of supply chain chief executives, vice presidents and directors, whom either are responsible for whole or a part of the European and Global business of their company.

Furthermore, the Danish respondents represent a wide range of companies active in different sectors from Pharma and Medtech to Consumer Packaged Goods and Retail.

Kind regards
Henrik Knak, Partner & Iben W. Christensen, Analyst



*Martijn Lofvers, CEO & Chief
Trendwatcher at Supply Chain Media*

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Thank you

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