



Medical Device Supply Chain Transformation & Training

Solution Snapshot



Problem: Business leaders needed an effective, affordable way to deploy a baseline understanding of complex supply chain concepts throughout their ever-changing global enterprise.

Solution: Backed by hands-on expertise in both supply chain business processes and technology, Spinnaker specialists developed and deployed a repeatable LMS-based SCM training program.

A Common Approach

In any company, changes in the supply chain can have a ripple effect throughout various areas of the organization: sales, marketing, finance, manufacturing, distribution. As a manager, it's your job to keep people informed — not only about the specifics of change, but also about how such change may impact their day-to-day lives. That's the problem business leaders with one of our clients recently addressed, on a global scale.

Over time, reorganization, growth, new technologies, and process improvements contributed to vast change in the company's supply chain landscape. Problem was, the company was part of a \$40 billion Global 500 corporation, so that landscape literally encircled the world. Our challenge was to develop and deliver a baseline foundation of supply chain concepts and practices that could be used to instill common knowledge and a common approach to achieving success among employees located all around the globe.

How Do You Standardize a Supply Chain When Everyone Has Their Own "World-View"?

Different systems, different customers, different channels...

Even in the most well-informed organizations, supply chain issues and strategies can be confusing to many, incomprehensible to most. So our supply chain specialists set out to develop a high-level overview of this client's global operations — to educate personnel at all levels of the enterprise about supply chain structure, strategy, even vocabulary.

And not just at a cursory level. We dug deep, to correlate supply chain principles to our client's day-to-day reality, so employees could relate complex concepts directly to their own experiences in the field. Our vision was to establish a core knowledge base from which people around the world could begin making better-informed decisions using a shared standard of global excellence. That's easier said than done, though, especially across so many disciplines:

- Manufacturing and Supply Chain Strategies
- Demand Planning and Forecasting
- Continuous Replenishment Planning
- Distribution Requirements Planning
- Material Requirements Planning
- Master Production Scheduling
- Capacity Planning

But Spinnaker made it happen.

Complex Theory Based on Real-World Insight

After years of developing more than 100 highly customized training programs, with a depth of expertise spanning a broad range of industries, and a holistic approach emphasizing people and process before technology, Spinnaker consultants masterfully integrated core content from across all areas of our client's organization.

Each high-level topic was firmly anchored by a no-nonsense focus on furthering broad understanding of the company's supply chain "bottom line." Tangible examples brought lofty theories down to earth, and ongoing reinforcement of key terms and definitions not only helped drive home understanding of how such concepts "fit" within our client's day-to-day supply chain process, but also how actions within one operational unit could unleash consequences throughout the entire network.

Reaching Your Audience, Without Losing Impact

Once content development was completed, our next challenge was rendering the course in a compelling format capable of being delivered to audiences around the globe.

Using a suite of authoring tools that enabled them to integrate customized content with the latest in e-learning technology, Spinnaker consultants quickly developed blended presentations, featuring voice, video, and interactive testing/feedback capabilities, to create a seamless, professionally packaged training program capable of being delivered via the Internet, using our client's existing learning management system.

The end result was a specialized yet highly flexible tool that managers could use to deploy, administer, and track the results of supply chain training throughout their company. The base system we created is highly scalable and can be updated or modified with ease, either to support inevitable changes throughout the supply chain or to fine-tune the existing content — to create a graduated series of certification courses, for example, as part of an ongoing program to foster greater levels of competency among managers and end users.

The new training system is a sound investment that will pay dividends for years, enabling managers to:

- Ensure consistency when orienting new employees
- Institute global standards and improve compliance worldwide
- Mandate — and measure — core competencies

By helping shape this client's core message, clarify best practices, and package training for global delivery, Spinnaker transformed what could have otherwise been a high-priced, revolving road show into an affordable, effective desktop-training dynamo — available on demand.

About Spinnaker:

Spinnaker is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinnaker offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinnaker has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

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