

Digitally Informed Decision Making in the Life Science Supply Chain

How life science compares to other industries and how supply chain leaders can improve

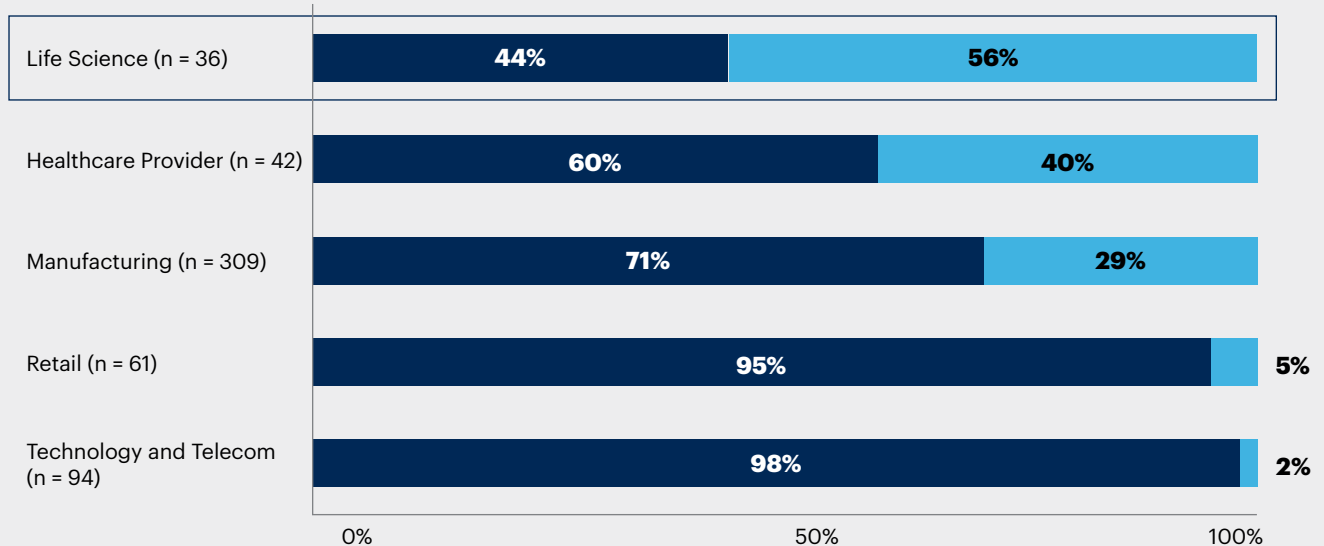


According to Gartner survey data on supply chain digitalization, life science supply chains lag behind other industry supply chains in digitally informed decision making. Fewer than half (44%) of life science supply chains use technology to calculate how different scenarios would impact their goal outcomes in a decision, as shown in Figure 1.

Figure 1: Digitally Informed Decision Making (by Industry)

Q. Did you use digital technology to calculate how different scenarios would impact the outcome you were prioritizing?

■ Yes ■ No

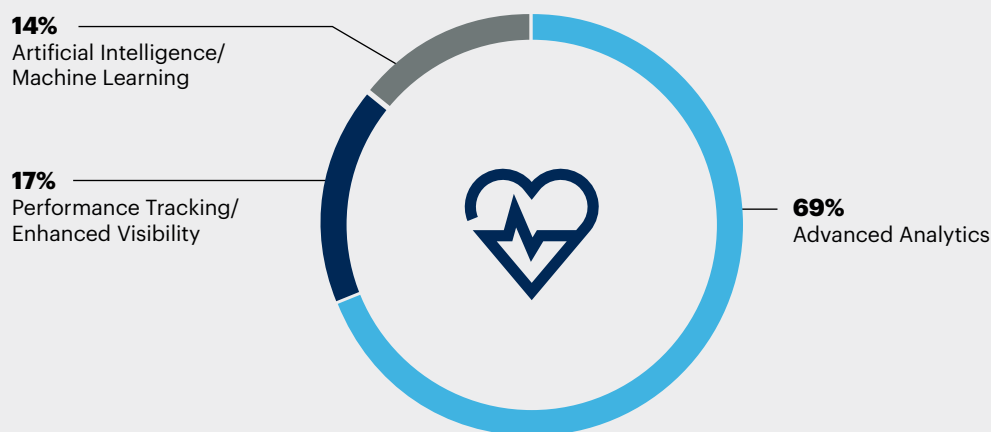


Source: Gartner

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They primarily use technology for demand planning within the sales & operations planning (S&OP) process. Those who do use technology to support decision making mostly use advanced analytics (69%). Other technologies used are performance tracking/enhanced visibility tools (17%) and artificial intelligence (AI) and machine learning (ML) (14%) (see Figure 2).

Figure 2: Use of Digital Capabilities to Support Decisions in the Life Science Supply Chain



n = 36

Q. Which of the following digital capabilities did you leverage the most when using your digital technology to support this decision?

Source: Gartner

To accelerate their teams' use of digital technology to support decision making, life science supply chain leaders must shift focus toward the customer, rather than operational excellence initiatives. Understanding customer demand should be their first priority as this will deliver the greatest competitive advantage for innovation and growth.

Life science supply chains currently lag behind in this area — Gartner survey data on the future of supply chain indicates that just 19% of life science supply chains are designing new supply chain capabilities to enable customers to get their own jobs done (compared to 23% of overall supply chains).

Leveraging digital technology will allow supply chain leaders to better connect with and understand their customers. This enhanced understanding will improve the demand signal that supply chain leaders work to fulfill.

Key Finding



Digitally informed decision making is an untapped opportunity for life science supply chains: Take action by shifting toward a customer-driven future focus.

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