

Gartner for Supply Chain

# Drive Adoption of Supply Chain Analytics

7 proven strategies for supply chain leaders



The biggest hurdle to analytics adoption is an inability to incorporate supply chain analytics in what traditionally has been subjective decision making. Failed analytics adoption is often attributed to resistance from analytics users, but lack of support and buy-in from managers across the organization can be equally detrimental to building an analytics culture.

Analytics adoption requires readiness and commitment from the organization to use analytics as the primary driver of decision making. Supply chain leaders must prove the benefits of supply chain analytics by using data to quantify the value of fact-based decisions versus subjective decision making.

This research explores seven strategies proven to encourage broader use of analytics across the supply chain.

<b>1. Revisit</b>	Discuss previous analytics projects and analyze results. <ul style="list-style-type: none"><li>• <b>Example:</b> Revisit past production planning deployment and reasons behind limited success.</li></ul>
<b>2. Acknowledge</b>	Verbalize the concerns and risks in adopting analytics. <ul style="list-style-type: none"><li>• <b>Example:</b> Discuss possible misconceptions of new reports adding unnecessary work or minimizing value.</li></ul>
<b>3. Train</b>	Train on analytics concepts and how to embed in workflow. <ul style="list-style-type: none"><li>• <b>Example:</b> Dedicate coaches to train users on how to conduct root cause analysis to support better decisions.</li></ul>
<b>4. Demonstrate</b>	Show the value-add of analytics in improving SC processes. <ul style="list-style-type: none"><li>• <b>Example:</b> Compare the accuracy of statistically generated to expert-generated forecasts.</li></ul>
<b>5. Measure</b>	Measure the use of analytics in decision making. <ul style="list-style-type: none"><li>• <b>Example:</b> Set the level of analytics usage as an individual performance metric.</li></ul>
<b>6. Redeploy</b>	Automate repetitive steps and shift talent to higher-order tasks. <ul style="list-style-type: none"><li>• <b>Example:</b> Automate data collection and harmonization, freeing more time to customer and team collaboration.</li></ul>
<b>7. Revise</b>	Revise talent acquisition to attract technical competency. <ul style="list-style-type: none"><li>• <b>Example:</b> Pursue analytical skills in new hires, as much as supply chain functional domain expertise.</li></ul>

## Build a strong supply chain analytics strategy: How Gartner can help

Supply chain excellence depends on strong supply chain analytics strategy. Yet for many organizations, successful supply chain analytics adoption faces many challenges: Few have the data foundation needed, talent and skills relevant to supply chain analytics are limited, and adoption of supply chain analytics is low because ROI is unclear. To make better supply chain and organizational decisions, supply chain analytics leaders should harvest accurate and comprehensive data, secure the technical and business skills needed to maximize its value, and invest in real-time supply chain analytics and digital solutions. We can help supply chain leaders build a strong supply chain analytics strategy. Visit [gartner.com](https://gartner.com) to learn how we support our 2,500+ supply chain leader clients with insights, advice, data and tools.



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