



OMP launches think tank to test and learn outside-in supply chain planning

ANTWERP & ATLANTA, January 26, 2023 – OMP, a leading supply chain planning solutions provider, is launching the Spark Initiative to explore an outside-in approach to supply chain planning.

With the Spark Initiative, OMP wants to improve decision-making for their customers by introducing a new way of thinking about supply chain planning. The initiative's goal is to provide a platform for the OMP Community to **test, learn, and share outside-in capabilities** using massive amounts of external data and state-of-the-art technology.

Unlocking a wealth of external data

The new planning approach empowers supply chain leaders to **leverage the wealth of external market, channel, and supplier data** that is available to businesses but is often untapped. This data includes climate and weather patterns, consumption trends, variable holidays, economic and political factors, and data from smart devices. Companies that adopt the approach and set up **bi-directional data flows** will be able to create optimal planning scenarios and make better decisions.

Piloting outside-in planning processes

Joining forces with the research firm Supply Chain Insights, OMP is inviting customers to **submit their real-world business cases** to build, test, and validate the potential of an outside-in planning approach. A handful of companies will be selected to participate in the research. Once the pilot tests are completed, **the findings will be publicly shared** with the industry.

Support from industry leaders

The Spark Initiative think tank is supported by a board of business leaders, industry professionals, academics, and OMP experts. Led by Lora Cecere, CEO of Supply Chain Insights, this **advisory board** will drive the agenda, advise on the conceptual framework, and monitor the pilot tests.

"I'm excited to participate in the Spark Initiative because it's **the next frontier in supply chain planning**," says Dave Winstone, Spark board member and Global ISC Director at Dow. "How do we harness all these signals out there? How do we identify which ones matter most to our business? What do they mean to us and to our ecosystem partners? In the end, it's not companies that compete, but the **ecosystems around us**. We have to make the ecosystems more effective to be able to stay competitive. And I believe this initiative will bring us one step closer to that goal."

"Now is the time for supply chain leaders to redefine their planning processes," adds Philip Vervloesem, SVP OMP USA. "The **active participation of Fortune 500 companies** like Dow, General Mills, Nestlé, and Land O'Lakes confirms the need to explore groundbreaking ways of planning. I look forward to deep-diving into this fresh pool of possibilities together with our valued customers."

Launched in November 2022, the initiative is shifting into higher gear in 2023. Learn more about the Spark Initiative on omp.com/spark.

About OMP

OMP helps companies facing complex planning challenges to excel, grow and thrive by offering the best digitized supply chain planning solution on the market.

OMP's Unison Planning™ Solution has a unique approach. It handles all supply chain planning challenges in a unified way. It's full scope and in-depth. Unison Planning synchronizes all planning stages, horizons, functions and roles. From source to deliver, from strategic to operational planning. The unique combination of services and technology boosts collaboration throughout your value chain, from forecasters to schedulers, from business leaders to technology experts.

Unison Planning is a cloud-based, out-of-the-box solution for industry-specific challenges. Hundreds of customers in consumer goods, life sciences, chemicals, metals, paper and packaging run it to make the right decisions at the heart of their business. Valued as a thought leader by experts as Gartner, OMP invests one out of every three dollars earned into innovation.

Contact

Philip Vervloesem, Senior Vice President OMP USA



+1 404 791 06 42



pvervloesem@omp.com