

Smarter business for a Smarter Planet:

## What if your supply chain saw what you needed before you did?

On a smarter planet, it's possible to build a very different kind of supply chain. One that looks at the real-time data of the millions of customers and thousands of vendors it touches and acts on that knowledge – sensing, anticipating, even preempting. If a product is recalled, the supply chain knows and you're able to restock those shelves with new inventory. If a container en route to a partner is missing a part, the supply chain prompts a new shipment before operations are interrupted. If customers prefer red over yellow, the supply chain tells you to order more red and less yellow. IBM is helping companies all over the world build smarter, more self-aware supply chains.

A smarter business needs smarter thinking. Let's build a smarter planet. [ibm.com/easyaccess/publicuk/defence](http://ibm.com/easyaccess/publicuk/defence)



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