

o9 solutions

PM  
**GatiShakti**  
National Master Plan for  
Multi-Modal Connectivity

**G20**  
भारत 2023 INDIA

Global Online Certification Course on

# Data-Driven Supply Chain Transformation 2023

**Exclusively for Industry Professionals and Corporate Groups**

Course Schedule:

June 17, 2023 – July 30, 2023

(5:00 PM – 7:30 PM IST | Saturday & Sunday)

35 hours duration

Registration Deadline:

June 10, 2023



[Register Here](#)



## Course Instructed by



**Prof. David Simchi-Levi**

Professor – Business & Supply Chain Analytics  
Director, Data Science Lab  
Massachusetts Institute of Technology, USA

## Chief Patrons



**Prof. Manoj Kumar Tiwari**  
Director, IIM Mumbai



**Dr. Narasimha Kamath**  
Senior Vice President, R&D  
o9 Solutions

# About the Course

Digital transformation, which refers to the use of data, analytics and automation, has been applied by a few innovative companies, from Apple to Amazon to Dell, to transform their businesses and achieve a significant increase in their revenue and profit while decreasing costs. In all these cases, the objective is to apply business analytics to transform the way the organization manages its business, from manufacturing, supply chain, marketing, and revenue optimization all the way to understanding consumers' preferences and innovate new products.

IIM Mumbai and o9 Solutions are proud to present the Global Online Certification Course on 'Data-Driven Supply Chain Transformation 2023' in association with Prof. David Simchi-Levi (MIT, USA) under the leadership of Prof. Manoj K. Tiwari (Director, IIM Mumbai) to accelerate the vision of PM Gati Shakti. This course is launched under NITIE's Centre of Excellence in Logistics and Supply Chain Management which aims to develop India's logistics sector through applied research and industry outreach to tackle real-time business scenarios.

This digital disruption is now motivating many companies in a variety of industries to reinvent their supply chains, from demand and supply planning to production and distribution. This course introduces Professor Simchi-Levi's unique framework that combines the three technology trends, digitization, analytics and automation, to reinvent the supply chain. Participants will gain a deeper understanding of:

- Applications of these trends to improve efficiency, profitability, and growth
- The required processes to improve supply chain visibility, flexibility, and resiliency
- The appropriate organization and talent change

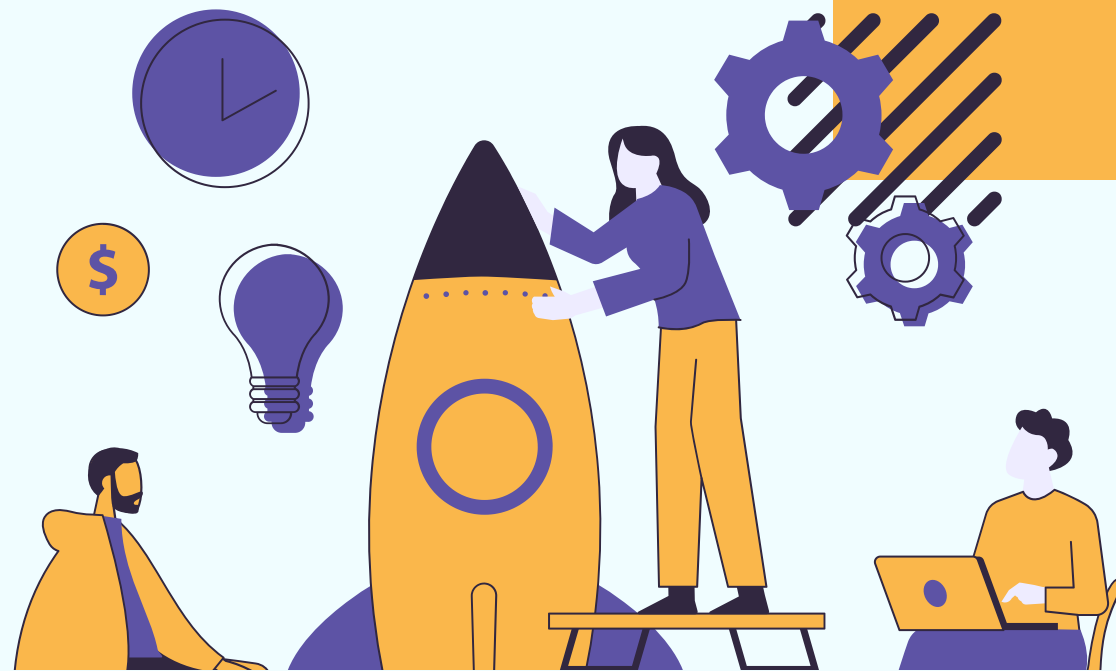




# Success of Previous Courses

- IIM Mumbai has successfully completed 8 versions of the Global Online Certification Course on Supply Chain Digitization & Management, End-to-End Supply Chain Transformation through digitization and Business & Operations Analytics in association with **Prof. David Simchi- Levi** in 2021-22.

The courses received an overwhelming response with 12500+ individuals from reputed national and international organizations. Some prominent academic institutions include the IITs, IIMs, IIFT, University of London, University of Warwick and some eminent organizations include P&G, HUL, GE, ITC, Amul, Deloitte, General Mills, IBM, Titan, Reliance, PwC and many more.



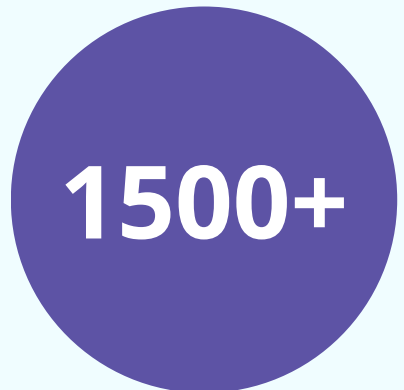
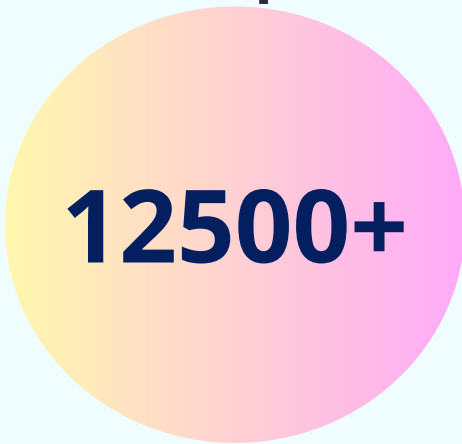
**Participants**

**Countries**

**Organizations**

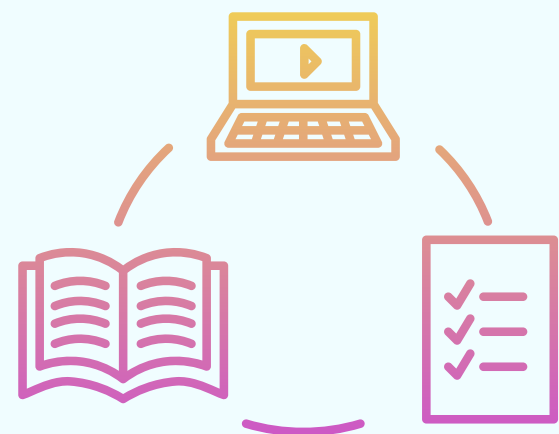
**Industry Professionals**

**IITs & IIMs Students**



## List of Previous Courses

- [Supply Chain Digitization and Management](#)
- [Business and Operations Analytics 2021](#)
- [End-to-End Supply Chain Transformation through Digitization](#)
- [Competing in Business through AI-Powered Supply Chains 2022](#)
- [Business and Operations Analytics 2022](#)
- [Supply Chain & Demand Analytics](#)
- [Data-Driven Supply Chain Transformation](#)
- [Business Analytics: From Data to Insights and Decision Making-2023](#)



# Participated Organizations

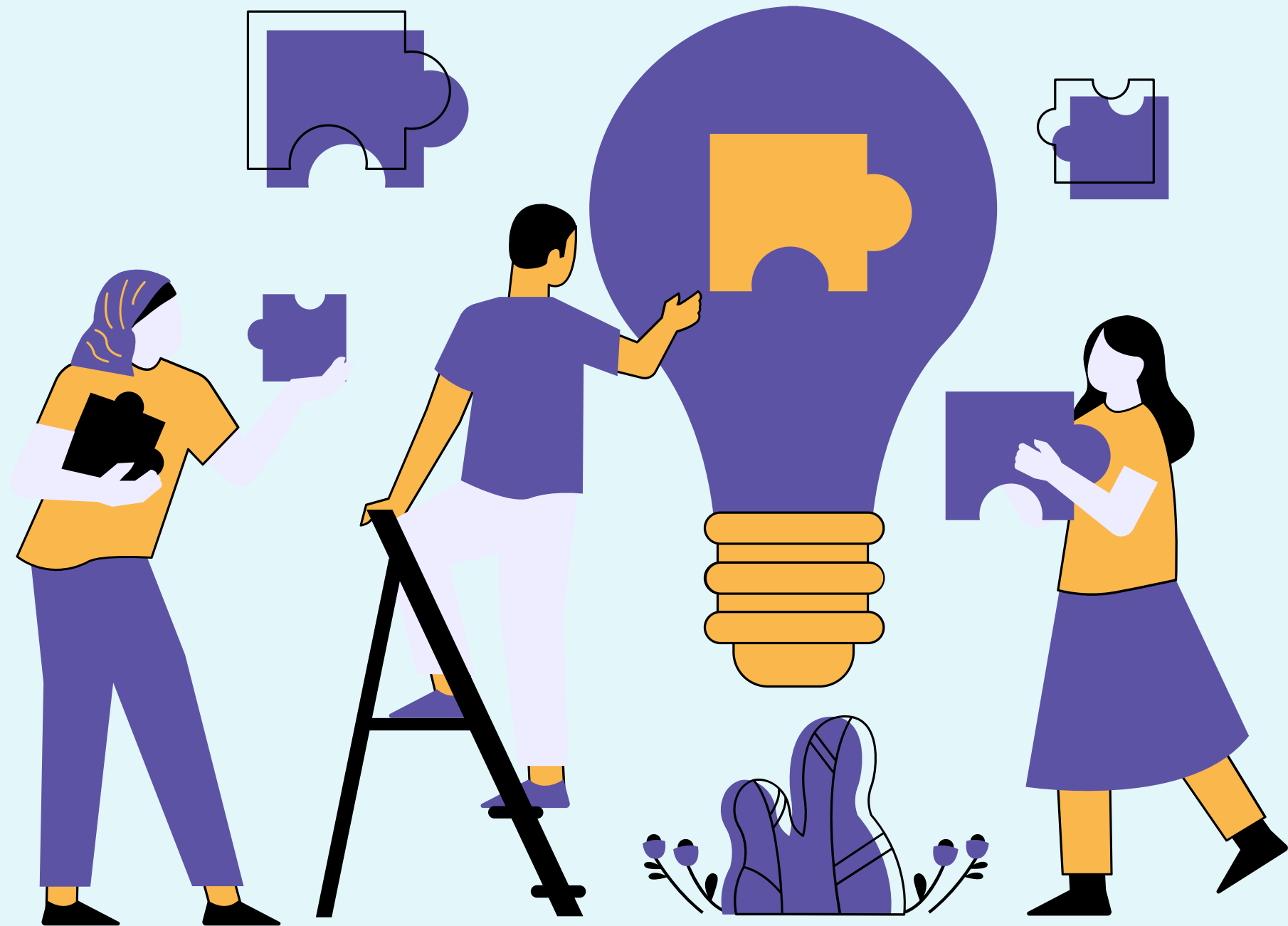


## Educational Institutes

## Corporates



# Course Focus and Outcomes



## Focus

- Supply Chain Trends
- Supply Chain Competency
- Machine Learning based technology
- Digital Supply Chain transformation
- Supply chain flexibility, resilience, and sustainability

## Outcomes

- Identify opportunities for transforming and creating end-to-end supply chain value using digitization, analytics, and automation
- Prioritize the opportunities provided by the technology trends: digitization, analytics and automation
- Drive automation through network and production optimization
- Increase sales by improving forecast accuracy
- Apply data analytics to improve new product introduction

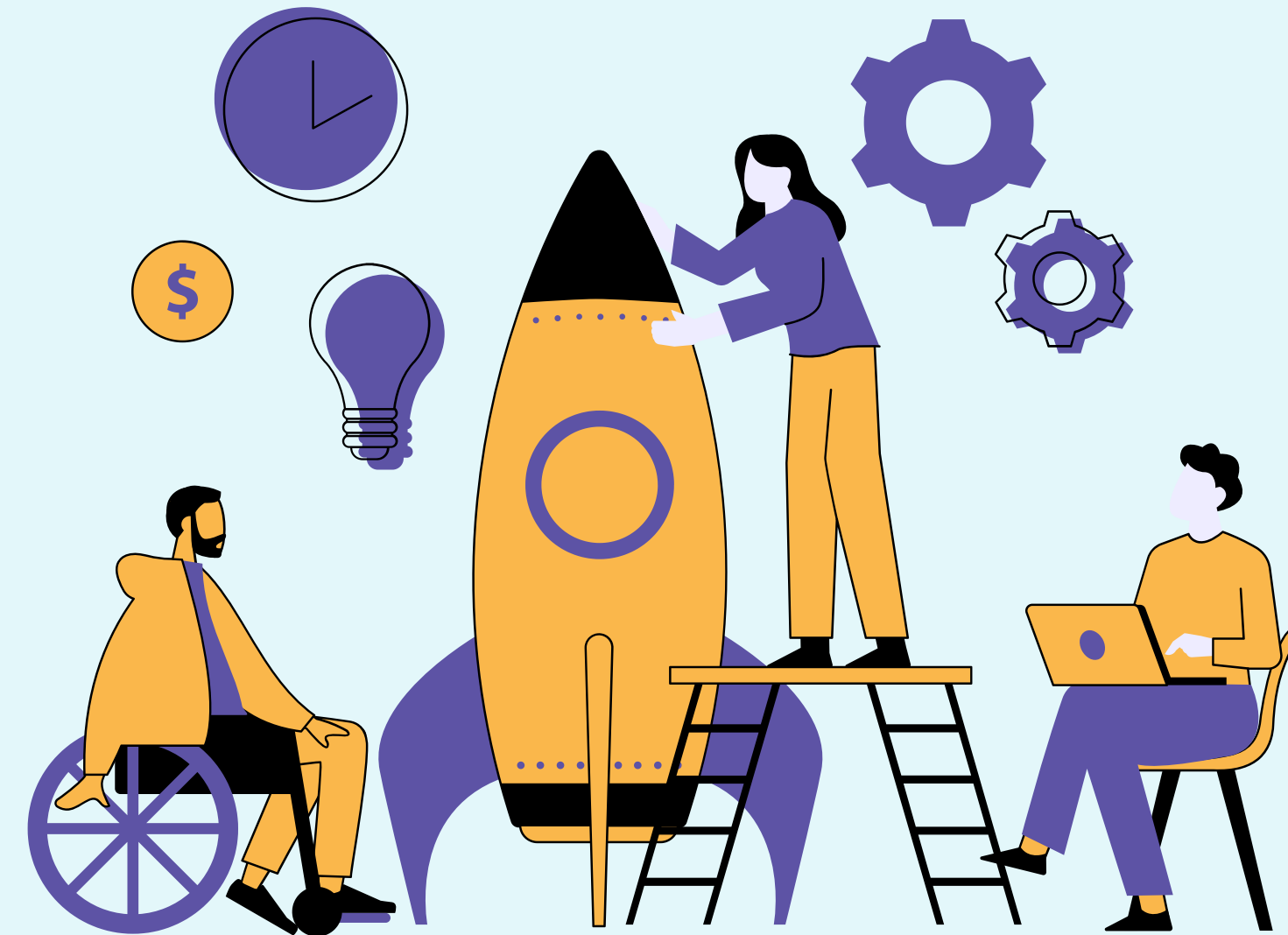
# Course Highlights and Structure

## Highlights

- One year membership for the Management and Business Review Journal
- Lecture recordings will be provided for 1 week
- Participants will get the opportunity to interact live with Prof. David Simchi-Levi
- Learn key concepts & trends through exhaustive cases & recent happenings in the industry
- Lecture slides and supplementary materials after each session

## Structure

- June 17, 2023 – July 30, 2023
- 5:00 PM – 7:30 PM IST || Saturday - Sunday
- 35 Hours Course || 14 Sessions (2.5 Hours/Session)
- Mode of Instruction - Via Online Platforms
- Lecture Attendance and Quiz Submission will be the criteria for Course Completion
- Upon completion of the course, all registered participants will receive a Certificate of Completion from IIM Mumbai & o9 Solution signed by Prof. David Simchi-Levi and the leadership team



## Supply Chain Dynamics

June 17-18, Week - 1



## Push-Pull Strategies

July 1-2, Week - 3



## Supply Chain Resiliency

July 15-16, Week - 5



## Supply Chain Sustainability

July 29-30, Week - 7



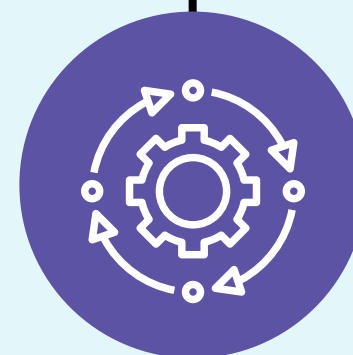
## Supply Chain Integration

June 24-25, Week - 2



## Supply Chain Digitization

July 8-9, Week - 4



## Supply Chain Flexibility and Redundancy

July 22-23, Week - 6



# Course Timeline





# Course Content

## Supply Chain Dynamics

- Understand industry trends affecting change
- Explore how Data, Analytics, and Automation improve business performance
- Data Science for New Business Models, Customized Offerings, and improve Operations
- Understand the relationship between Customer value proposition and operations strategy
- Understand Supply Chain Dynamics and the Bullwhip Effect
- Identify strategies to control the Bullwhip Effect
- Characterize the value of information

## Case Studies

- PC Manufacturer
- CPG Network Optimization
- Fashion Retailer





# Course Content



## Supply Chain Integration & Push-Pull Strategies

- Supply Chain Integration
- Push-Pull Strategies
- A Framework for matching supply and demand
- Driving Value through Complexity Reduction

## Case Studies

- Dell
- Zara
- Air vs Ocean in High Tech





# Course Content

## Supply Chain Digitization

- Unified View of Demand
  - Understand how to integrate internal and external data
  - Develop an Effective demand forecasting process that brings together supply planning, financial planning, sales, and trade planning
  - Understand effective mechanisms to ensure adaptability
- Supply Chain Segmentation
- Smart S&OP, Smart Execution, and Control Tower
- Develop a roadmap for a successful supply chain digitization: The Journey to Success; Organizational structure; Change Management

## Case Studies

- CPG
- Fashion Retailer





# Course Content

## Supply Chain Resiliency, Redundancy and Flexibility

- Apply the Risk Exposure Index to identify the level of your Supply Chain Resiliency
- Stress Test: Time to Recover (TTR) and Time to Survive (TTS)
- Supply Chain Flexibility and Redundancy
- The Impact of Flexibility on Inventory Management Strategies

## Case Studies

- Ford
- A large CPG company
- PepsiCo
- High Tech
- Covid 19 Pandemic
- Russia Ukraine war







# Course Content

## Supply Chain Sustainability

- Sustainable Supply Chain as a source of competitive advantage
- Optimizing Efficiency, Responsiveness, and Carbon Emission trade-offs
  - Impact of transportation mode selection on carbon emission
- Short-Term and Long-Term Opportunities to Reduce Carbon Emission

## Case Studies

- CPG Network Design to balance efficiency and sustainability
- CPG Example: waste reduction





# About IIM Mumbai

- Indian Institute of Management (IIM) Mumbai, India, established in 1963 by the Government of India with the assistance of United Nations Development Project (UNDP) through the International Labour Organization (ILO), is one of the leading institutes for Management education.
- IIM Mumbai, a pioneer in Industrial Management has been positioned 9th amongst management schools in India by National Institutional Ranking Framework (NIRF) in 2022.
- IIM Mumbai, widely known as the leading Institute in Supply Chain and Operations, holds a purpose in advancing the transformative education and industry inspired research in different domains thus dedicating itself to help Indian businesses to make their presence felt globally. The institute has a strong linkage with private and public sectors, national research institute, other academic institutions, universities, government organizations, and communities.
- IIM Mumbai is dedicated to help Indian businesses to make their presence felt globally. IIM Mumbai has decided to act as driving force not only in manufacturing sector but all dynamic sectors of the Indian economy. It has aligned its vision and activities in line with the current and future needs of the Indian economy and its vibrant and growing sectors.



[www.iimmumbai.ac.in](http://www.iimmumbai.ac.in)

[Register Here](#)



[www.o9solutions.com](http://www.o9solutions.com)



[o9 Solutions](#)





# About o9 Solutions

Founded in 2009, o9 Solutions is a software company whose cloud-based software uses artificial intelligence for business and operational planning. It helps clients forecast demand for products by analyzing data from external sources, such as customer demographics and weather and applies that to supply chain operations. o9 Solutions is headquartered in Dallas, Texas.

## The o9 Digital Brain platform

The o9 platform uniquely enables companies to make fast and better decisions – by providing one single platform for commercial, forecasting, supply chain, and financial planning. All are powered by real-time data, from internal and external sources.

## Fastest time-to-value

Who has time for multi-year, big-bang transformations? o9 makes transformation real with its agile, rapid, and iterative delivery methodology supported by world-class services and partners

## Adoption & Change made simpler

User adoption, process changes, global rollouts are never easy. The o9 platform with amazing usability, embedded training features, makes global rollouts and enterprise wide adoption easier.



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## About Prof. David Simchi-Levi

- Prof. David Simchi-Levi is the most renowned Professor and Thought Leader in the field of Supply Chain Management and also serves as the Editor-in-Chief of Management Science. He is the recipient of the prestigious INFORMS Impact Prize 2020 for his work on Supply Chain Resilience. His book, "Designing and Managing the Supply Chain" (with P. Kaminsky and E. Simchi-Levi) is a staple across B-schools for their Supply Chain Management courses.
- He is the founder and chairman of LogicTools which provides software solutions and professional services for supply chain optimization. The company has provided decision support systems to clients such as Caterpillar, ConAgra, Kraft Foods, Mercer Management, Ryder, SC Johnson, UPS, U.S. Postal Service, Walgreens, etc. and was acquired by IBM.
- Profile on MIT website - [Prof. David Simchi-Levi](#)
- LinkedIn Profile - <https://www.linkedin.com/in/david-simchi-levi-3045026/>



**Prof. David Simchi-Levi**

Massachusetts Institute of Technology, USA





# About Prof. Manoj Kumar Tiwari

- Prof. Manoj K Tiwari, Director-IIM Mumbai, is on-lien from his post as Professor, Department of Industrial and Systems Engineering at the Indian Institute of Technology, Kharagpur.
- He has been ranked 1 among top 100 individual researchers across the world who had published research articles in International Journal of Production Research (1985-2010), the top leading author for Supply Chain Analytical Techniques (Computer & Industrial Engineering), among Top 20 most productive authors in the area of Production and Operations Management in the last 50 years (Int. Journal of Production Economics, 2009) and rated 2nd among many researchers working in Logistics and Supply Chain Management in India (Analysis of the logistics Research in India-White paper published in TU Dortmund University, Dortmund Germany-2012).
- He is the recipient of “Most Influential Researcher Award” in the domain of Operations and Supply Chain Management.
- He was recently awarded the David F. Baker Distinguished Research Award from the Institute of Industrial & Systems Engineers (IISE,USA)
- Optimization, Simulation and Computational Intelligence are the main techniques adopted by Prof. Tiwari to automate the decision support system for complex and large-scale problems in Manufacturing and Logistics System.
- Profile on IIM Mumbai Website - [Prof. Manoj Kumar Tiwari](#)
- LinkedIn Profile - <https://www.linkedin.com/in/manoj-tiwari-5050a634/>



**Prof. Manoj K. Tiwari**

IIM Mumbai



# About Dr. Narasimha Kamath

- Dr. Narasimha Kamath has around 25 years of work experience in Optimization, Supply Chain Management, and Product Management. He has worked extensively with customers across all industry verticals and is recognized for his thought leadership. Currently, as senior vice president of R&D at o9 Solutions he is responsible for delivering an AI Platform for enterprise decision-making using cloud solutions. Prior to o9, at JDA he led the new product introductions and innovation activities at their Centre of Excellence in India. He earned his fellowship (PhD) in SCM from IIM Calcutta and was honored with the outstanding doctoral research award from European Foundation. He holds a Bachelor's degree from the National Institute of Technology Karnataka, India. He has many international publications to his credit which include widely cited journal articles and US patents. He also fosters industry-academic collaboration creating a win-win environment.
- He also conducted research in the area of mixed integer programming, genetic algorithm, and other meta-heuristic techniques.
- He is the recipient of 2007 "Emerald/EFMD Outstanding Doctoral Research" Award and "Infosys Research Fellowship" award.
- Profile on o9 Solutions Website - [Dr. Narasimha Kamath](#)
- LinkedIn Profile - <https://www.linkedin.com/in/narasimhakamath/>



**Dr. Narasimha Kamath**

Senior Vice President, R&D

o9 Solutions

# Course Fees

Category	Fee Category	Registration Fee (incl. of all)*	Register here
Participants from India	<b>Industry Professionals / Others</b>	INR 25,000/- per participant	<a href="#">Register</a>
Participants from India	<b>IIM Mumbai Alumni</b>	INR 22,000/- per participant	<a href="#">Register</a>
Participants from India	<b>Academician / Faculty</b>	INR 18,000/- per participant	<a href="#">Register</a>
Foreign Participants	<b>Any</b>	USD 450/- per participant	<a href="#">Register</a>
Participants from India	<b>Bulk (11 and above)</b>	INR 20,000/- per participant	<b>##</b>







**## Please write an e-mail to [goc@nitie.ac.in](mailto:goc@nitie.ac.in) for more details on bulk registration.**

*\*Convenience fees may apply*

*\*\* For registrations of less than 5 persons from one organization, direct individual payments should be made*

# Coordinating Team

## Coordinator from o9 Solutions

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-  Mr. Bharath Dev A V 
-  Mr. Abhiram Ramesh 

## Coordinator from IIM Mumbai

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-  Prof. Amit Kumar Das  +91 96355 66086 
-  Prof. Rofin T M 
-  Prof. M S Mahapatra 
-  Prof. Vijaya Kumar Manupati 
-  Prof. Jasashwi Mandal 
-  Prof. Ramesh Kumar 
-  Mr. Rony Mitra 
-  Ms. Puja Sarkar 



[Click here](#) for FAQs.

For all queries, please E-mail to: [goc@nitie.ac.in](mailto:goc@nitie.ac.in)