

WINTERGREEN RESEARCH, INC.

**Supply Chain Event Management (SCEM) Market
Opportunities, Strategies, and Forecasts, 2006 to 2012**

Supply Chain Event Management (SCEM)



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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CHECK OUT THESE KEY TOPICS

SUPPLY CHAIN EVENT MANAGEMENT (SCEM) MARKET SHARES
SUPPLY CHAIN EVENT MANAGEMENT (SCEM) MARKET FORECASTS
SCEM Market Driving Forces

SCEM Challenges

Enterprise Forecasting Systems

Intelligent Supply Chain

DEMAND PLANNING ENVIRONMENT

SUPPLY CHAIN EVENT MANAGEMENT PRODUCTS

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

PRODUCT LIFECYCLE MANAGEMENT (PLM)

SCEM RETURN ON INVESTMENT

VALUE OF SCEM

SCEM BUSINESS BENEFITS

APPLYING SUPPLY EVENT MANAGEMENT

SCEM TECHNOLOGY PLATFORMS

SCEM SOFTWARE PROCESS DESIGN

OPPORTUNITY ABOUND

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Supply Chain Event Management (SCEM) Market Opportunities, Market Forecasts, and Market Strategies, 2006-2012

SCEM challenges the existing supply chain to achieve management of supply chain process with paradigms that work in real-time. Proactive, extended supply chain solutions utilize event alerts or key performance indicator (KPI) alerts to help synchronize the supply chain.

SCEM applications vary by industry, business environment and organizational requirements. But in all cases the greatest pitfall is reacting to SCEM's elevated tracking ability rather than using it for analysis. Analytic applications counter this tendency by aggregating data from key business systems at a high level and presenting the ramifications of exceptions and the possibilities of solutions.

The end result is a proactive, much for efficient, process. Suppose the event management system alerts the transportation manager to a late inbound shipment. Then, assume the transportation system is linked directly to the WMS and order management systems, but none is feeding information to an aggregate-level system such as an analytic application.

SCEM is likely to yield big returns in a short period of time for organizations that need to monitor large numbers of markets/channels, customers, vendors and products. The large amount of data lends itself to event management. Managers responsible for dozens of products and hundreds of customers would be overwhelmed by day-to-day activities if forced to respond to a detailed inventory report.

Business process management promises to drive enterprise software markets going forward. Business processes are enhanced by the ability to interconnect a range of different applications systems including general ledger, order entry, inventory, process control, customer services, and human resources.

When large numbers of applications and systems are linked through point-to-point interfaces, organizations find it difficult to respond quickly to business changes. Integrating with external systems of suppliers, customers, and partners presents a business process management challenge.

Supply chain process management promises to take the islands of knowledge, data and business rules that represent the core of enterprise activities and unite them into a business system that is accessible to ordinary business people. Business automation allows companies to rapidly automate and analyze business processes that flow across multiple applications. Leveraging Intranets and the Internet, application integration business process solutions present new levels of flexibility, customer service, and operational efficiency across an extended enterprise.

Supply chain event management (SCEM) markets at \$ 1.7 billion in 2005 are anticipated to reach \$7.1 billion dollars by 2012. The market driving forces are those of wide expansion of the enterprise to use manufacturing and distribution in varying parts of the world.

Companies Profiled

Market Leaders

SAP
Oracle
Sterling Commerce
i2 Technologies

Market Participants

3M/HighJump Software
Deltek
Categoric Software
IBM
SeeCommerce
SSA Global

AT&T
Camstar Systems
Click Commerce
MQSoftware
Silvon Software
Viewlocity

Supply Chain Event Management (SCEM) Strategies and Forecasts, 2006-2012

REPORT METHODOLOGY

THIS IS THE 274TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

Supply Chain Event Management (SCEM) Market Opportunities, Strategies, and Forecasts, 2006 to 2012

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