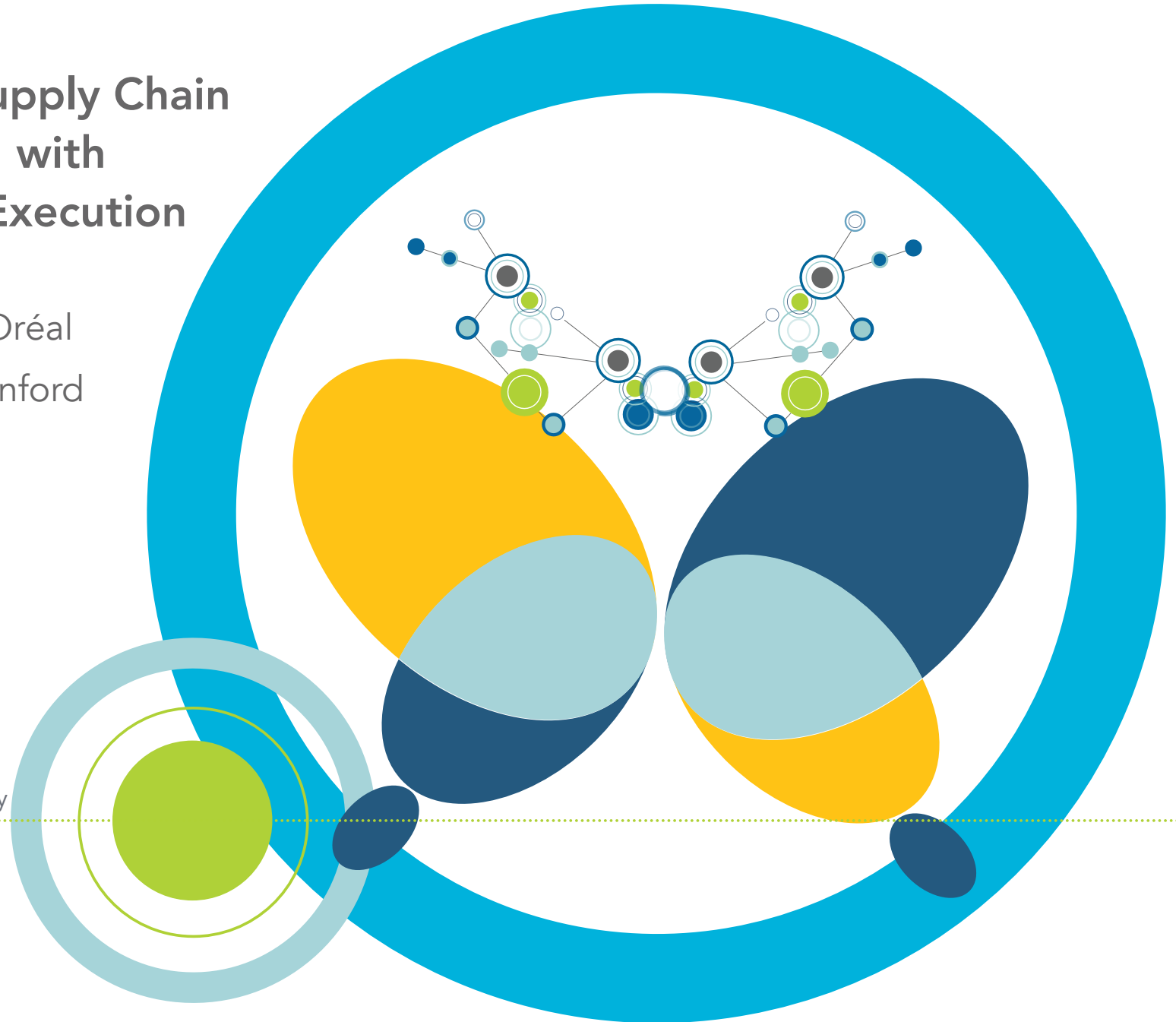E2OPEN®

L'Oréal Talks Supply Chain Transformation with Collaborative Execution

Richard Markoff, L'Oréal

Kevin O'Marah, Stanford Global SCM Forum

E2open Interactive Case Study

The Vision and the Voyage

1.
CHALLENGE: Leveraging existing investments in ERP systems
SOLUTION: L'Oréal talks about extending the value of ERP

2.
CHALLENGE: Accelerating supply chain processes to fuel corporate growth
SOLUTION: L'Oréal talks about moving to the cloud.

3.
CHALLENGE: Making better decisions faster
SOLUTION: L'Oréal talks about collaboration as a strategy

4.
CHALLENGE: Managing demand you can't predict and supply you don't control
SOLUTION: L'Oréal talks about execution as a strategy

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Kevin O'Marah

Sr. Research Fellow, Stanford Global Supply Chain Management Forum

Richard Markoff

Corporate Supply Chain Standards & Audits Director, L'Oréal

This interactive eBook features video footage captured during an E2open-sponsored interview between Kevin O'Marah, original creator of AMR's Supply Chain Top 25, and Richard Markoff, Corporate Supply Chain Standards & Audits Director at L'Oréal. The discussion focuses on L'Oréal's innovative supply chain transformation initiative, which leverages the latest cloud technologies to enable collaborative execution across the company's diverse and fast-growing business network.

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Challenge

Leveraging Existing Investments in ERP Systems

It has been nearly a quarter century since the term 'ERP' was first coined, and in the intervening years the development of dramatically extended enterprises has ratcheted up the importance of trading partners in delivering value to customers from manufacturing organizations. As such, the importance of collaboration and information exchange across the value chain has increased, and the idea of ERP as a comprehensive enterprise application has lost currency.

This is driving a new class of software—**the business network**—built from the ground up to solve problems that ERP systems were never meant to address.

1

Solution

L'Oréal Talks: Extending the Value of ERP

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Challenge

Accelerating Supply Chain Processes to Fuel Corporate Growth

2

Solution

L'Oréal Talks: Moving to the Cloud

Five years from now, will you look back and be thankful you embraced cloud computing and the rapid advances it affords, or will you look back and regret your misperceptions of technology and security that left you in your competitors' wake?

Cloud computing is now proven in the supply chain and it is being embraced as a connectivity and process enabler, enabling supply chain leaders to catapult forward for true collaboration, rapid and confident decision making, and step function improvements in productivity. The security model is proven and the technology is reliable. Many are coming to find that security in the cloud is superior to what they are capable of in house.

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L'Oréal Talks

MOVING TO THE CLOUD

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Challenge

Making Better Decisions Faster

With today's prevalent business model of brand owners embracing trading networks of outsourced manufacturing and distribution, one could argue that it's now trading network versus trading network. The secret to success here is how well brand owners and their trading partners can collaborate—moving beyond the archaic one-to-one manual sharing of spreadsheets to achieve one-to-many and many-to-many visibility based on real-time information across a network that provides a single source of truth.

This requires a **collaborative platform**—ideally built in the cloud for flexibility and scalability—on which all supply chain participants are able to work together to identify, evaluate, and resolve disruptions more quickly and reliably.

3

Solution

L'Oréal Talks: Collaboration as a Strategy

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Challenge

Managing Demand You Can't Predict and Supply You Don't Control

4

Solution

L'Oréal Talks: Execution as a Strategy

Now, more than ever, brand owners and their trading partners need the ability to see, share, and act on all the right information—within the execution window, when outcomes can still be influenced—in order to maximize profitability. At E2open, we call this capability collaborative execution, and we're helping the most complex supply chains in the world make it their core competency.

Collaborative execution arms you with a complete and accurate view of your operations at any given time—a single version of the truth—so you can collaborate seamlessly with your trading partners to evaluate options and execute more quickly, whether you're resolving an urgent problem or optimizing an ongoing business process.

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Contact E2open today to learn more...

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E2open (NASDAQ: EOPN) is a leading provider of cloud-based, on-demand software solutions enabling enterprises to procure, manufacture, sell, and distribute products more efficiently through collaborative execution across global trading networks. Enterprises use E2open solutions to gain visibility into and control over their trading networks through the real-time information, integrated business processes, and advanced analytics that E2open provides. E2open customers include Celestica, Cisco, Dell, HGST, IBM, L'Oréal, LSI, Motorola, Seagate, and Vodafone. E2open is headquartered in Foster City, California with operations worldwide. For more information, visit www.e2open.com.

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