

# The Supply Chain Centred Business

How to create an unfair advantage with EDI



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The modern world is built on specialisation and economies of scale, and businesses are too. Supply chain management is central to effective operation within this framework.

Amazon is the quintessential example of a hyper-successful business defined by supply chain management. By leveraging end-to-end control, Amazon has been able to reduce costs, improve quality, and guarantee outcomes — demonstrating the competitive potential of effectively becoming a supply chain centred business.

We want to make the case that EDI (Electronic Data Interchange) is core to capturing the supply chain visibility, control and optimisation necessary to execute a supply chain-orientated strategy. This is true even for businesses with far more distributed and outsourced supply chains than Amazon has pioneered. Fundamentally, EDI simplifies supply chain management and enables effective strategic and tactical choices within the global economy.



In doing this, our goal is simple: to simplify EDI adoption and management, allowing you to focus.