

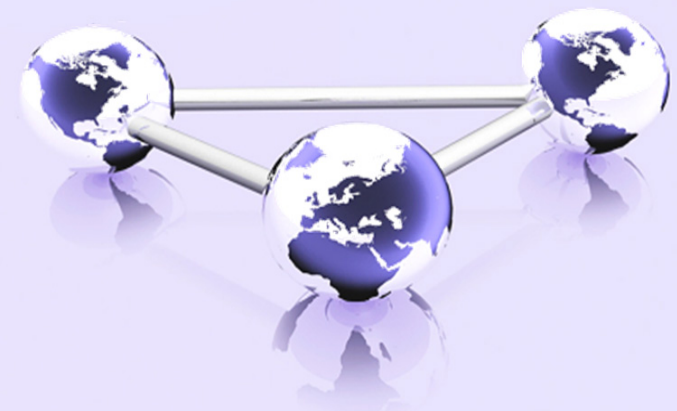
Creare Valore con il Supply Chain Management

Bologna, 26 settembre 2013

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Università degli Studi di Bergamo



Caccia al logo

The Airbnb logo is written in a blue, rounded, cursive font with a white outline and a drop shadow effect.The Deliv logo features the word "deliv" in a dark grey, sans-serif font. Below it, the words "delivery" and "shortened" are stacked in a smaller, lighter grey font. To the right, there is an orange graphic element resembling a shopping cart handle and wheels.The Quirky logo is written in a purple, handwritten-style font. The letter 'Q' has a small arrow pointing to the right, suggesting a circular or clockwise motion.The Etsy logo consists of the word "Etsy" in a white, serif font, centered within a solid orange rectangular background.The Tacati logo is written in a large, orange, cursive font. A small green leaf-like shape is positioned above the letter 'i'.

No endorsement is granted

Caccia al logo



“Rent from people in over 34,000 cities and 192 countries.”



“Shop for products invented by real people just like you.”

The Etsy logo, consisting of the word "Etsy" in a white, serif font centered within an orange square.

Etsy

“Reimagine commerce in ways that build a more fulfilling and lasting world”



“Delivery. Shortened“, “Delivers customers’ online orders today”



“Spesa on-line a km zero“, “Sapori locali, scelti per te”

Un nuovo panorama

Collaborative consumption

Nuovi modelli di consumo

Nuovi modelli di produzione

Nuovi modelli di trasporto



**Nuove (e diverse) esigenze da
soddisfare**

*“[...] collaborative consumption describes the **shift** in consumer values **from ownership to access**. Together, **entire communities** and cities around the world are using network technologies to **do more with less** by **renting, lending, swapping, bartering, gifting and sharing** products on a scale never before possible.”*

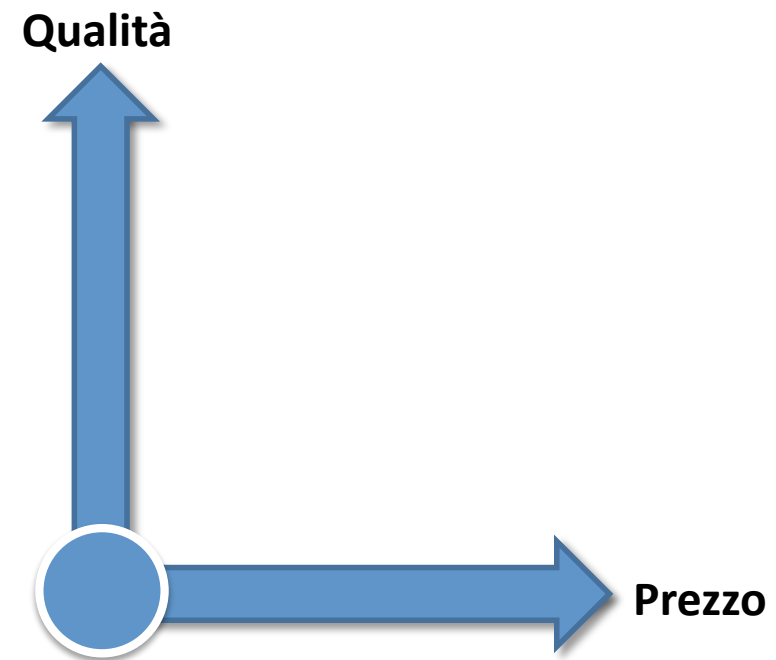
collaborativeconsumption.com

La strada fin qui...

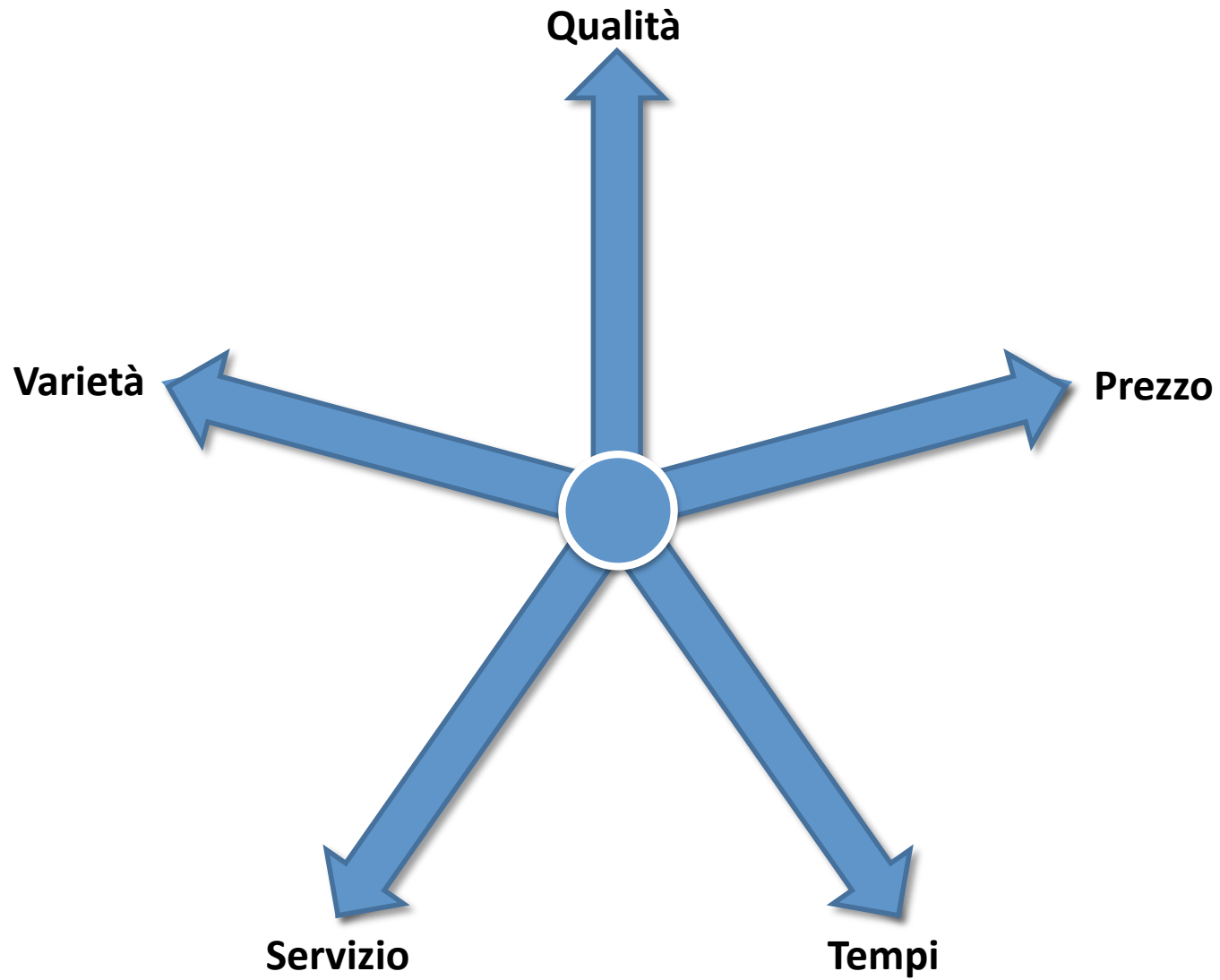


**“You can have any colour
as long as it's black!”**

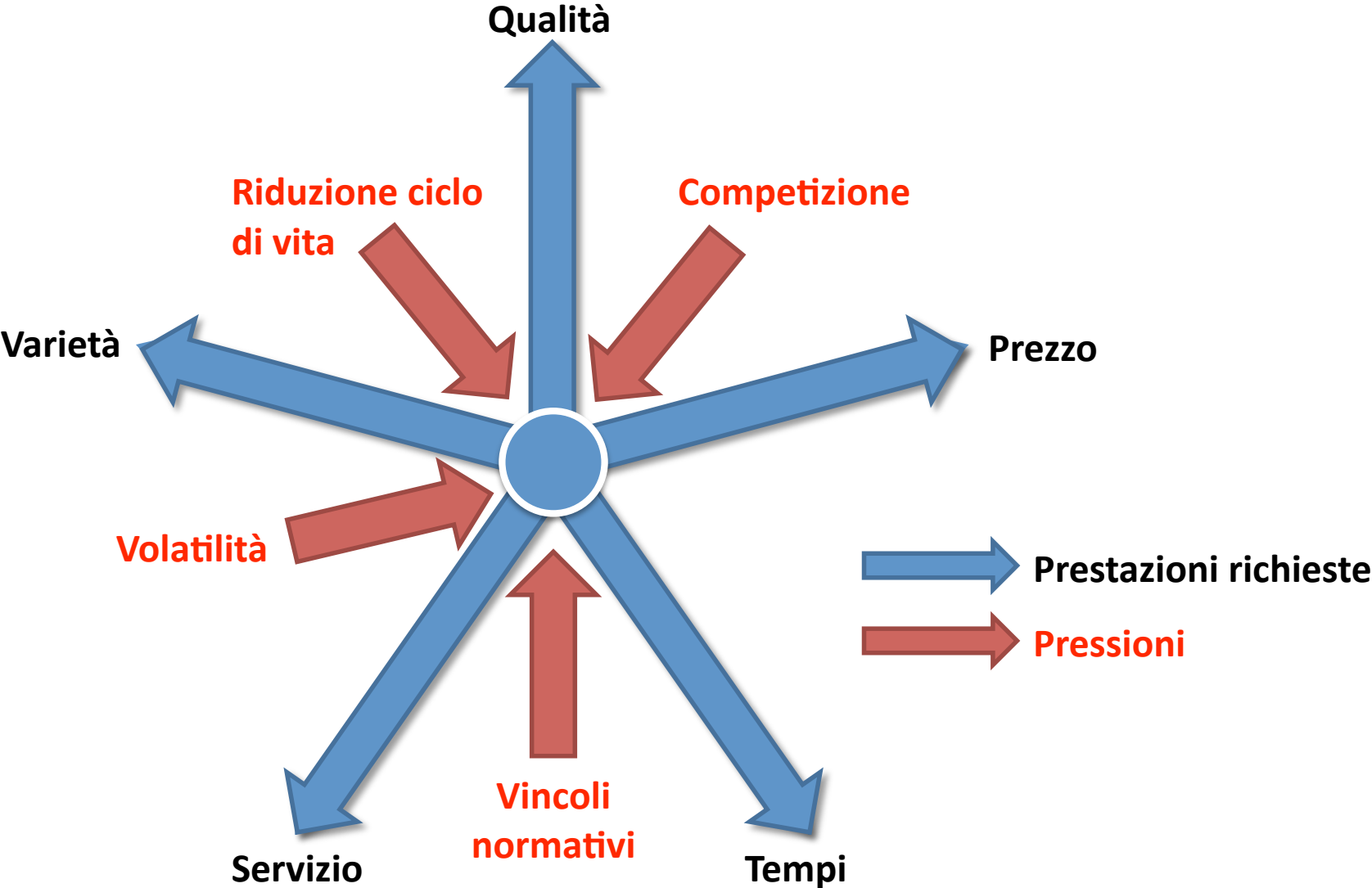
La strada fin qui...



La strada fin qui...



La strada fin qui...



**Come questa evoluzione
impatta sulle prestazioni
della supply chain?**

**Quali aspetti è necessario
governare?**

**Quali opportunità per le
PMI?**



Alcune esperienze...

FABBRICA FUTURO

IL PROGETTO - I CONVEGNI - WEB PARTNER - ESTE Edizioni - PARTECIPA - NEWSLETTER

Search

IL CONVEGNO

- Introduzione
- Agenda
- Relatori
- Location
- Partecipazione

IL CONVEGNO

- Agenda
- Relatori
- Location
- Richiesta di partecipazione

Newsletter

Name *

Agenda

AGENDA (agg. al 18/9)

9.00 Registrazione partecipanti

9.30 Apertura lavori e benvenuto

9.40 *Creare Valore con il Supply Chain Management. Determinanti e prospettive*
Roberto Pinto, Ricercatore presso il Dipartimento di Ingegneria - **Università degli Studi di Bergamo** e Responsabile ricerca per l'area Supply Chain Management - **CELS**

10.10 *VPS, Varvel Production System: dal modello teorico al progetto di ottimizzazione della catena di fornitura*
Mauro Cominoli, Direttore Generale e **Mauro Melandri**, Supply Chain Manager - **Varvel**

10.30 *Come sincronizzare il flusso dei materiali in una filiera di fornitura complessa*
Claudio Curcio, Presidente - **Q&Oconsulting**

10.50 *Greenpallet dal Cuore Verde: un approccio Sistemico per creare Valore alla tua Green Supply Chain*
Primo Barzoni, Amministratore Delegato - **PALM**

Ultimi Aggiornamenti

Mobilità sostenibile: perché non scegliere un'auto aziendale elettrica?
Anche le flotte aziendali diventano 'green'. In un momento di grande attenzione verso il tema
[Read More...](#)

Il profumo del successo
Chi lo ha detto che è Grasse la capitale mondiale del profumo? Al riparo dal
[Read More...](#)

Solair lancia il PLM 'Cloud based'
Anche la gestione del ciclo di vita dei prodotti va on-line. Solair PLM è la

Ottimizzazione della catena di fornitura

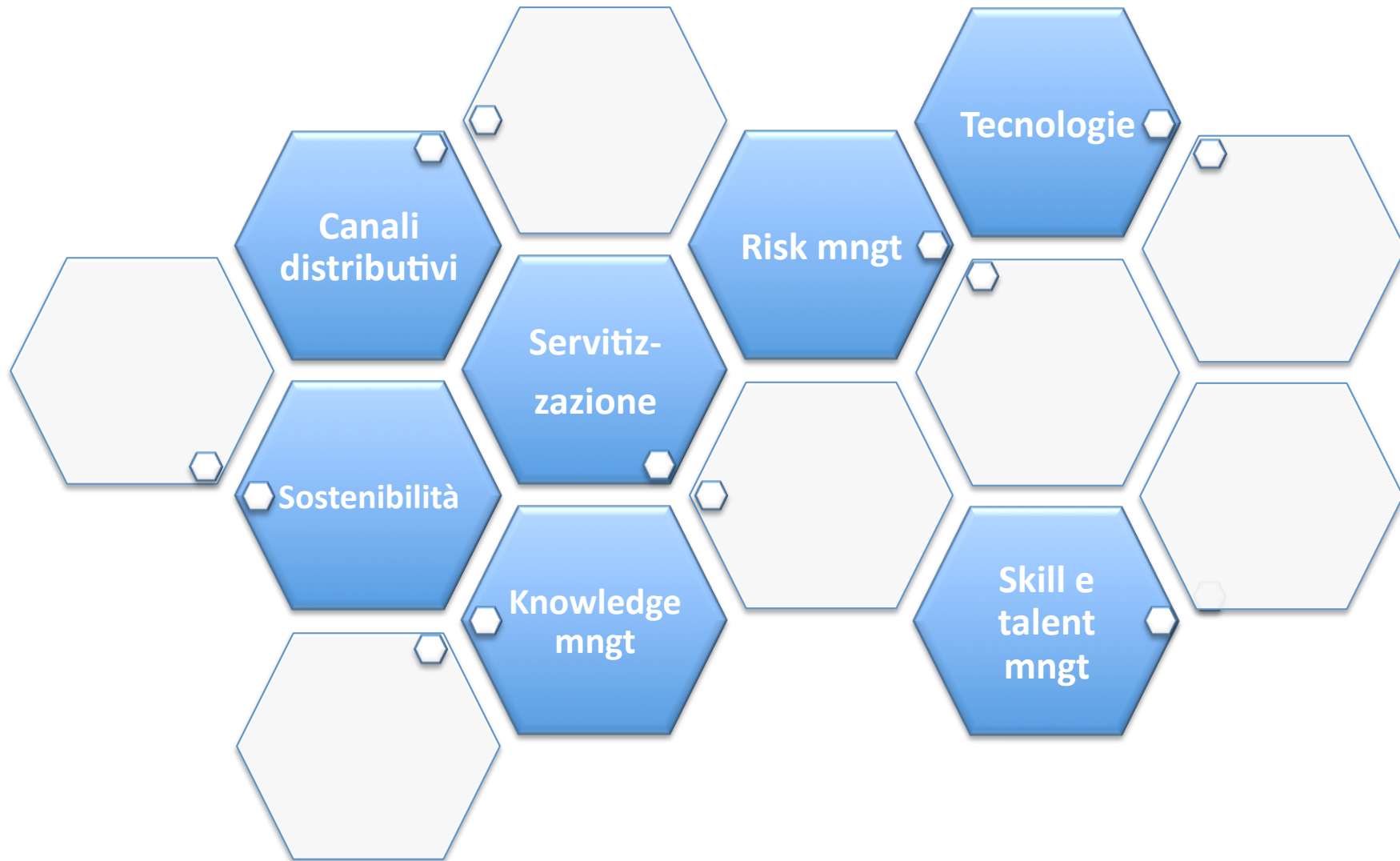
Sincronizzazione dei flussi

Green Supply Chain

Previsioni di vendita

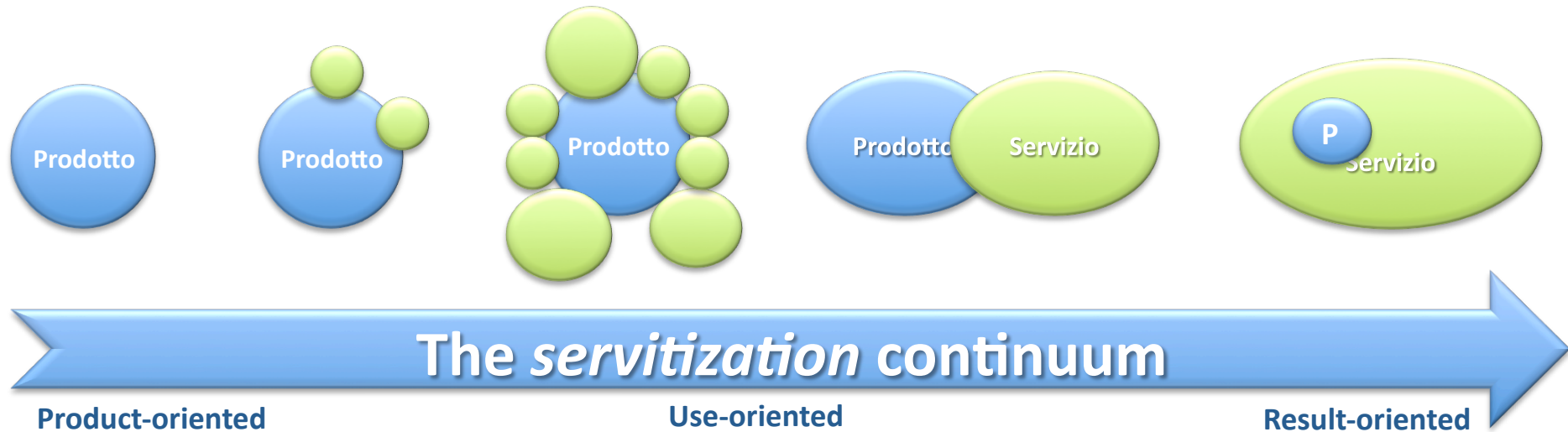
Centralità del cliente

(Alcune) leve da governare



Servitizzazione

- Dal prodotto all'offerta di soluzioni che integrano prodotto e servizi



(Tukker, 2004)

Servitizzazione – Esempi

XEROX

FROM
selling photocopiers...



...**TO** being a
“document company”



ICI-Nobel

FROM
producing explosives...

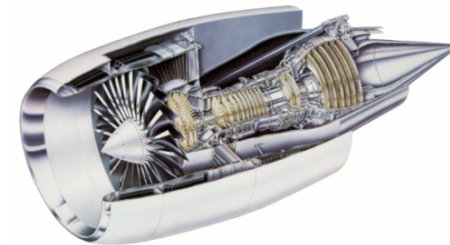


...**TO** providing “rock
on the ground”



Rolls Royce

FROM
selling aircraft engines...



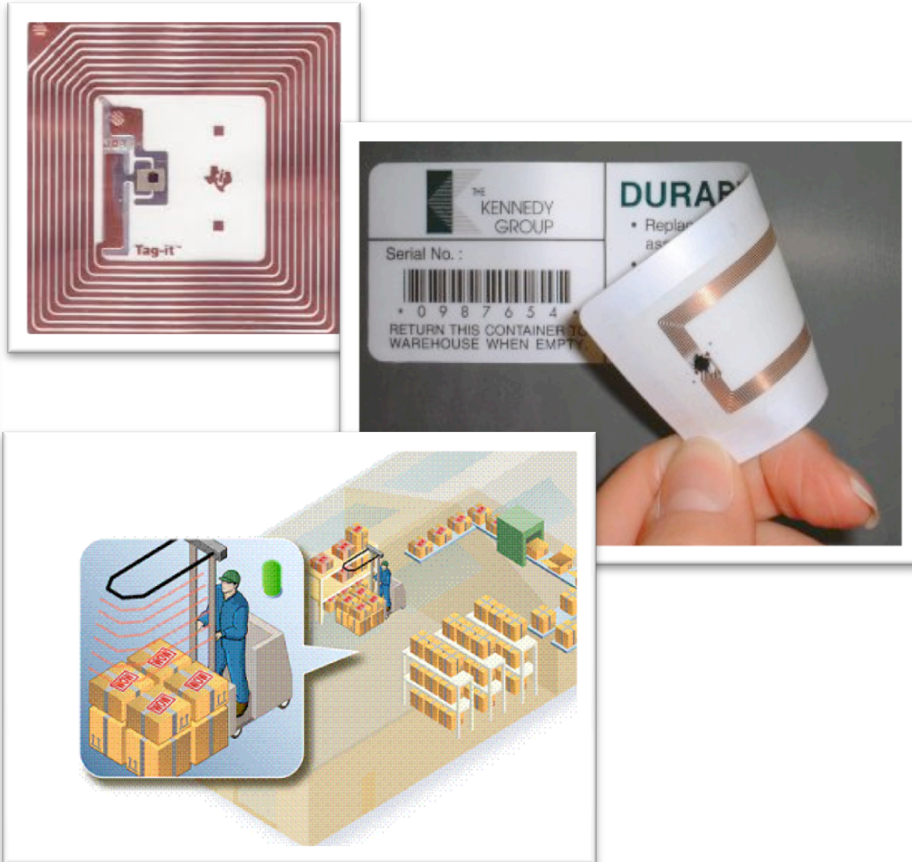
...**TO** providing
functionality
 (“Power by the hour”)



Tecnologia

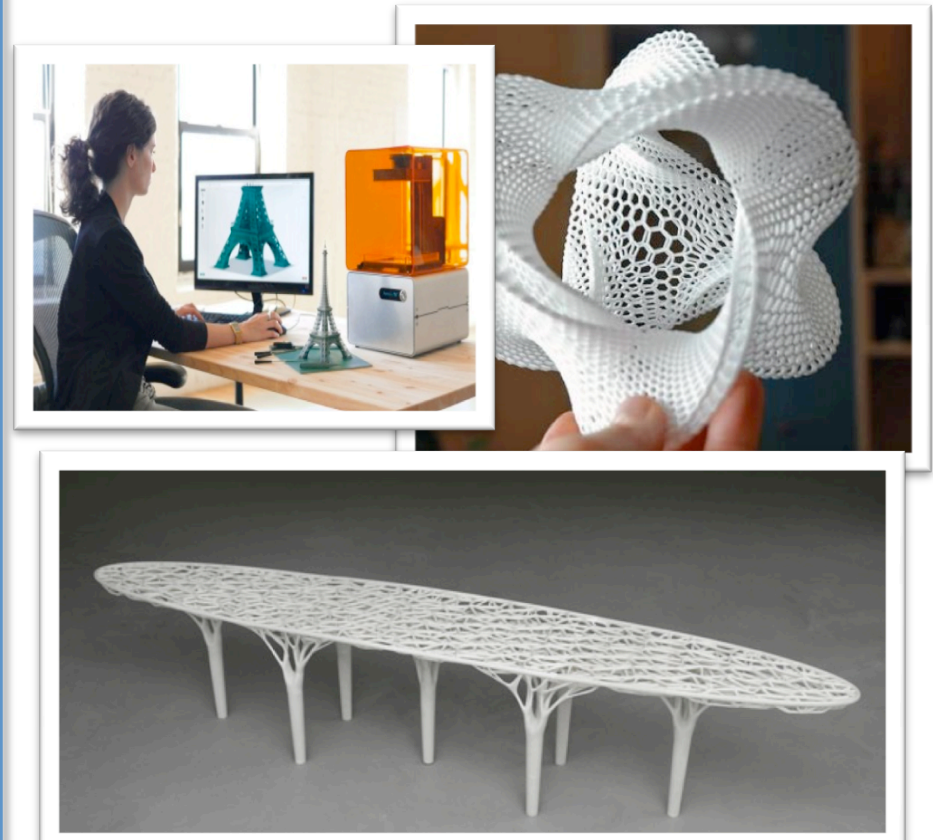
Per migliorare i processi

RFID

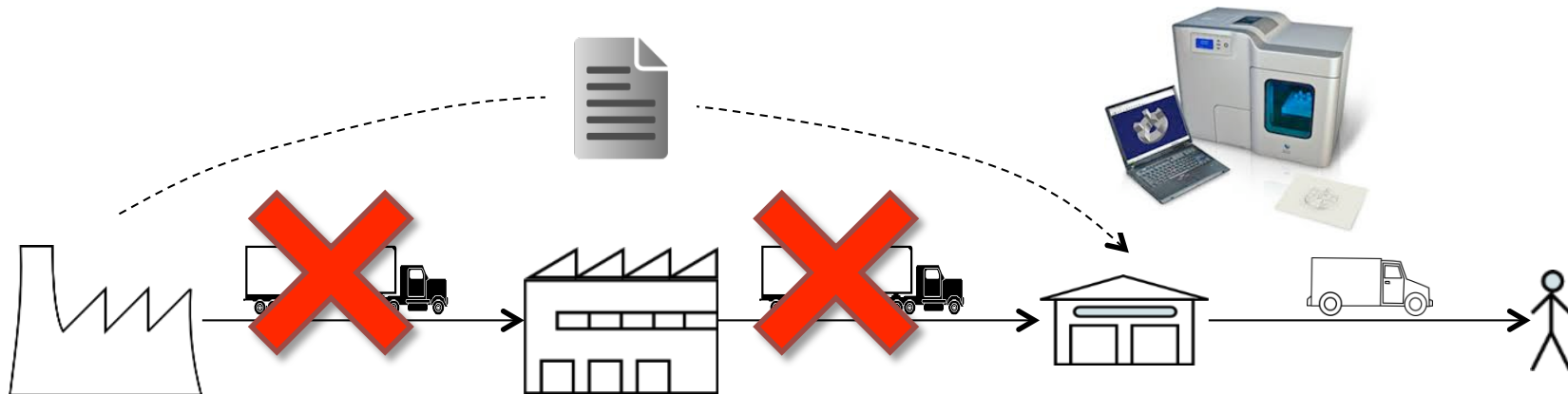
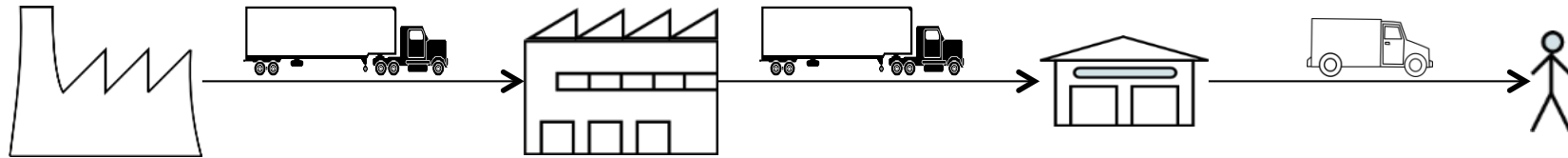


Per generare nuovi business

Additive manufacturing



Tecnologia – Esempi



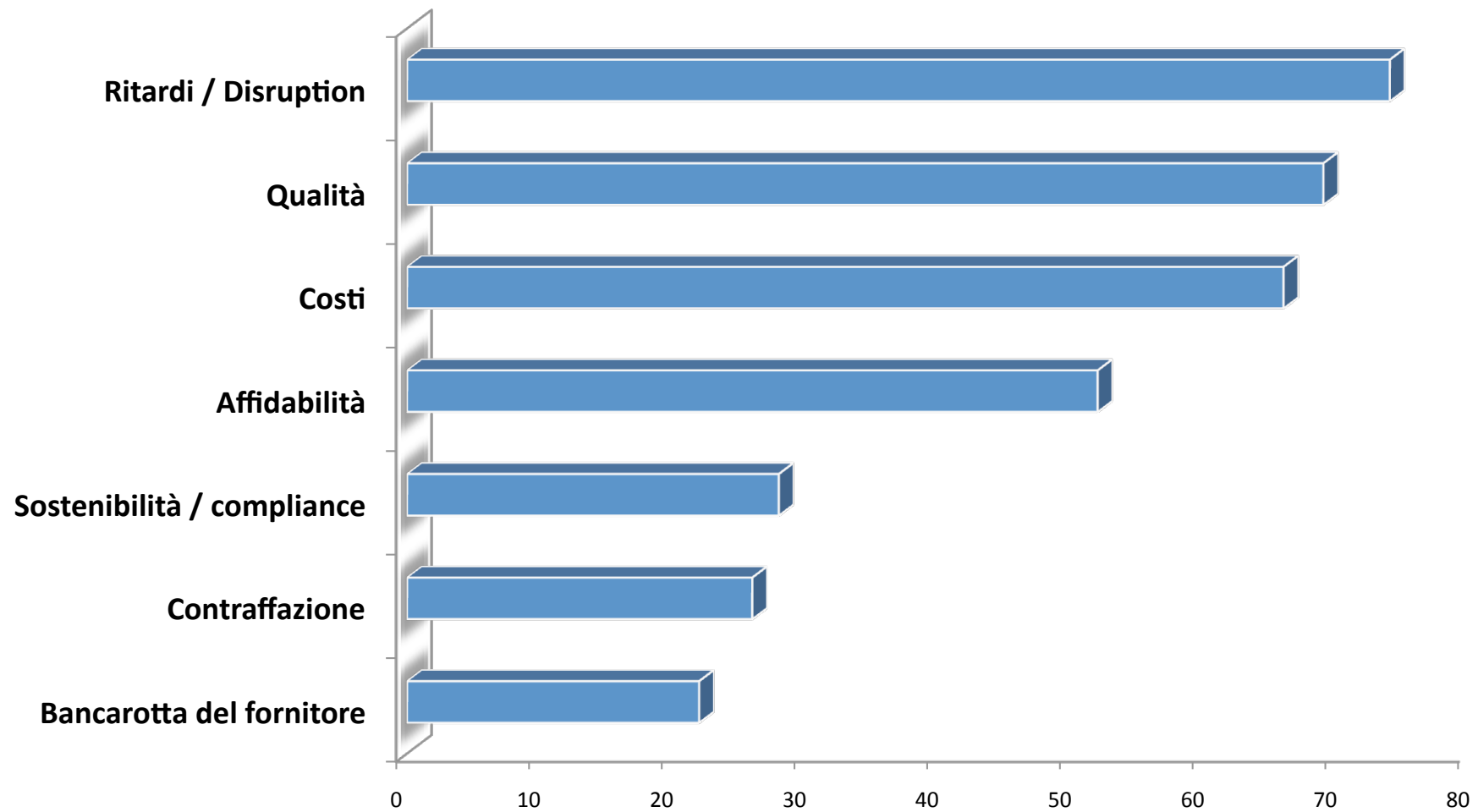
Tecnologia – Esempi

The screenshot shows the Shapeways website interface. At the top, there is a navigation bar with the Shapeways logo, a 'Shop' button, a 'Make + Sell' button, a search bar, and links for 'Join' and 'Sign in'. Below this is a secondary navigation bar with categories: Art, Fashion, Home, Gadgets, Games, Jewelry, Maker/DIY, Miniatures, Make Your Own, Feed, Shops, Gifts, and Blog. A large banner below the navigation bar reads 'Make, buy, and sell products with 3D Printing. [How it works.](#)'

The main content area is titled 'Staff Picks Hot from the 3D Printer' and features a grid of six product listings. On the left side of the grid, there is a 'SHOP' sidebar with a list of categories: Featured Picks, Art, Fashion, For Your Home, Gadgets, Games, Jewelry, Maker/DIY, and Miniatures.

Product Name	Price	Creator
Rotary Phone Case for iPhone...	€17.36	joabaldwin
Simensays Wild Willy Hard To...	€39.83	simensays
Nifty Fifty (Canon 50mm F1.8)...	€13.82	wileydavis
Focus Knob for Oculus Rift		
3D Printed Quad Lock Bike M...		
Sun hood and 37mm filter hol...		

Supply chain risk management e resilienza



Supply chain risk management e resilienza



Risk Identification

- Creates internal awareness of the risks an organization is facing



Risk Assessment

- Evaluates the potential impact and the occurrence probability of risks



Risk Treatment

- Reduces the impact or decreases the occurrence probability of a disruption



Risk Monitoring

- Provides continuous control over risk shifts and new risk surfacing

- Dalla gestione degli eventi ad un processo continuo

Global skill and talent management

- *Anytime, anywhere manager*
- **Giuste competenze**
- **Aggiornamento continuo**
- **Opportunità di crescita e motivazione**

Global skill and talent management

- **I big data: dall'uso descrittivo...**



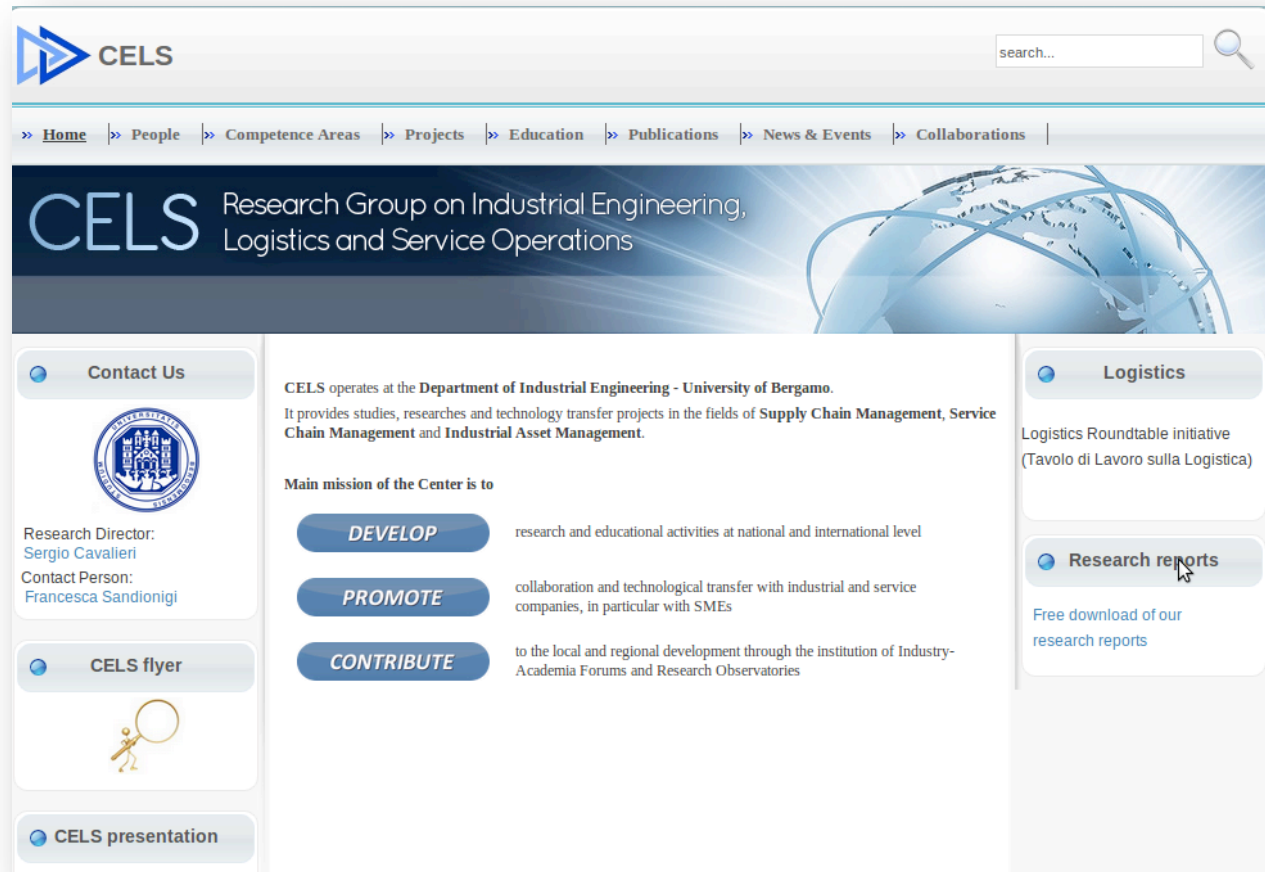
...all'uso predittivo

CELS – cels.unibg.it

Supply Chain
Management

Service
Management

Industrial Asset
Management



The screenshot shows the homepage of the CELS website. At the top, there is a navigation menu with links for Home, People, Competence Areas, Projects, Education, Publications, News & Events, and Collaborations. The main header features the CELS logo and the text "Research Group on Industrial Engineering, Logistics and Service Operations" over a background image of a globe with network lines. Below the header, the page is divided into three columns. The left column contains a "Contact Us" section with the University of Bergamo logo, the name of the Research Director (Sergio Cavalieri), and the contact person (Francesca Sandionigi). Below this are links for "CELS flyer" and "CELS presentation". The middle column features the text "CELS operates at the Department of Industrial Engineering - University of Bergamo" and lists its main mission areas: DEVELOP (research and educational activities), PROMOTE (collaboration and technological transfer), and CONTRIBUTE (local and regional development). The right column includes a "Logistics" section with a link to the "Logistics Roundtable initiative" and a "Research reports" section with a link for "Free download of our research reports".

CELS – Research Group on Industrial Engineering,
Logistics and Service Operations

In conclusione

«...mi auguro vivamente che i lettori possano trovare non tanto soluzioni (che, se preconfezionate e standardizzate, hanno in genere scarso valore) ma più che altro stimoli, che possano portare ad un approfondimento serio e concreto, alla ricerca di quella combinazione di elementi che può rendere vincente la propria Supply Chain.»



Credits

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Linked in 