



# Creare Valore con il Supply Chain Management

Roberto Pinto

*CELS – Dip. di Ingegneria*

*Università degli Studi di Bergamo*

*roberto.pinto@unibg.it*





# Caccia al logo

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The logo for Quirky, featuring the word "Quirky" in a purple, rounded, lowercase font.



The logo for tacatì, featuring the word "tacatì" in a large, orange, cursive, lowercase font with a green dot above the letter "i".

No endorsement



# Caccia al logo

The screenshot shows the Airbnb homepage. At the top, there is a search bar with the placeholder "Dove vuoi andare?", a "ESPLORA" button, and account links for "REGISTRATI", "ACCEDI", and "AIUTO". A yellow button on the right says "PUBBLICA IL TUO ANNUNCIO". Below the header, a large banner features the text "Trova un alloggio." and "Affitta da persone reali in 34000 città e 192 paesi in tutto il mondo.". Below the banner is a search form with fields for destination, check-in, check-out, guests, and a blue "Ricerca" button. The main visual is a photograph of a modern living room with large windows overlooking a forest, a green sofa, a yellow leather sofa, and a large circular ottoman. To the right, there's a staircase and a brick wall. A callout box highlights a listing: "Incredibile Casa negli Hamptons" in Sag Harbor, New York, priced at 725€. It includes a heart icon and a small profile picture of a man.

## Le Guide ai Quartieri

Non sai dove andare? Abbiamo creato le Guide ai Quartieri delle città più importanti in tutto il mondo.

<https://www.airbnb.it/>



# Caccia al logo



The image shows the homepage of the Deliv website. At the top left is the Deliv logo with the tagline "delivery, shortened.". To the right are links for "retailers", "shoppers", "drivers", "contact", and "track your package". The main headline reads "Deliv delivers customers' online orders today". Below this, three bullet points highlight delivery speed ("Within 60 minutes or exactly when they want it"), integration ("With easy integration to your checkout page"), and quality ("With quality and care—always"). To the right of the text is a large orange shopping bag with the Deliv logo. At the bottom, there are three sections: "Retailers" (Wow your customers by offering same day, local delivery), "Shoppers" (Get your orders delivered to wherever you want, whenever you want), and "Drivers" (Join our world class team as we shake things up). A news snippet from VentureBeat at the bottom left mentions Deliv raising \$6.8M.

deliv delivery, shortened.

retailers | shoppers | drivers | contact | track your package

Deliv delivers customers' online orders **today**

Within 60 minutes or exactly when they want it

With easy integration to your checkout page

With quality and care—always

**Retailers**

Wow your customers by offering same day, local delivery

**Shoppers**

Get your orders delivered to wherever you want, whenever you want

**Drivers**

Join our world class team as we shake things up

**VR** Deliv raises \$6.8M to beef up its same-day delivery network  
<https://deliv.co/>



# Caccia al logo

The screenshot shows the Quirky website's sign-up page on the left and a product page for the Mocubo - One Stop Chop on the right.

**Sign-up Form (Left):**

- Text: "Shop for products invented by real people just like you. (Because real people know what's up...)"
- Button: "SIGN UP WITH FACEBOOK" with a Facebook icon
- Text: "OR"
- Inputs: "First Name" and "Last Name" fields
- Input: "your@email.com" field
- Input: "Password" field
- Text: "By creating an account, you agree to our [terms & conditions](#)."
- Buttons: "CREATE ACCOUNT" (orange) and "or Log in" (green)

**Product Page (Right):**

The main image shows a wooden cutting board with a green-handled knife and several pears. A white arrow points to the knife handle. Below the board are three clear storage containers filled with sliced fruit: pears, kiwi, and honeydew melon.

Text: "Mocubo – One Stop Chop" and "BUY" button.

<https://www.quirky.com>



# Caccia al logo

The screenshot shows the homepage of the Tacati website. The top left features the 'tacati' logo with the tagline 'Sapori locali, scelti per te'. To the right is a video player with the text 'Guarda il video' and a small thumbnail of a cartoon character. On the right side, there are two buttons: a green one labeled 'Fai la spesa' and a blue one labeled 'Vendi su Tacati'. The central part of the page displays a large, vibrant image of various Italian food items, including cheese, salami, bread, eggs, fruits, vegetables, and pastries. At the bottom, there's a navigation bar with icons for location ('Dove'), time ('Quando'), and category ('Categoria'). Below this is a footer with links to 'Cosa è Tacati', 'Come funziona', 'Le botteghe', and 'I tuoi ordini'. A social media sharing bar is at the very bottom.

<http://tacati.it>





# Caccia al logo



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



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



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

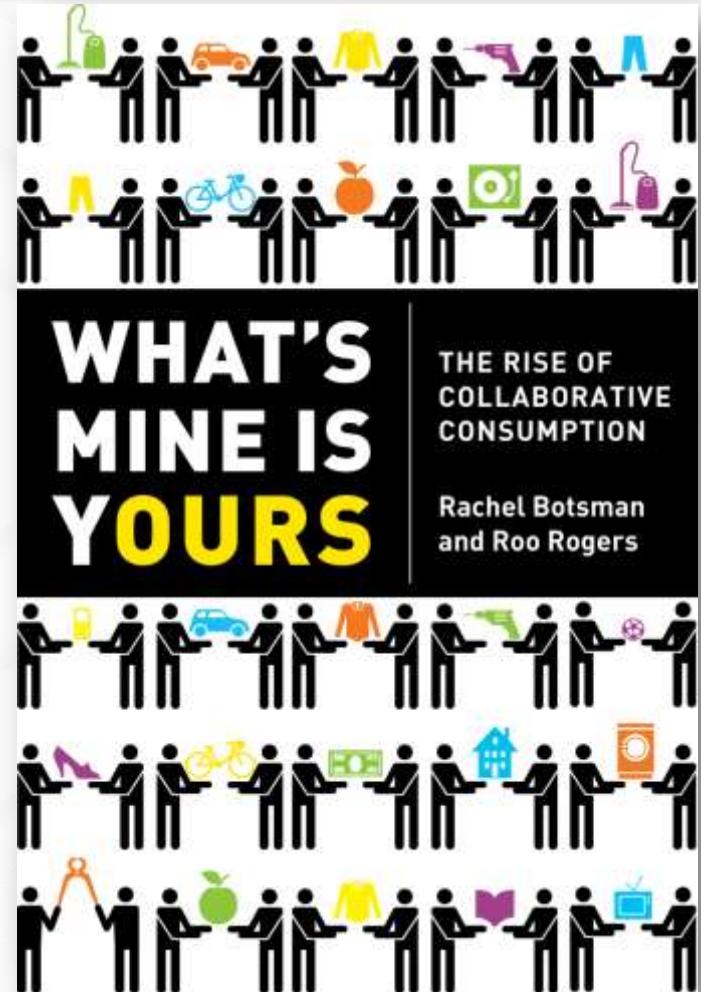


**“Delivery. Shortened”, “Delivers customers’ online orders today”**



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

# *Collaborative consumption*





# 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](http://collaborativeconsumption.com)





# La strada fin qui...

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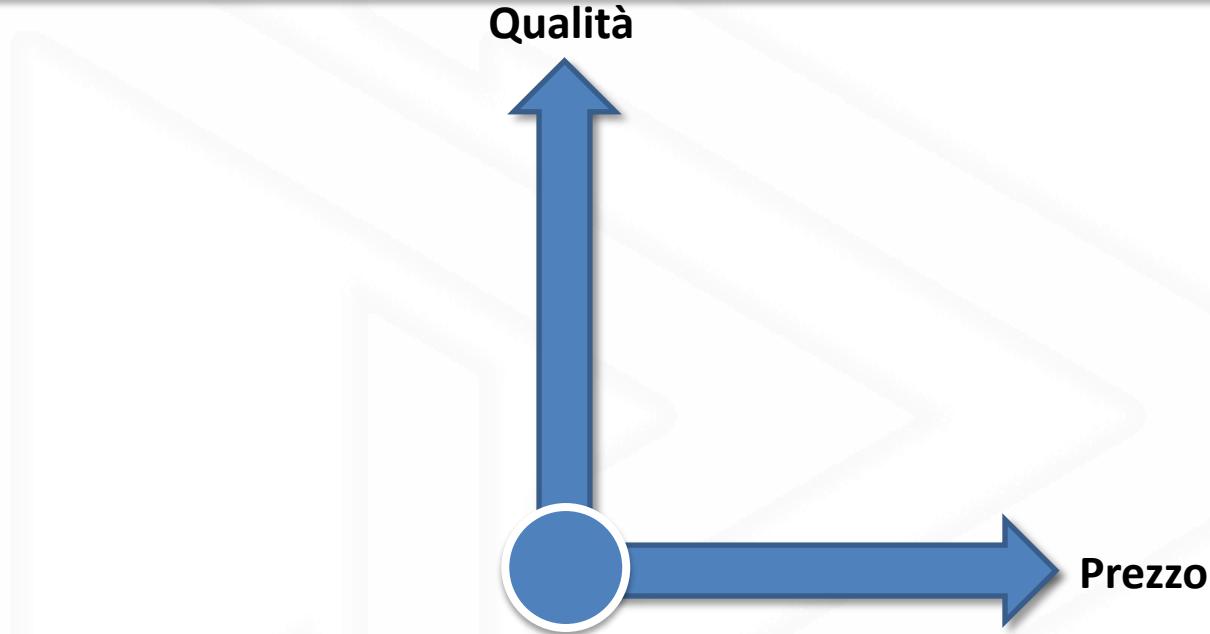


**“You can have any colour  
as long as it's black!”**



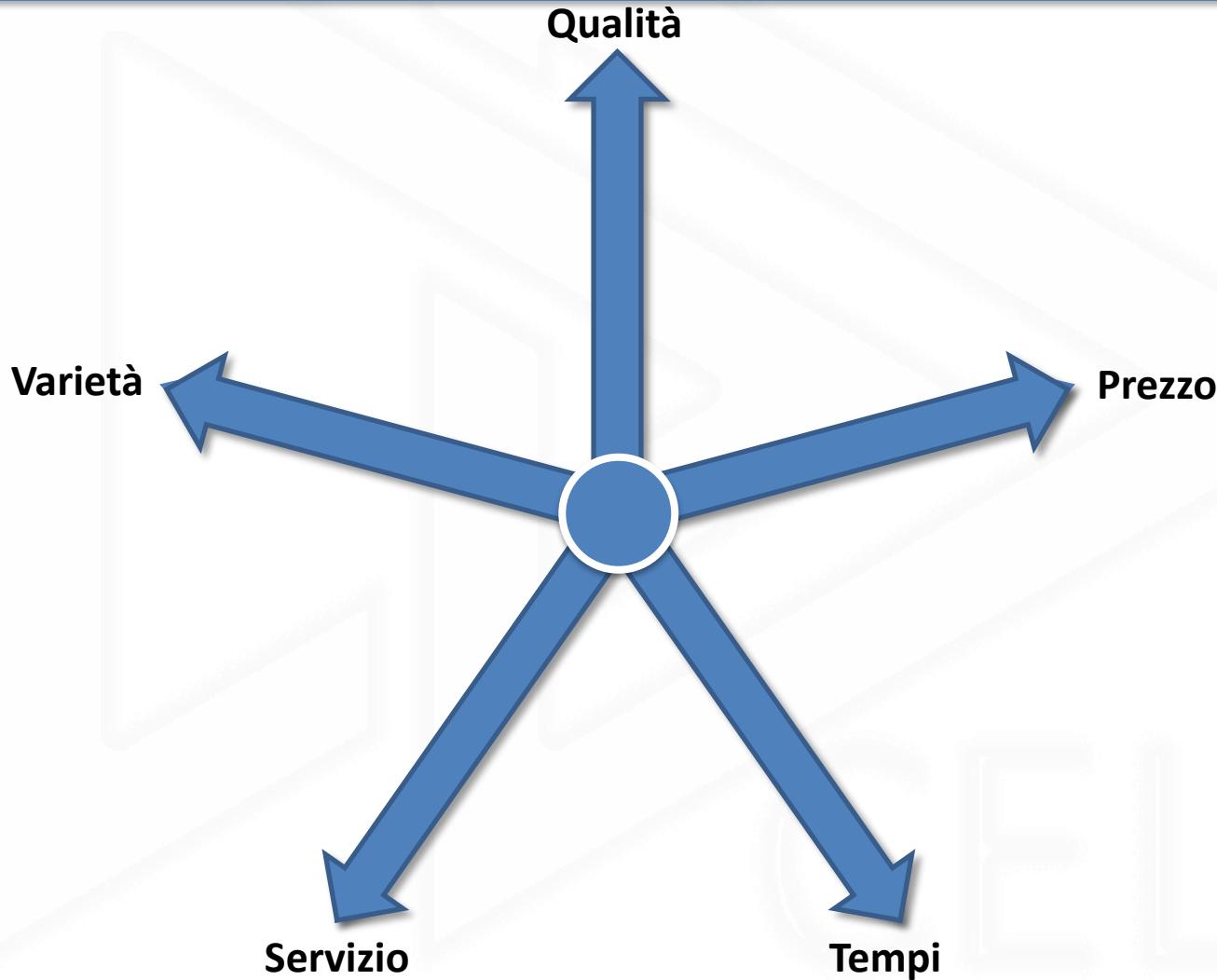


# La strada fin qui...



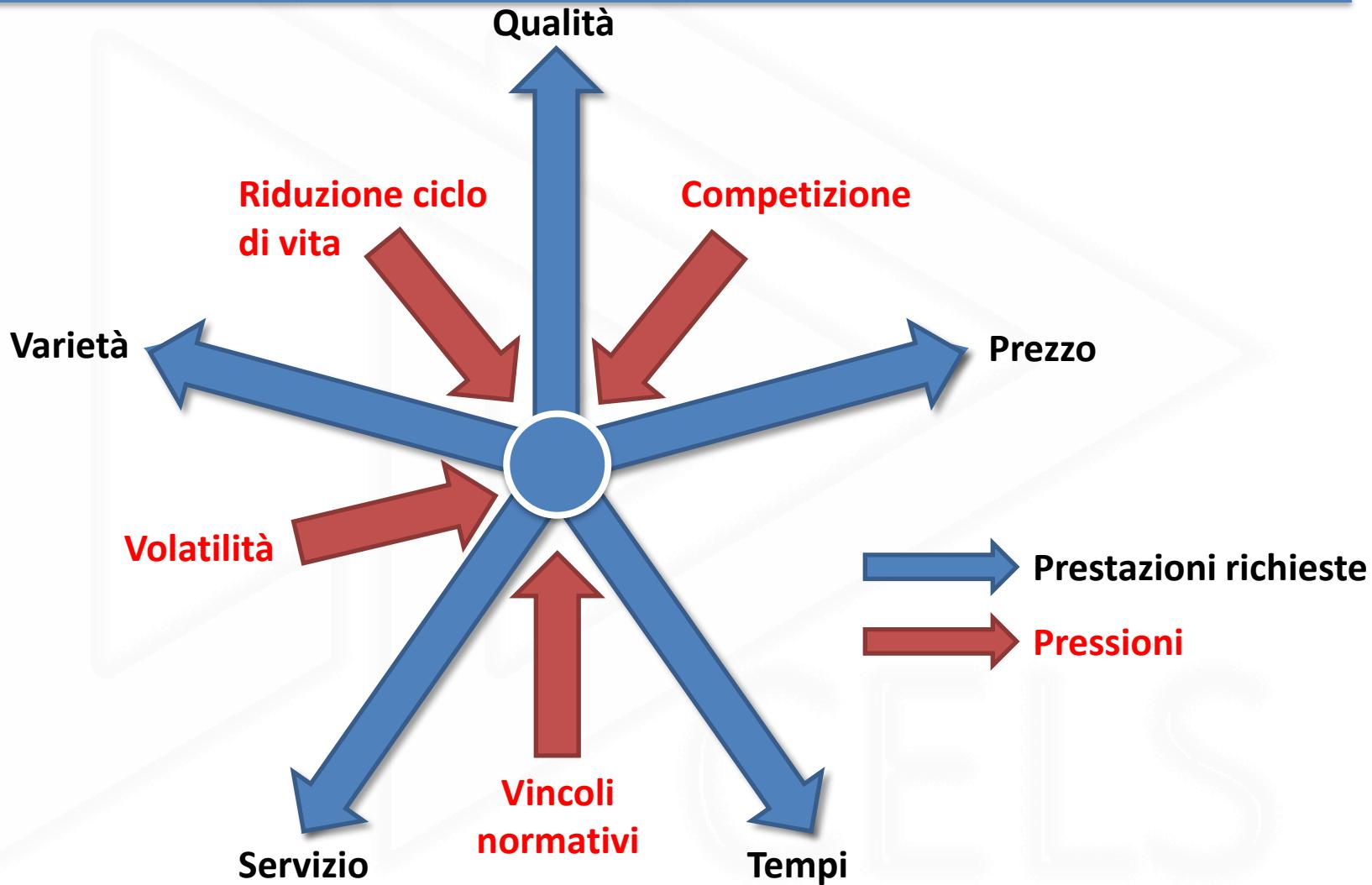


# La strada fin qui...





# La strada fin qui...





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

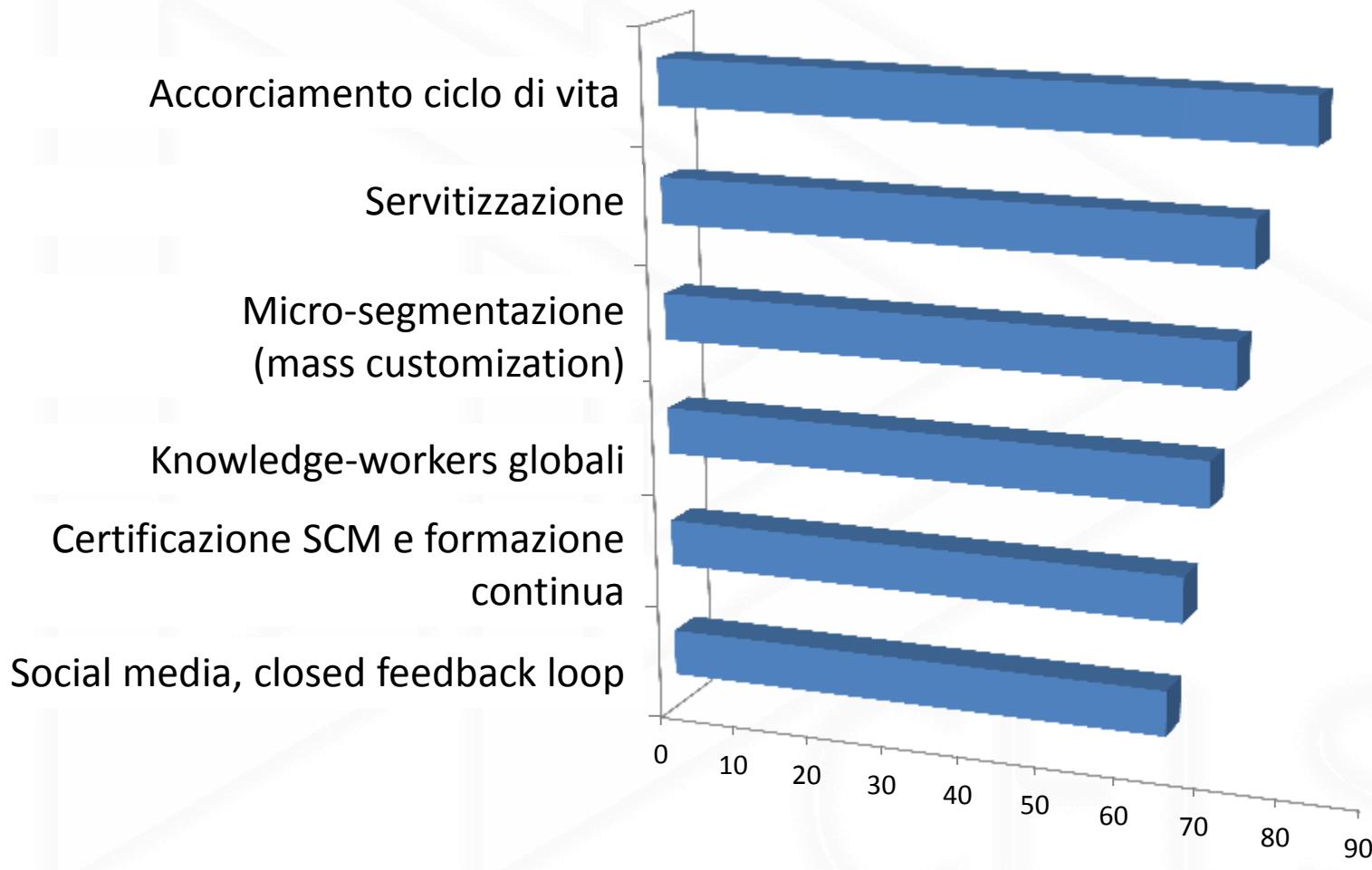
**Quali aspetti è necessario  
governare?**

**Quali opportunità per le  
PMI?**





# Le nuove sfide per il supply chain manager



Adattato da: SCRM, Luglio/Agosto 2013





# (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...

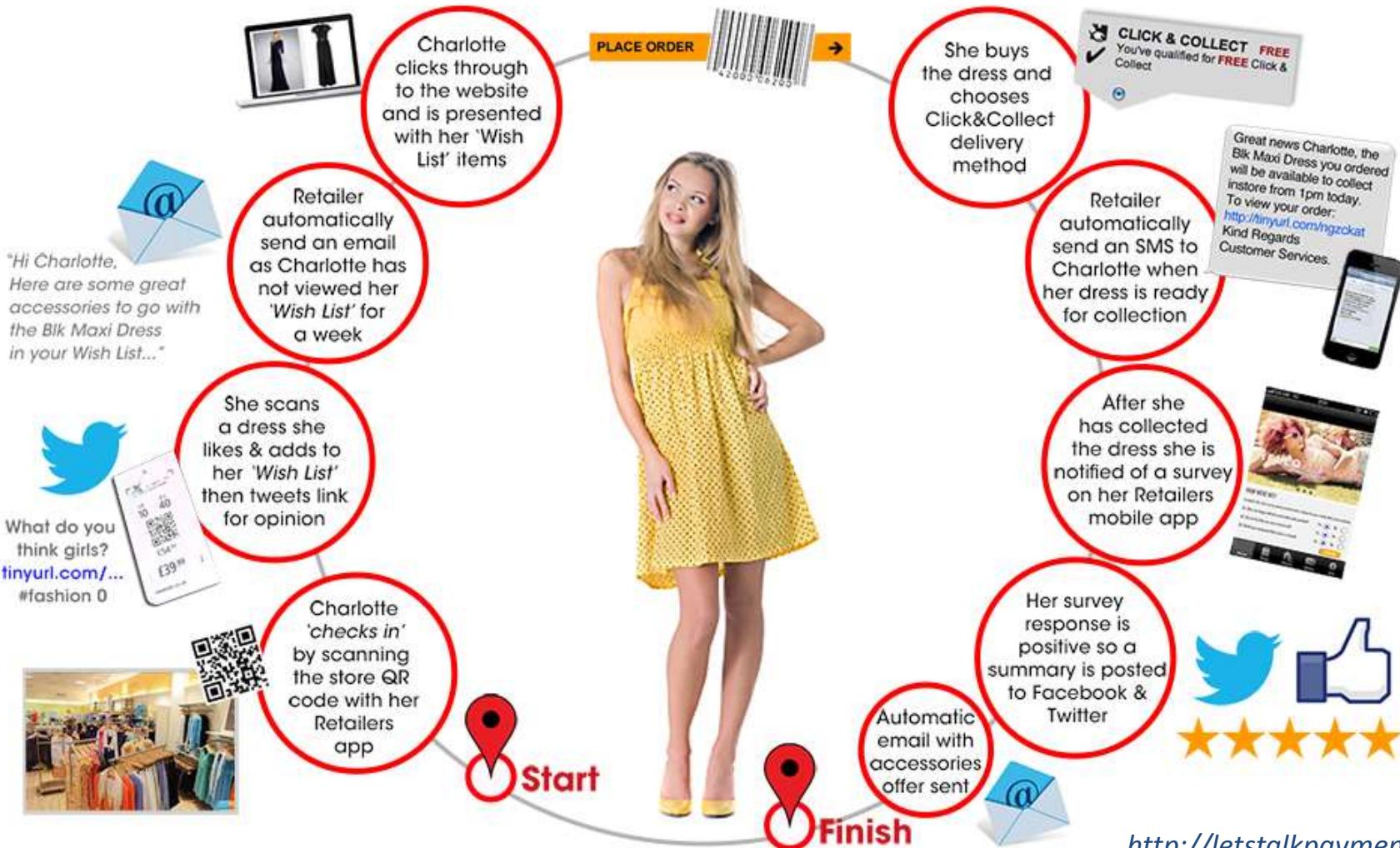


...**TO** providing  
functionality  
 (“Power by the hour”)

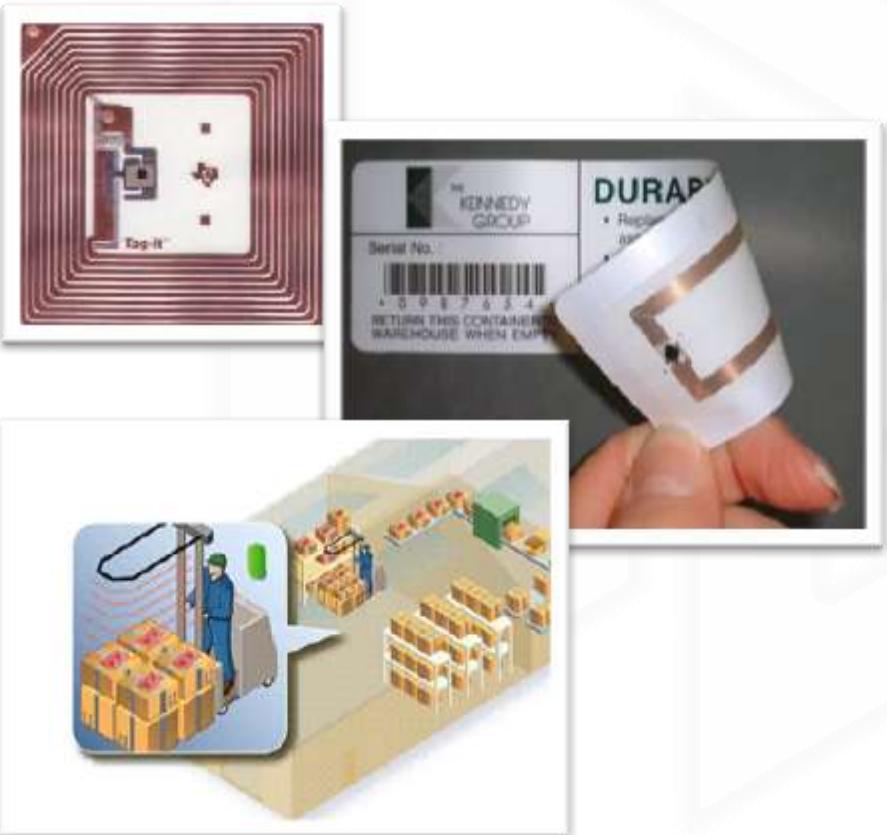




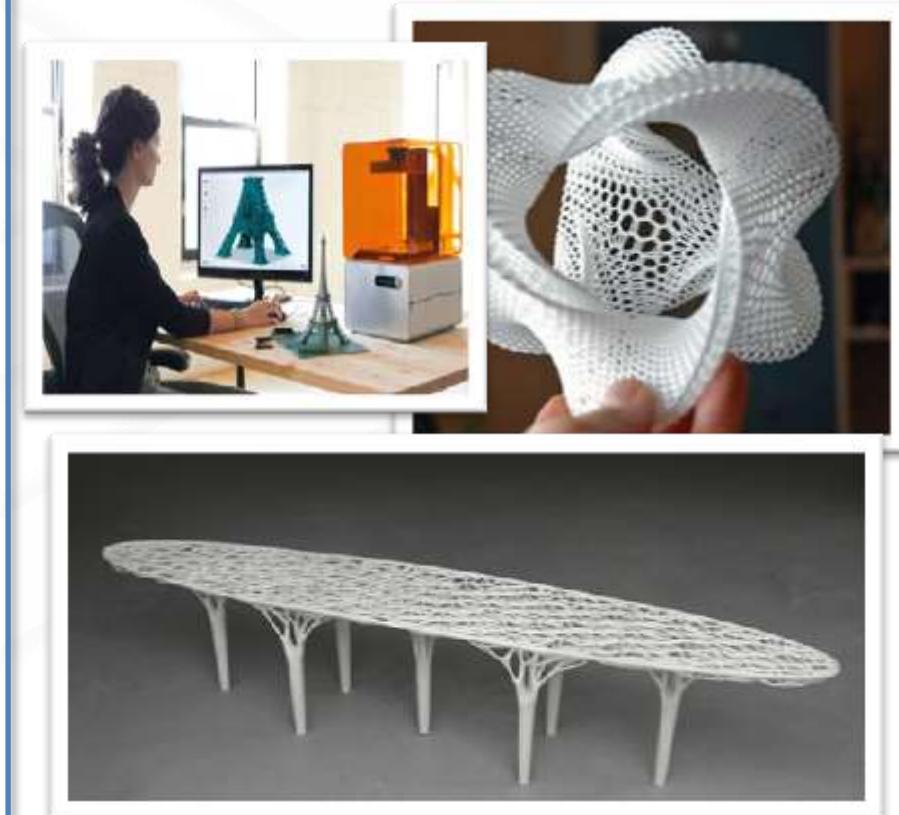
# Omni-channel distribution



## Per migliorare i processi RFID



## Per generare nuovi business Additive manufacturing



# Tecnologia – Esempi

3D printer - Cerca con Google Shapeways - Make, buy, at www.shapeways.com

shapeways [Shop](#) [Make + Sell](#) Search [Join](#) [Sign in](#)

Art Fashion Home Gadgets Games Jewelry Maker/DIY Miniatures Make Your Own Feed Shops Gifts Blog

Make, buy, and sell products with 3D Printing. [How it works.](#)

Staff Picks Hot from the 3D Printer

SHOP

Featured Picks

Art

Fashion

For Your Home

Gadgets

Games

Jewelry

Maker/DIY

Miniatures

Rotary Phone Case for iPhone... €17.36 by joabaldwin

WW Hard Top for Tamiya Wild Willy k.k. €39.83 by simensays

Nifty Fifty (Canon 50mm F1.8)... €13.82 by wileydavis

Focus Knob for Oculus Rift

3D Printed Quad Lock Bike M

Sun hood and 37mm filter hol

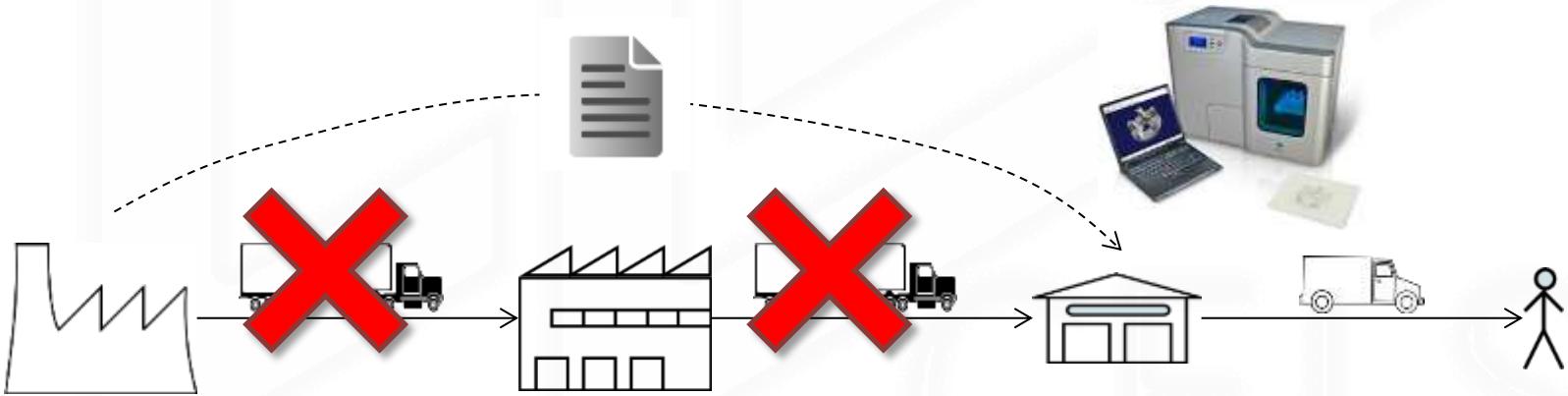
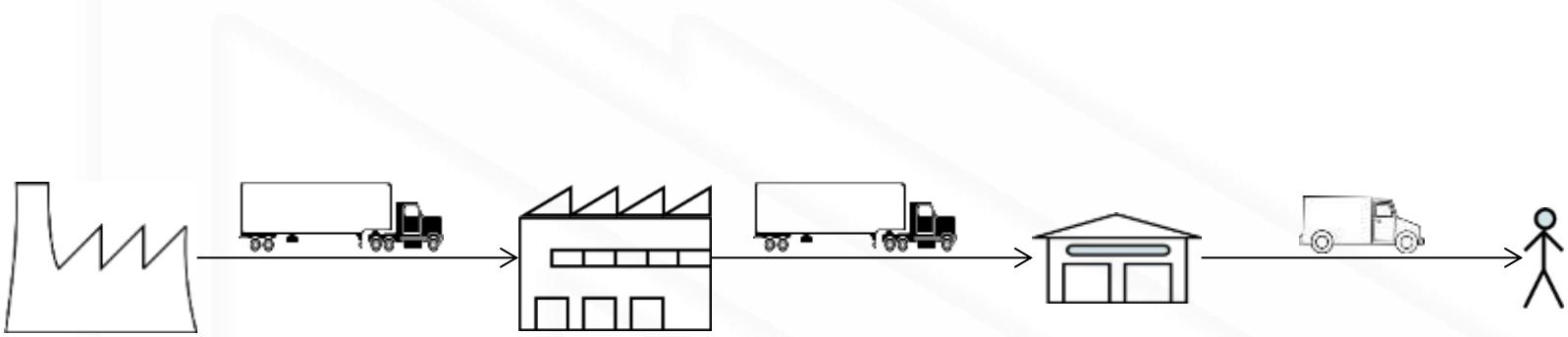
<http://www.shapeways.com>





# Tecnologia – Esempi

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# Supply chain risk management e resilienza



## IMPORTANT PRODUCT RECALL

**SUPPLY MANAGEMENT**  
The purchasing and supply website

News | Blog | Law | Analysis | Resources | Careers | Jobs | Supplier Directory

Register for daily procurement and supply chain news by email!

**Adidas ends contracts with nine suppliers over non-compliance**

Want the latest procurement and supply chain news delivered straight to your inbox? Sign up for the Supply Management Daily

22 April 2014 | Gergi Gergi

Sportswear and equipment brand Adidas terminated contracts with nine suppliers in 2013 due to non-compliance issues, according to its 2013 Sustainability Progress Report Fair Play.

The majority of the businesses were based in Asia, with two in the Americas region, and one in EMEA.

**BMW 3, 5, 7 Series [models] Recall Malfunction**

BMW has recalled all of its current models due to a potential failure of all turn signals. Very angry BMW owner is going to sue, refusing to buy another car.





# 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**

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



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



...all'uso predittivo



# Big data, social media et al...

Con-way MULTIMODAL  
Never Settle for Less.

TWEET 63900 FOTO/VIDEO 3 FOLLOWING 32 FOLLOWER 308 Altro Segui

Con-way Multimodal (@ConwayTweetLoad)  
The home of available loads for trucks on Twitter. Loads are refreshed every fifteen minutes from Con-way Multimodal's load board.  
Portland, OR and Ann Arbor, MI  
[con-way.com/multimodal](http://con-way.com/multimodal)  
Iscritto a gennaio 2010

[Twitta a Con-way Multimodal](#)

1 follower che conosce

<https://twitter.com/ConwayTweetLoad>

FREIGHTFRIEND

HOW IT WORKS INTEGRATION MEMBER LOGIN SIGN UP NOW. IT'S FREE!

FreightFriend is a FREE relationship based posting service that combines the technology and efficiency of public load boards with the privacy of phone or email. Brokers and Carriers now have real-time 360° visibility to book trucks and find freight with the companies they trust.

How to Move More Freight With Your Friends

FRIEND

<http://www.freightfriend.com>





## Supply Chain Management

## Service Management

## Industrial Asset Management

The screenshot shows the CELS website homepage. At the top, there is a navigation bar with links to Home, People, Competence Areas, Projects, Education, Publications, News & Events, Collaborations, and a search bar. The main header features the CELS logo and the text "Research Group on Industrial Engineering, Logistics and Service Operations". To the right is a large image of a globe with network connections. On the left, there is a sidebar with links to Contact Us, CELS Flyer, and CELS presentation. The main content area describes CELS's mission at the Department of Industrial Engineering - University of Bergamo, mentioning its focus on Supply Chain Management, Service Chain Management, and Industrial Asset Management. It also outlines the main mission of the Center, which includes research and educational activities, collaboration and technological transfer with industrial and service companies, and local and regional development through industry-academia forums and research observatories.

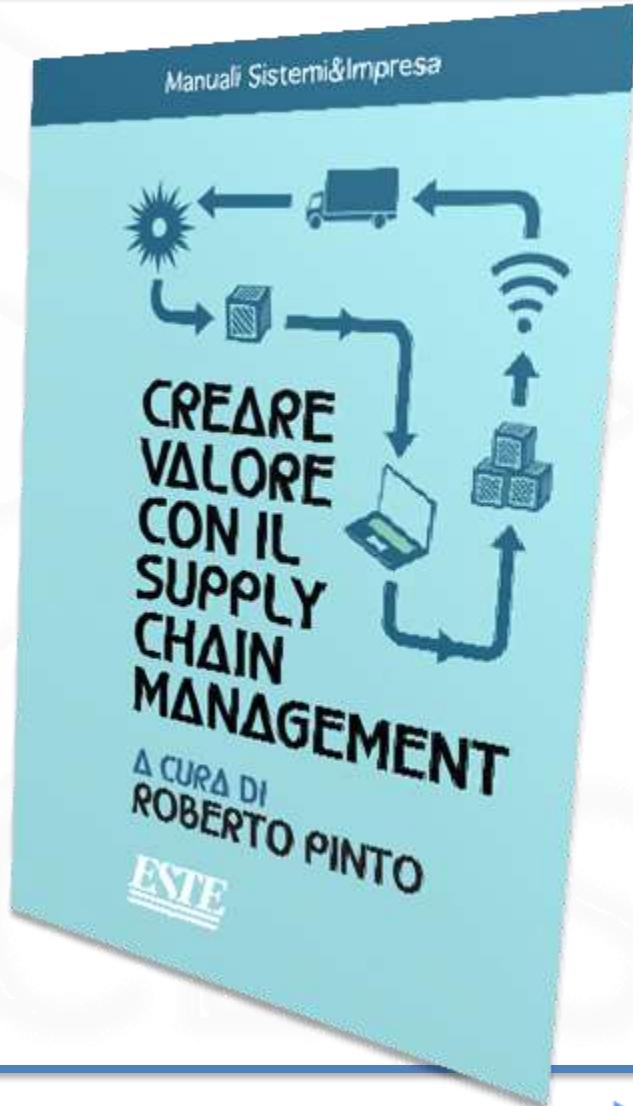
<http://cels.unibg.it>





# 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



**Roberto Pinto Ph.D**

*Logistics and Supply Chain Specialist*

**Università degli Studi di Bergamo**

**CELS – Research Group on Industrial Engineering,**

**Logistics and Service Operations**

<http://cels.unibg.it>

[roberto.pinto@unibg.it](mailto:roberto.pinto@unibg.it)



@ropinot

