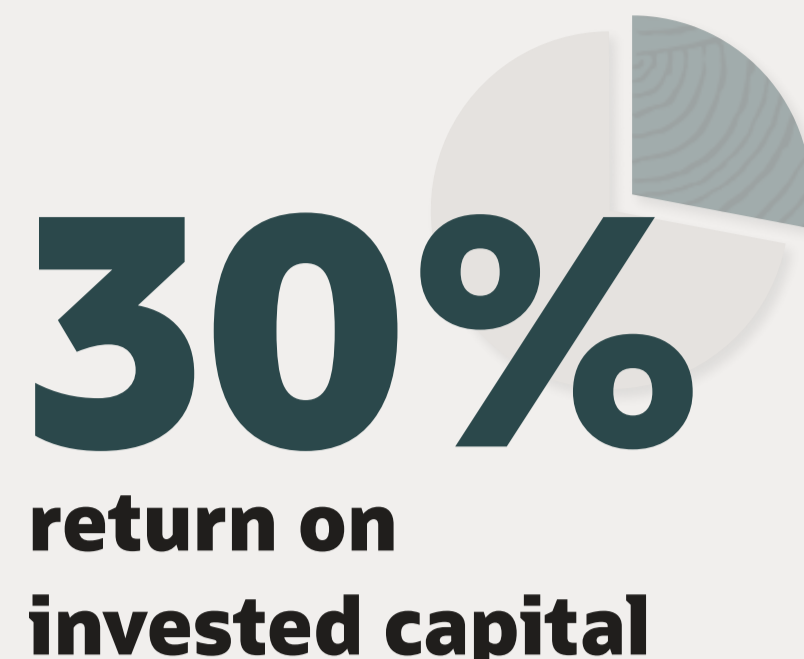# ORACLE

The Future of Supply Chain Decision-Making
Control Tower vs. Command Center

In a rapidly changing business environment, fast decision-making drives results

2x higher profit

2.5x higher growth

30% return on invested capital

Supply chain teams must quickly detect and respond to changes, but challenges exist:

- Growing complexity of supply chains
- Increasingly global economy
- Hyper-growth of business data
- Lack of visibility into data and performance

The right technology can boost efficiency and improve the quality and speed of supply chain decision-making.

Both the supply chain control tower and command center improve decision-making, but they have clear differences:

Control Tower
Operational framework integrating data and technology from disparate sources and systems to improve domain-specific, short-to-midterm decision-making.

Command Center
Forward-looking solution integrating internal data sources with external market signals to improve supply chain decision-making with specific use cases related to a common business challenge.

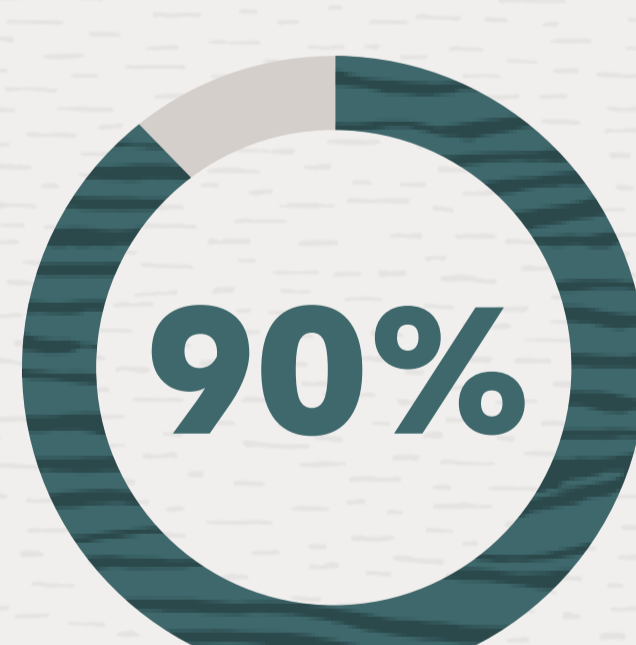| Control Tower		Command Center
Sometimes automated		**Mostly** automated
Provides siloed visibility and insights		Provides **connected, end-to-end visibility** and insights
Requires additional setup and connectivity to generate results		Allows for **efficient cross-functional** processes
Lacks predefined use cases with recommendations for common supply chain scenarios		Leverages **predefined use cases for specific supply chain scenarios** that combine data, intelligence, and recommendations

The Future of Supply Chain Decision-Making:
The Command Center

80% of companies have supply chain projects to improve visibility

90% have projects to improve agility

A supply chain command center can help you:

Detect changes from digital signals

Decide how to act based on insight

Execute on your next best action

Ready to explore more?

Discover the benefits of enabling your supply chain with a command center.

[Learn more]

Sources:
1. McKinsey & Company, *Making better decisions*, June 2021.
2. Gartner, *How to Make Better Business Decisions*, October 2021.
3. IDC Technology Spotlight, *Supply Chain Resiliency in a Time of Disruption*, July 2022.
4. Gartner, *The Advancement of Supply Chain Control Towers*, October 2021.