**Supply Chain Management (Service)**

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| **Service Supply Chain** |
| 1. The design, management, and control of the supply chain that provides service support to the various functions within a supply chain. |
| 2. The development, marketing, and delivery of professional service to a target market. |

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| **The Intra-Service Supply Chain**  *Service as a Support Function* |  | **The Inter-Service Supply Chain**  *Service as a Product Offering* |
| =Supply Chain Monitoring:  Supplier, Production, Distribution, Customer  =Business Flow Analysis:  Material, Information, Money  =Business Intelligence Reporting:  Metrics, Scorecard, Maturity Model  =Decision Support:  Business Analytics (Descriptive, Predictive, Prescriptive)  =Supply Chain Service Management:  Supplier Governance, Production Efficiency, Logistics Tracking, Warehouse Management, Information Security, Facility Maintenance, Customer Relationship Marketing  \*Communication, Coordination  . . . |  | =Product-centric Service  Product access: Advertising, Specifications  Purchase support: Warranty, Financing  Post-purchase support: Customer Service, Recalls  =Service-centric Service  Marketing: Product, Program  Software: ERP, CRM  Current Culture: Efficiency  Business Strategy: Current, New  Future Trends: SWOT  . . . |