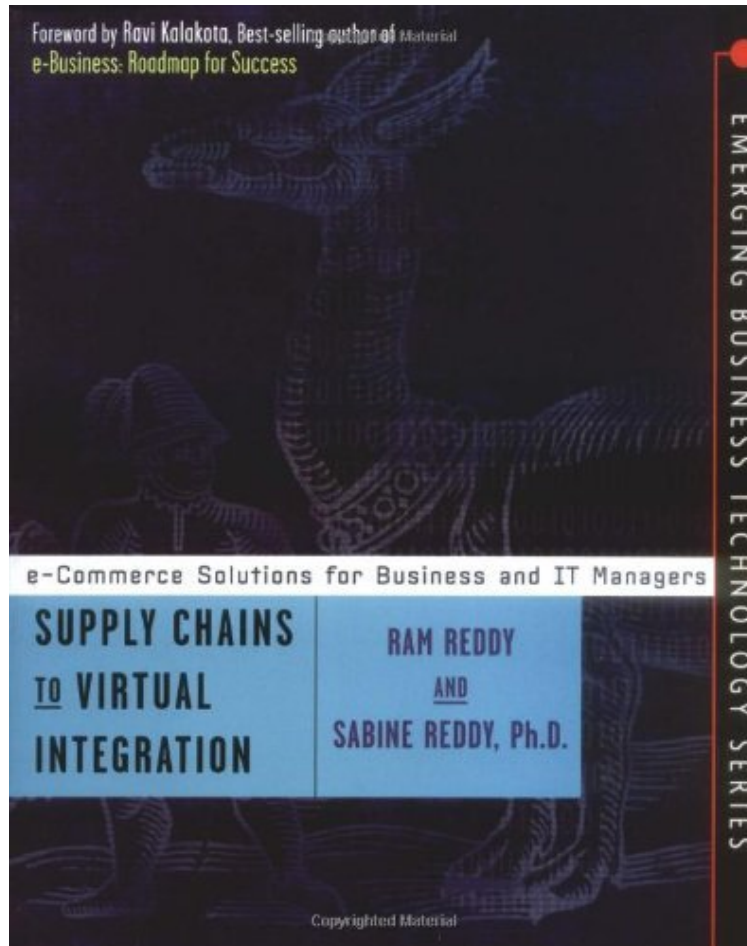


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## Supply Chains to Virtual Integration (Emerging Business Technology)

Ram Reddy, Sabine Reddy

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Based on the infrastructure provided by internet technologies, fundamental changes are occurring in the way firms design, assemble, deliver and support products and services. These changes have the potential to produce dramatic cost savings within firms and across their supply chains. At the same time, internet technologies have laid the foundation for the Network Economy model. Written by a practitioner in the field and a business strategy academic, this book bridges the gap between high-level strategy books and technology implementation guides. The book provides business and IT managers with a comprehensive framework for evaluating their existing supply chain systems, for evaluating the various technology options available, and for targeting the elements within it that can be automated with the least risk and highest return on investment.

From the Back Cover Emerging Business Technology Series "Companies often view e-commerce, supply chain management, technology, and process re-engineering as separate and disparate initiatives. Supply Chains to Virtual Integration provides a definitive roadmap for managing these not as disparate initiatives but as a fluid and integrated program for continuous improvement. Its unique blend of management theory and substantive guidance makes this a must-read for modern change agents." shy; shy; David Vasile, Vice President/General Manager, Handleman Online "Building viable e-businesses requires that companies separate real trends from the overabundant e-hype. In this quest, the old quote "The devil is in the details" is particularly apropos. Ram and Sabine Reddy's book is a tour-de-force in integrating both a broad vision of supply chain management with the often-missing nuance and detail required to successfully implement it." shy; shy; Jim Highsmith, Director, E-Project Management Practice, Cutter Consortium, and author of Adaptive Software Development: A Collaborative Approach to Managing Complex Systems Supply Chains to Virtual Integration focuses on the practical and effective management of costs across the supply chain. Hidden costs are identified, organizational constraints highlighted, and technology solutions offered. In today's environment of globalization, mergers and acquisitions, and restructuring, this book is a must-read for executives, bankers, and IT managers as they seek to identify quickly opportunities to rationalize and save costs in the supply chain. The authors dispel the common notion that converting "purchasing" to "supply chain management" is simply implementing the right software package. Instead they offer deep insights into the organizational and strategic complexities in managing supplier relationships to reduce costs. shy; shy; Mike Tokarz All About the Appropriate Use of Technology in Managing Supply Chains and How Business Leaders Shape Their Organizations to Make Them Efficient and Flexible. Internet technologies have transformed every corner of today's business world. Nowhere is this more evident than in supply chain systems, where fundamental changes are affecting the way firms design, assemble, deliver, and support products and services. More than a revolution, however, these changes represent an evolution shy; shy; one in which sound business principles must still be in place before a company can effectively leverage the new technologies, structures, and processes. Supply Chains to Virtual Integration introduces the newest supply chain technologies and explains how to implement them in your organization. Uniquely encompassing both strategic and tactical perspectives, this hands-on book provides: Strategies for making effective technology acquisition and deployment decisions Methods for cutting back on your organization's visible and invisible procurement costs Information technology solutions for vertical and horizontal coordination Supply Chains to Virtual Integration provides a comprehensive framework for evaluating your organization's existing supply chain system as well as understanding up-to-the-minute technology options for making it more customer responsive. It shows you how to weave a customer-directed "Supply Web," one focused on communication and collaboration across all trading partners, with the goal of complete customer interaction and satisfaction. About the Author Ram Reddy is a senior consultant with the Cutter Consortium and president of Tactica Consulting Group. He provides technology and business strategy consulting services to Fortune 1000 firms. He is the former chief technologist for a Fortune 500 firm and CIO of a Tier-1 automotive supplier. Reddy has written numerous articles on business strategy and information technology issues for Information Week and Intelligent Enterprise. Sabine Reddy, Ph.D., is an assistant professor of management at California State University at Long Beach. In her work, Dr. Reddy has examined the use of information technology for coordination in multinational firms. She is a member of the Academy of Management, Academy of International Business, and INFORMS.