



**An Introduction to Supply Chain  
Response Management – driving  
supply chain performance through  
responsiveness to unexpected events**

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# Presenters



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What is response management?

Where does it fit in the context of supply chain planning?

What drives volatility? Why is it so difficult to create an accurate forecast based on historical demand?

Describe a day in the life of a planner. What are some typical disruptions that someone would face? What are the consequences of these disruptions on the supply chain?

What challenges do large organizations face with respect to dealing with volatility?

Kinaxis works with some of the world's biggest and best known manufacturing companies, what are some innovative things they have done to increase responsiveness?

What about managing risk around natural disaster? Is that a part of Response Management?

How does technology help?

How much of Response Management is about technology and how much is about process?

Can you provide a high level overview of RapidResponse's Response Management capabilities?

Can you demonstrate a couple use cases of how our customers use RapidResponse?

Questions from the audience?

