

**For Immediate Release**  
**October 20, 2016**

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# **SUPPLY CHAIN REVOLUTIONS**

## *Responding to Digital Disruptions*

**RALEIGH, NC** – Jim Tompkins, CEO, Tompkins International, newest thought leadership video Supply Chain Revolutions: Responding to Digital Disruptions has just been released. Jim Tompkins continues to shape and grow the supply chain industry through innovative ideas, insight, and intelligence.

Throughout the video [Tompkins](#) explains the importance of understanding how digital disruptions are affecting companies supply chains. Also, explained is what needs to take place to respond to these disruptions. With the use of graphics, quotes, data, and proven results, Tompkins makes it clear why businesses must become digitally capable in order to achieve profitability.

Being digital is the ability to market, sell, and serve through digital means. Digital encompasses the entire product and service lifecycle, and impacts all trading partners of national and international supply chains.

It is important to recognize that at no time in history has the pace of disruptions been quicker or have had greater magnitude than today. What companies are currently experiencing is unprecedented. There is no indication that there will be a reduction in the pace or scale of digital disruptions that companies are and will continue to face.

The 11 digital components creating disruptions and impacting supply chains are, artificial intelligence, big data, cloud computing, customer experience, digital payment, eCommerce, end-to-end visibility, Internet of Things (IoT), mobile commerce, social interaction, and uni-channel.

There are a number of companies that have used digital components to separate themselves from other companies. Some well known examples, [Alibaba](#) the world's highest volume merchant yet owns no inventory, [Airbnb](#) the world's largest accommodation provider yet owns no property, [Uber](#) the world's largest taxi company yet owns no vehicles, and [Facebook](#) the world's largest media company, yet creates no content.

Due to the continued disruptions a company's supply chain must be capable of responding to competitors digital capabilities in the digital age.

**About Tompkins International:**

A supply chain consulting and implementation firm that maximizes supply chain performance and value creation. We enable clients to be more profitable and valuable, while also becoming more agile, flexible, and adaptive to the marketplace. Tompkins collaborates with client teams to develop improved operations strategies, supply chain planning, and execution across all the Mega Processes of supply chains (PLAN-BUY-MAKE-MOVE-DISTRIBUTE-SELL). Tompkins is headquartered in Raleigh, NC and has offices throughout North America and in Europe and Asia. For more information, visit: [www.tompkinsinc.com](http://www.tompkinsinc.com).

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