

#100 WHAT ARE THE FIRST LESSONS YOU ARE LEARNING FROM THIS HEALTH CRISIS?



Yann de Féraudy

Deputy CEO Operations & IT Groupe Rocher & Président de l'Aslog

GR

GROUPE ROCHER

I note that this period of health crisis has allowed us to do amazing things in a limited space of time. We are aware that not everything is «scalable», but we have experienced a momentum that will leave positive traces within our supply chain organization. We forgot for a few weeks some good practices that we normally apply. I am thinking in particular of the formal and contractual validation process; the urgent need to implement new

solutions was found with our partners thanks to mutual trust without first formalizing them in writing. Of course, we need to return to a more supervised mode of collaboration, but what has just happened will help to strengthen trust between partners.

This period also served to reveal the values of companies and managers. It was not possible to cheat in the last few weeks. There have been a lot of good things and some disappointing behaviour. This also concerns superfluous processes that have been stopped that will not come back.

This health crisis has shed light on little-known professions in the supply chain, which are essential to the smooth running of the country.

In recent years, and especially since 16 March, there has been talk of digitalisation: teleworking, telemedicine, e-commerce, etc. This period shows us that the right way forward is to associate digital with human beings and not to set them against each other. To illustrate my point, I will take the example of direct selling, which is breaking sales records in several countries where we are established, because it combines several key success factors: human relations, digital and the short circuit.

Finally, we must also learn lessons about our understanding of the supply chain by changing certain dogmas and favouring simplicity. The incessant race to find the best cost has often generated a complexity that makes our supply chains fragile. ”

| About ASLOG

ASLOG brings together more than 400 companies from all sectors, with 2,000 professionals working together to promote and build tomorrow's Supply Chain. ASLOG is a neutral and independent association that addresses Supply Chain issues.

As early as 1972, visionary men sensed that this function would be decisive for all companies. For almost fifty years, professionals in the sector have made ASLOG the reference partner.

ASLOG is the privileged interlocutor of institutions and public authorities on all questions relating to the sector.

| #supplychain4good

The **#SupplyChain4Good** community was created at the initiative of Michelin and ASLOG, as part of the Movin'On ecosystem, in favor of a more sustainable mobility of goods.

#SupplyChain4Good's ambition is to federate the actors who work for Supply Chains that are simultaneously good for the planet, the people and the business performance. The members of this community are «shippers» (industrial and commercial companies), «operators» (transporters, logisticians, shipping companies, ports...), «support functions» (academics, consultants, information systems, regulators, NGOs...).

They cover all economic sectors and all regions of the world. Their work takes place throughout the year and culminates in the annual Movin'On Summit, the world summit on sustainable mobility.