



Minimizing the Costs — and Risks — of Global Commerce



Ned Blinick
Vice-President
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Edward (Ned) Blinick has overseen the strategic direction for Blinco Systems Inc.'s 3rdwave GCM (Global Commerce Management) solutions. As one of Blinco's principals and vice president, sales and marketing, Ned has been involved directly with clients to identify opportunities that will drive efficiencies from their unique global supply networks. His in-depth understanding of the inter-relationship between global business processes, people and supporting information technologies has helped clients drive profits straight to their corporate bottom line.

Ned believes that as globalization and the increasing dependence on low-cost country sourcing (LCCS) continue to expand and impact the U.S. and Canadian economies, organizations must develop agile and lean strategies supported by strong processes, expertise and systems that will enable them to compete long-term. In his experience, however, most companies — including early adopters of LCCS — lack a comprehensive strategy to fully understand, let alone leverage, the dynamic relationship between domestic manufacturing and global sourcing. Time and again, he's seen that most firms haven't positioned themselves to optimize their entire global supply and distribution networks and thus reap the exceptional rewards that only an integrated and fully synchronized global commerce initiative can deliver.

"The advantage of being the first mover to LCCS has now evaporated," says Blinick. "Those companies that want to excel in this global environment need to develop a strategy for their supply chains that takes into account the dynamics,

both positive and negative, that impact global sourcing and distribution — from one end of their supply chain through to the corner office. They will have to create agile plans that allow them to move quickly and restructure their networks with minimal disruption to their distribution capabilities."

Ned Blinick is noted for working closely with his clients' senior management on strategies and tactics that minimize the costs and risks associated with global commerce. His global supply chain expertise underpins 3rdwave GCM. Thus, he's able to identify specific opportunities and present workable solutions that have enabled his clients to dramatically increase control over their entire supply chain. His goal: to help firms drive significant corporate value as a result of the savings they achieve in creating lean, agile and adaptive global supply chains. Blinick speaks at seminars and consults with senior management and front-line managers on their current global initiatives. He helps them understand the global topography and its associated risks and opportunities, and he helps clients adopt information solution strategies that support their new global paradigms.

"There's a significant increase in senior management interest in the area of global commerce management," according to Blinick. "More managers understand that the global commerce environment is much more dynamic and complex than their historic domestic manufacturing model. Executives are increasingly recognizing that traditional manufacturing ERP and domestic supply chain-focused solutions are inappropriate and inadequate to address the dynamics of global commerce, and senior managers now



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are reaching out for understanding and knowledge in this area.

“We look at this from far more than a theoretical perspective,” Blinick continues. “Every solution has to be very practical, cost-effective and easy to implement. No exceptions.”

Ned Blinick knows the global supply chain space well. He spent 15 years as CEO of a successful global trading company and has first-hand experience with the inherent complexities of the global supply chain. He understands the difficulties in controlling the impact of supply on demand and its effects on the ultimate customer.

“In the early 1990s, the concept of globalization was just being articulated,” Ned explains. “The competition we faced as an international trading organization was fierce, but the business processes and information structures were immature and therefore much more forgiving. The need to balance supply with demand was equally important back then, but the information infrastructure was relatively young. Still, even then, those companies that could manage their global supply chains more efficiently were in a much stronger position for survival than those who continued business as usual. Spreadsheets were sufficient to keep companies on a competitive footing.

Today, Blinick notes, the tools and business demands have evolved well beyond the spreadsheet. “Having an unimpeded 360-degree view of an item across its entire

global life-cycle is now possible,” he notes. “Taking this approach and building this capability into 3rdwave GCM has dramatically changed how our clients have been able to manage their business.”

As Blinick’s experience and vision were incorporated into 3rdwave Global Commerce Management (GCM), a comprehensive modular suite of applications was created. 3rdwave GCM ensures a company can successfully create, manage and control its global strategy — whether they have a legacy system, ERP or an agglomeration of various point solutions.

Yet 3rdwave GCM takes global commerce management to a much higher level of functionality than other global trade management (GTM) or logistics solutions. “By effectively ‘synching’ global supply chains with their domestic manufacturing and distribution network, 3rdwave GCM provides operators and managers with significantly greater control for an item — from concept through delivery — than previously possible,” says Blinick.

He goes on to say: “To do global commerce well demands understanding, sophistication and the ability to manage the supply-demand equation at a much deeper and more granular level than is currently available with current ERP, legacy and point solutions. 3rdwave GCM provides the necessary, comprehensive infrastructure and is underpinned by a powerful data repository that is uniquely designed to support all facets of global

commerce. We’ve carved out a niche for ourselves that we find is quite in demand these days: Our solution allows both operators and managers to have all the tools they need to carry out their responsibilities effectively and efficiently within the broader corporate global supply chain strategy.”

Blinick believes that as LCCS becomes a larger part of a company’s competitive strategy, those organizations that can deliver their products across the global environment most effectively and profitably will succeed. “Blinco Systems’ vision and commitment is to deliver knowledge, understanding and a solution infrastructure that allows our clients to reach world-class capabilities in a highly complex and ever changing environment,” he says.

Blinick concludes: “I never stop enjoying collaborating with our clients and prospects. As we help our clients optimize their global supply chains, they become leaner, more agile, more adaptable, more competitive and, most importantly, more profitable. And that’s how I know we did things right.”

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