## Key Elements of Effective Supply Chain Integration

- It puts the customer first, keeping the motive for every collective decision in perspective.
- It has the total commitment of upper management throughout the chain so that every small setback doesn’t risk destroying the partnership.
- The entire process should be within one database, so all partners have equal access to information, which encourages open communication.
- The integration doesn’t just link Enterprise Resource Planning (ERP) and technology, but it also links mindsets and goals.
- The purchasing department is at the center, and is the final authority on decisions in order to keep costs down and benefits mutual.
- Segmented customers help to anticipate changing needs to determine the true requirements of the supply chain.
- Work is relocated to whoever performs them best to strengthen the chain.
- Activities are not performed more than once, so you eliminate redundancy in the chain.
- Trading partners should agree on same metrics and rewards systems so that different organizations aren’t working towards conflicting objectives.
- Face-to-face contact is encouraged, as this allows for cultivating the best ideas and forming trust among the chain members.