

Building a Digitalized Supply Chain Control Tower That Orchestrates and Acts, Not Just Observes

Fragmented processes, systemic shocks, and the “hidden tax” of data-sharing friction are throttling performance across life sciences. At **FutureLink Barcelona 2025**, Flavio Aliberti, Vice President of Supply Chain Business Strategy at Genpact, outlines a next-generation control tower that doesn’t just watch—it senses weak signals, simulates scenarios, and acts to coordinate responses across the value chain.

Aliberti introduces Vista, a consortium-style control tower approach that spans partners and functions. Built to reduce manual intervention and paralysis from growing data volumes, it uses three layers to drive outcomes: (1) richer shared data from customers and suppliers; (2) large-scale scenario simulation to build resilience; and (3) a decision-intelligence layer that prioritizes risks and recommends next best actions. Designed to run alongside existing IT and major ERP programs, it harmonizes information and scales up or down to improve compliance, replenishment, transparency, and cost efficiency.

Key takeaways:

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- How to replace passive visibility with actionable orchestration that senses disruptions early, simulates options, and recommends coordinated responses across compliance, replenishment, and scaling.
- Practical ways to reduce friction by harmonizing data across partners using TraceLink's digital capabilities—improving transparency, speed, and decision quality without heavy replatforming.
- Why a control tower that sits alongside S/4HANA and other core systems can deliver value in 3–6-month waves while broader transformations progress.

Watch the session to learn how an acting control tower moves you from dashboards to decisions—cutting friction, accelerating recovery, and improving service and cost in a volatile landscape.

VideoMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationSupply Chain
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