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## **Supply Chain 4.0 – The competitive advantages of technology in the logistic sector**

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### **ABSTRACT**

In the current context, with a constantly evolving market, immediate consumer gratification requires a new approach to Supply Chain Management by companies. All the tools and methods that aim to improve and automate the supply, reducing stocks and delivery times, must adapt quickly to any change imposed by customer expectations: this is the only key to having a real competitive advantage. Everything that slows down supply chain processes must be corrected and remodelled to intercept customer expectations. Flexibility is the password. Complex and expensive IT infrastructures, the absence of modern technologies, any inefficiency causes a decrease in profits. In this sense we also speak of supply chain 4.0, a collaborative and strategic ecosystem between suppliers, business functions, production, sales, marketing, up to obviously to the warehouse and distribution, which all pursue the satisfaction of the increasingly demanding customer, and a greater profit as a result. The supply chain should no longer serve to deliver the product at a lower cost. It is crucial to stop thinking in terms of savings. Technology investment is necessary. Certainly the technological improvements have an impact on the company's turnover, but thanks to the huge amount of data that allows a digitization of all processes, it is now possible to track products through sensors and RFID tags, create and manage small "buffers" of stocks also in stores through warehouse management systems, automating the movement of components and products. In this way it is easy to monitor everything, and to understand how the improvement in distribution and delivery speed allows to better follow consumer behaviour, make them more satisfied and therefore contribute to actually increasing sales.

### **KEYWORDS**

Supply Chain 4.0; technology; management organization; logistics.

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