![CSCMP Council of Supply Chain Management Professionals — Educating and Connecting the World's Supply Chain Professionals.™]

CORPORATE SPOTLIGHT

In a nutshell, what is your company all about?

E2open is a channel and supply chain management software provider used by major companies to improve visibility, coordination and control over the end-to-end supply chain. The E2open platform creates a digital representation of the physical supply chain, connects internal and ecosystem partner systems, and normalizes and cleanses the data to make it decision-grade. The data powers a full suite of supply chain management applications with end-to-end visibility to make informed decisions and put them into action through closed-loop communications back to underlying systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

What differentiates your company from others in the industry?

E2open delivers four key enablement pillars that enable companies to orchestrate their global supply chains.

1. Access to demand, supply, logistics and trade networks with reusable connections for a cost-effective and efficient way to connect to disparate internal and external systems.
2. The data from these connections is harmonized, cleansed and enriched in a centralized, integrated data model – creating a single source of truth for all parties that is decision-grade and machine-ready.
3. A full range of intelligent applications supporting all areas of channel and supply chain management.
4. A single pane of glass providing availability to any of these applications or underlying data and analytics required for your workflow.

What is your company's most recent accomplishment?

We are very proud to be recognized as a leader by Gartner, IDC and Nucleus Research in 10 analyst quadrants, including multi-enterprise supply chain business networks, planning and execution.

What is the biggest challenge your company faces in the industry?

The biggest challenge stems from siloed thinking established within organizations. Traditional supply chain management processes and the organizations to support them were established decades ago, at a time when technology was significantly more limited than what is available today. In short, technology limited decisions around people and processes. These days, innovative technology advances significantly outpace people and processes. Industry leaders have embraced these changes to transform supply chain performance, but for the industry as a whole, change takes time. Our strategy to accelerate this change is to help companies, at any stage of their SCM journey, take the next step in a way that meets today's needs. This approach positions them for digital transformation – at the right time and pace for their business.

How does your company approach recruiting and retaining talent? What challenges do you face?

We offer an exciting and fast-moving place to work. E2open is rewriting the rules in supply chain management and transforming the industry. Our employees get to be on the leading edge of technology, helping solve the largest and most complicated supply chain challenges for the world's best-known brands. Being a high-growth company with solid financials also makes E2open an attractive workplace – we are recognized by industry analysts as the #1 growth company in supply chain management and the biggest SCM SaaS provider.

Why is your company a CSCMP Corporate Member?

A few of E2open's acquisitions – Cloud Logistics, Amber Road, and INTTRA – have been CSCMP Corporate Members for years. The value from membership takes into account opportunities to network with other providers and customers, attain education and training, and participate at local roundtable and national events.