



## Retail Supply Chain Visibility 2009: The Drive for Strategic Transparency

### Retailers with Global Supply Chains Focus on Reducing Risk in 2010, New Study Finds

*RSR Research, an analyst firm providing market intelligence on retail technology trends, announces the results of its latest research report, "Retail Supply Chain Visibility 2009: The Drive for Strategic Transparency," developed in partnership with the Retail Industry Leaders Association. The research finds that retailers with global supply chains, hamstrung by unexpected supply chain shocks during most of this decade, are looking to reduce their exposure to risk by taking more control over supply chain activities. The report also finds that better performing retailers are focusing their efforts on a few strategic partnerships, rather than trying to tackle activities at all trading partners at once.*

**Miami, FL and Washington, DC (PRWeb) October 21, 2009** - RSR Research's latest report, "[Retail Supply Chain Visibility 2009: The Drive for Strategic Transparency](http://www.retailsystemsresearch.com/document/summary/1005)" finds that retailers with global supply chains are looking to reduce their exposure to supply chain risk in the coming year. These findings are based on a survey of 74 retailers and manufacturers in the summer of 2009. The report can be downloaded at <http://www.retailsystemsresearch.com/document/summary/1005>. The report was developed in partnership with the Retail Industry Leaders Association (RILA), a leading retail trade organization.

"Leading retailers recognize the competitive advantage associated with increased supply chain visibility and the value of strategically positioned partnerships," said Casey Chroust, executive vice president of retail operations for the Retail Industry Leaders Association. "Adopting this proactive approach has allowed leading retailers to both cut costs and increase productivity, while bringing more value to their organization in the short-term and putting themselves in an ideal position to thrive when economic conditions improve," Chroust concluded.

"The landscape of supply chain visibility really is a tale of two cities," said Brian Kilcourse, Managing Partner at RSR Research and co-author of the report. "On the one hand are winning retailers with global supply chains. They have reaped the benefits of a lower cost supply chain but found themselves exposed to risks they didn't have to worry about before - like price shocks in oil and commodities. On the other hand are their retailing

peers, who did not extend their supply chains, but also stayed away from any of the efficiency and cost benefits."

"Ironically, both groups are looking for the same things," adds Nikki Baird, also a Managing Partner at RSR Research and co-author of the report. "They both want more control over their supply chains, but winners are looking to create strong bonds with choice partners, while lagging retailers are trying to create weaker bonds across a lot of partners."

"Retail Supply Chain Visibility 2009: The Drive for Strategic Transparency" contains analysis of the business drivers, opportunities, and organizational constraints surrounding retail supply chain visibility, as well as recommendations for creating successful visibility-driven supply chains. The report is part of RSR Research's ongoing efforts to provide market intelligence on retail technology trends, and can be downloaded here:

<http://www.retailsystemsresearch.com/document/summary/1005>

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### **About Retail Systems Research**

Retail Systems Research ("RSR") is the only research company run by retailers for the retail industry. RSR provides insight into business and technology challenges facing the extended retail industry, and thought leadership and advice on navigating these challenges for specific companies and the industry at large. To learn more about RSR, visit

<http://www.rsresearch.com>

**About the Retail Industry Leaders Association:**

The Retail Industry Leaders Association (RILA) is the trade association of the world's largest and most innovative retail companies. RILA members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs and operate more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad.

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