

## Project „Customer oriented Complexity“ (CoCo)

Globalization and the resulting omnipresent competition are forcing companies into merciless competition. One way to gain a competitive advantage is to offer a very broad product portfolio and adapt it to customer requirements. This can lead to a variant explosion and enormous complexity within the supply chain.

We are currently in a time of constant change. The market is changing and challenging due to geopolitical events and the COVID-19 pandemic, accompanied by a reduction of the product life cycles and a large geographical allocation of customers, which leads to increasing complexity within the supply chain.

In order to be able to control the complexity, it is necessary to measure it, According to the motto: "You can't manage what you can't measure".

For these reasons, a research project is being carried out together with Europe's largest window and door manufacturer Internorm GmbH, which aims to measure and subsequently deal with the complexity in the product portfolio of synthetic windows.

### Project objectives:

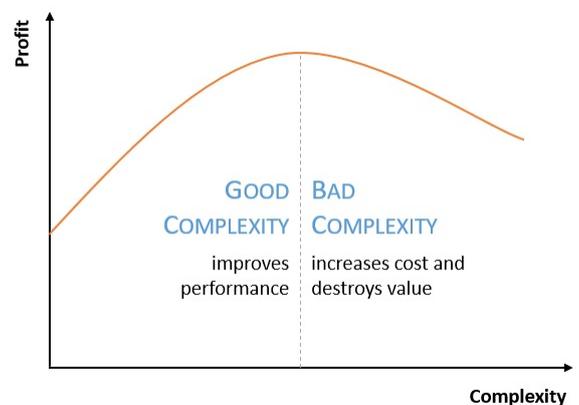
- Create a systemic understanding of the complexity perceived and desired by the customer in order to r variants or variety of parts without the loss of contribution margins.
- Internal awareness-raising within the SC to steer decisions in a certain direction (strategic vs. dysfunctional complexity).
- Identification of SC complexity drivers and their interactions.

- Development of a SC complexity index to measure the SCC.
- Derivation of personas for retailers.
- Derivation of optimization potentials (portfolio adjustment, cost or price adjustment).
- Development of a workflow for the integration into the daily business.

### Project key data:

**Programm:** Logistikum.RETAIL

**Duration:** 02/20-06/21



### Contact of the project manager:

FH-Prof. DI (FH) Dr. Markus Gerschberger  
+43 5 0804 33265, markus.gerschberger@fh-steyr.at

Homepage: <http://www.logistikum.at>

