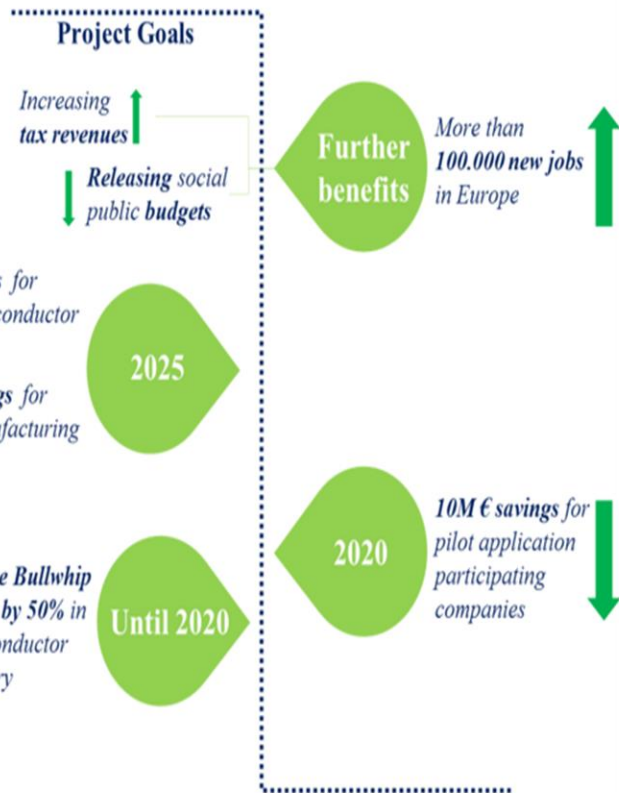


Horizon 2020 Proposal

Digital Automation: Bullwhip Project



We aim at improving the industrial supply chains to spare 100sM€ for the EU industry, and create 100k jobs.

We will address the bullwhip effect, responsible for variability and inefficiency in supply chains.

We will combine technology and processes such as gamification, simulation and optimization to educate people and create tools to reduce the Bullwhip Effect.

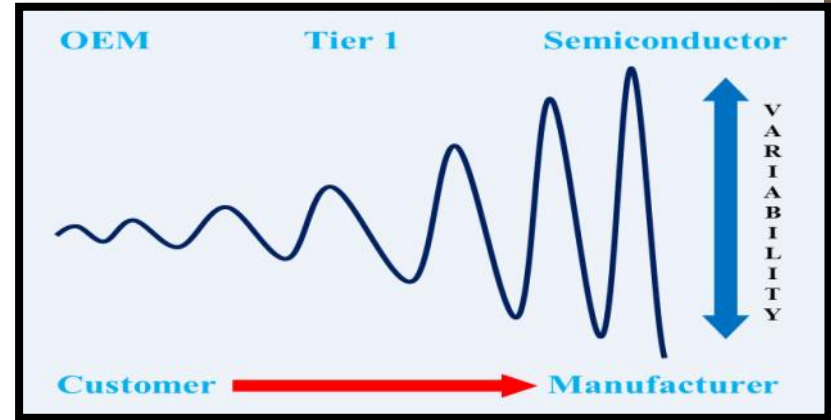
Our use cases are in the microelectronics industry supply chains, but the scope of the project is much wider.

Horizon 2020 Proposal

Digital Automation: Bullwhip Project

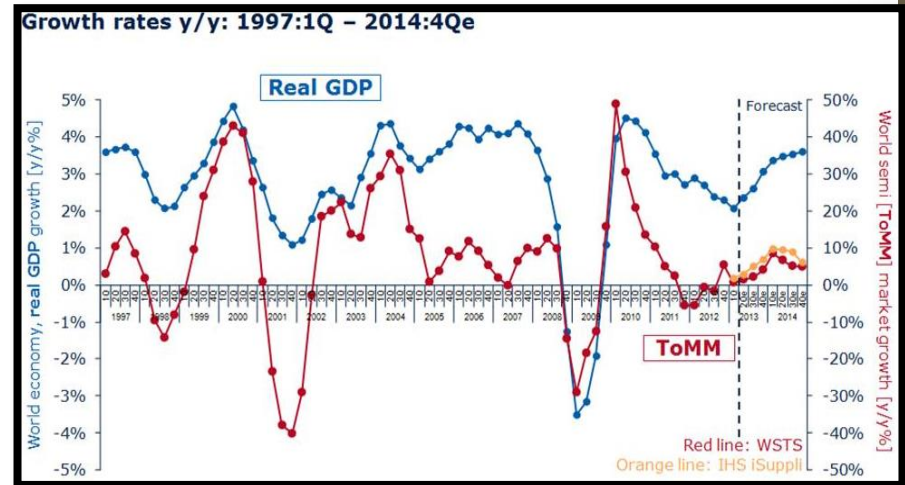
Bullwhip Effect (BWE)

- Amplification of demand volatility along the supply chain.
- Misalignments due to human as well as system behavior lead to distortions in information and material flows.



Major Negative Impacts






- Inefficiencies in the supply chain due to variability.
- Unnecessary cost of 100 Million € for the EU industry.









Horizon 2020 Proposal

Digital Automation: Bullwhip Project

Project Team

	Infineon Technologies AG	DE
 <small>Technische Universität München</small>	TUM	DE
 <small>Reliable & Real-Time Systems</small>	MangoGem SA	BE
	Inchainge BV	NL
 <small>print & new materials</small>	Flostock BV	NL
	Integrated Supply Chain	UK

Supported by:

AND YOU?

We are looking for industrial partners with use cases in the supply chain to join.

* Preference goes to partners from other EU countries.

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