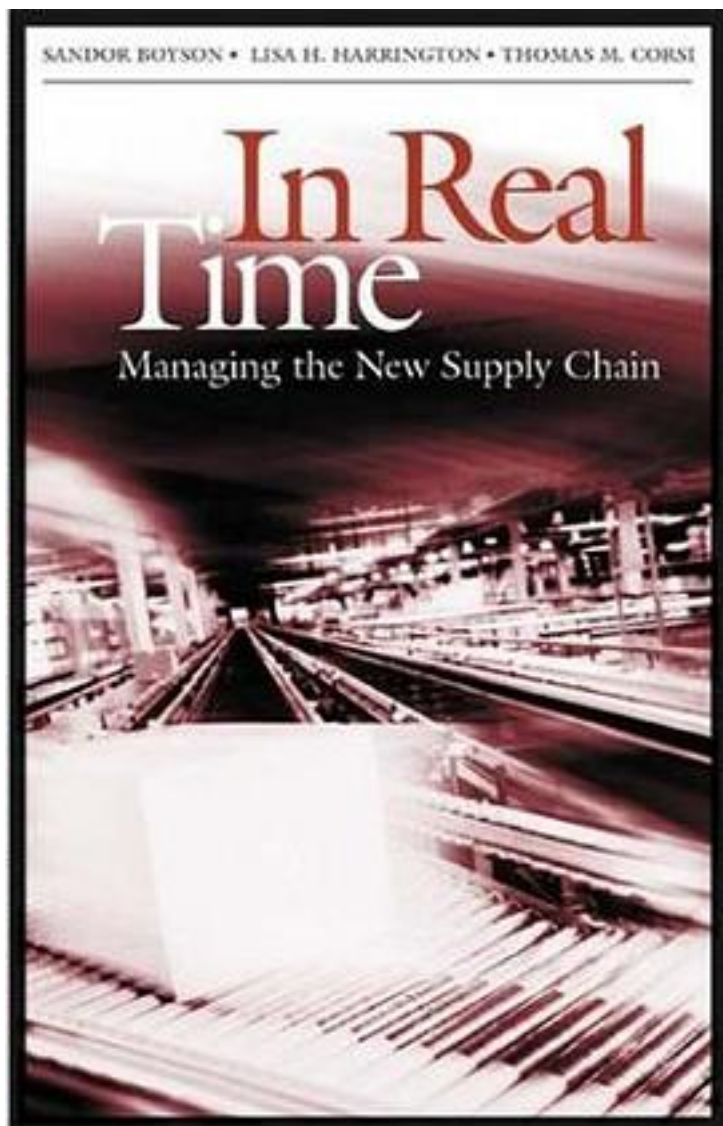# In Real Time

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The age of the real-time supply chain has finally arrived. Thanks to an emerging technology construct--the Internet-based "mega-portal"--companies can now connect instantaneously with suppliers, distributors, manufacturers, customers, and alliance partners around the world. Online access to up-to-the-minute information enables companies to improve communication and project management across the entire supply chain, promote collaboration across departments, and enhance customer service and financial operations. The results are stunning; for example, a recent survey reports dramatic increases in revenues and customer retention and decreases in operating costs and product cycle times. Drawing from extensive primary research and best practice examples from a variety of pioneers in the field, the authors introduce the mega-portal concept, illustrate how it works, and show readers how to implement it in their own organizations.

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