

# Integrated Supply Chain Optimization Model

## Collaboration Process

Five elements make up the Integrated Supply Chain Optimization Model.

- Communication Map
- Data Standards
- Enablers
- Principles
- Collaboration Process

**SCO Definition**

A collaborative, transparent process and toolkit that consistently delivers

**the right product, in the right quantity, at the right price, to the right place, at the right time,** to ultimately delight the consumer.

