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WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
February 08th 2012: Looking for a "demand-driven" Supply Chain

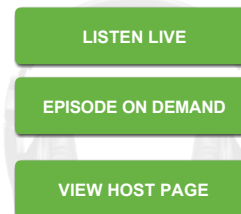
The old traditional supply chain "pushed products to market." How achievable would it be to turn this around and make it into a "demand-driven" supply chain where all the supply chain partners were aligned to "pull product to sales?" Regardless of the business environment, a demand-driven supply chain could reduce inventory levels while providing flexibility to better respond to market changes. What would this kind of change cost and what challenges would it bring? Would it produce a positive ROI? Has it ever been tried? If so, what were the results? What are the opportunity costs of NOT movin

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