



### ***LinX is a supply chain simulation game.***

**LinX** is designed to illustrate certain supply chain management principles and is part of a two-day workshop for 16-32 of a client firm's managers and senior managers. The first day of the workshop includes education on key supply chain management concepts and the **LinX** simulation game. The principles introduced in the sessions are applied during the **LinX** simulation game and reinforced in the debrief sessions. At the end of the first day, teams are formed and issued a client-specific challenge (or challenges) requiring application of the concepts learned on the first day to the client firm's issues. Coaching continues on the second day as teams work to move their ideas from concept to implementation management of change planning.

### ***LinX supply chain simulation performs like a real supply chain ....***

... and, it breaks down like a real supply chain. **SCLinX** facilitators coach participants to apply new concepts and make connections between how the simulation breaks down and what happens in real

life. The problems and solutions proposed in the game parallel real life situations and solutions to supply chain challenges in oilfield service supply chains.

### ***LinX is most effective when ...***

... the client firm's participants represent a wide variety of operational and supply chain roles. **LinX** is based on role-playing and works best when it includes \_\_\_\_\_ managers, senior managers and directors from sales, operations, marketing, supply chain, manufacturing, product design, and procurement. Ideally, supply chain managers play the roles of operations managers in the simulation and operations managers play the roles of supply chain managers. The role changes help breakdown barriers and build an appreciation for collaboration and teamwork in addressing supply chain problems.

### ***LinX is customized to the client firm's ...***

... processes to closely model what the firm sells and the nuances of its operations and supply chain. We use the same terms and terminology the firm uses. The products used in the simulation are patterned after the products the firm actually sells and the

manufacturing and procurement process mirror the client firm's current value chain. **Linx** is not an off-the-shelf solution. It is always customized to the client firm's environment. This helps the managers make the connection between the issues that arise in the simulation and the challenges they confront each day.

**Linx illustrates management principles critical to the success of the firm.**

Several of the following supply chain management principles can be addressed in **Linx**:

- Process reliability, quality reliability, information and communication are the key ingredients of a well-managed supply chain.
- A well-managed supply chain has minimal investments in inventory, low operating costs, and short lead times.
- When process reliability, quality reliability, information and communication are less than optimal, a firm must compensate with inventory and/or lead time and/or operating cost to deliver the same level of customer service.
- Lead time syndrome - if the customer's product orders outpace supply, lead times will grow driving a cycle of increasing order backlogs (or order book) and increasing lead times.
- Available-to-Promise and Capable-to-Promise systems to provide input to Sales and Operations for promising orders.
- Techniques for demand forecasting as it relates to configure-to-order, assemble-to-order and postponement.
- Decision-making in the context of a periodic Sales and Operations Planning (S&OP) meeting.
- Configure to Order, Assemble to Order, Make-to-Stock, Make-to-Order, and Batch production processes can be simulated.

**Details**

The workshop can be conducted at the firm's facilities or offsite.

A **Linx** engagement includes customization of the **Linx** simulations game to the client's firm and operating model.

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